WORLD PASSENGER SYMPOSIUM
Innovating better, together

24 - 26 October 2017
CCIB Barcelona, Spain

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HUAWEI
Driving Customer Satisfaction Through Digital Transformation

In the airline industry, the struggle to acquire and retain high-value passengers is driving a need for distinct brand differentiation. At the same time, the travel landscape is being influenced by big-tech trends. Emerging technologies such as artificial intelligence are already impacting the travel journey. At the intersection of these macro-trends is digital transformation, an industry disruption forcing airlines to use digital expertise to redefine core competencies and focus on the interconnectivity of technology, people and processes.

The time for digital transformation is now. Discover how airlines can sharpen their competitive edge to achieve digital transformation and ultimately drive high customer satisfaction.

- Stan Boyer, VP Airline Solutions Sabre

Tell us What you Want, What you Really, Really Want

In the last few years, the travel industry has undergone many changes. Continuously adapting to passenger preferences and new technology, the industry strives to transform the passenger journey into a more seamless, hassle-free and personalized experience. In this session we will follow the annual tradition of presenting the 2017 Global Passenger Survey results. What does the passenger want?

IATA will provide background information on the scope, objective and methodology of the Annual Global Passenger Survey as well as the IATA Passenger Satisfaction Survey that will set the scene for the discussions on Tomorrow’s Journey - It’s All About You.

- Frederic Leger, Director APCS Products, IATA
- Pierre Charbonneau, Director, Passenger and Facilitation, IATA

To Continue, or Not? What is the Fate of the Industry Initiatives According to Passengers?

Several new initiatives have been introduced to improve passengers’ satisfaction across their journey. With initiatives such as airport of the future, fast travel, baggage resolution 753, one identity, etc. Are passengers concerns being addressed? With the survey results in mind, are there other initiatives that would be expected?

This interactive panel, with audience participation will examine the survey results from an industry initiative perspective and understand the relevance of the current initiatives underway and discuss new initiatives as suggested by passengers.

Moderator:
- Andrew Price, Head, Global Baggage Operations, IATA

Panelists:
- Rick Nagy, Chair, Baggage Working Group, Alaska Airlines
- Gerald Prokasy, Chair, PEMG

Customized Travel Experience Will Now Begin Off-Airport

Tomorrow’s journey envision distributed airport infrastructure within cities that will reduce processing at a central terminal and improve the overall passenger journey. This session will examine the choices passengers will have when booking the ticket to tailor the complete journey, including how they would like baggage to be handled, what use of airport facilities and e-commerce they would like to make.

- Paul Griffiths, CEO, Dubai Airports

Advanced Passenger Processing is Already Happening

Trails are advancing where passengers no longer have to stop and queue multiple times at the airport with the same documentation; the use of a single digitized passenger identity using contactless technology will allow walking pace processing in the terminal. The session will take you through a process that is not science-fiction, but rather science-fact.

Smart Data: The New Travel Journey Backbone

The use of data predictive modelling and Artificial Intelligence is being investigated at some airports to plan operations and better predict impact on aircraft turnaround. What is the impact on the passenger journey and is it something passengers want? Through coordinated data sources, using new distributed technologies and cloud applications, can passengers have access to real-time tracking of flights, baggage and shipments, ultimately providing control and peace of mind - a truly hassle-free journey?

A Vision or Already Reality?

The Panel will debate the shape of things to come, how the three themes presented will link together to transform tomorrow’s passenger journey.
Repetitive and cumbersome, this is how the passenger process is still described. As the population travelling by air is increasing faster than expected innovative solutions are needed. Streamlined identity management is becoming crucial to allow for a secure, document less, friction-free journey. This vision has to be delivered through true collaborative approach.

09:00 – 10:30
Moderator:
* Annet Steenbergen, Advisor Happy Flow and Pre-Clearance, Government of Aruba

Panelists:
An Airport Seamless Passenger Flow
A seamless passenger flow can only be achieved by a complete rethinking of how process in currently done. To take the challenge some airports are deploying very innovative way of operating and cooperating.
* Hedzer Komduur, Value Stream Owner, Schiphol

Airport Experience of the Future: How to Disrupt it?
Airports are now reflecting on enhancing passenger identity management supported by a secure platform to allow for friction-less passenger process across the full traveler journey.
* Michael Ibbiton, EVP Business Technology, Dubai Airport

How can Public/Private Partnership Address the Challenge of Data Privacy Posed by Biometric Data Capture?
JetBlue and SITA will present ‘board-in-a-snap’, their first-of-its-kind collaboration with US Customs and Border Protection for self-boarding using only facial recognition in a single step. Customers who opt-in to board-in-a-snap are able to put away boarding passes, passports and devices – a quick photo match at the gate verifies customers to board.
* Sean Farrell, Global Product Portfolio Director for Government and Security—General Manager Americas, SITA
* Timothy Pearlman, Customer Service Manager, JetBlue

A Trust Framework to Allow Interoperability Across Nations
How can governments, airlines and airports agree on using a common identity management system which is interoperable, scalable, transparent and cost efficient? A trust framework which gathers a set of specification, rules and agreements legally enforceable is a possible option which will be explored.
* Don Thibeau, Founder and Chairman, OIX - Open Identity Exchange

11:15 – 11:30
The Personalization Program—Upgrading the Passenger Experience
From an aviation business perspective - how does the industry envision the transformation? What are the critical dependencies? What are the tools and emerging technologies needed? Where are the obstacles and opportunities ahead?
* Henry H. Hartsedel, President/Travel Industry Analyst, Atmosphere Research Group
* Rob Broere, Co-Chairman StB Steering Group and VP—PSS Transition, Emirates

11:30 – 11:40
Airline Perspective
An airline perspective on the personalized journey and the transformation process needed to realize their ambitions
* Rob Broere, Co-Chairman StB Steering Group and VP—PSS Transition, Emirates

11:40 – 11:50
The Airport Perspective
An airport perspective on the personalized journey and implied complexity of future terminal systems needed to support in the touch points throughout the value chain.
* Christoph Schneider, Senior Advisor Airport Master Planning, Division Corporate Development, Flughafen München GmbH

11:50 – 12:00
The Technology Provider Perspective
Upgrading the travel industry's personalization capabilities depends critically on the data sharing frameworks, security standards and automation tools. What are they and will technology fix it all?
* Steve Peterson, Institute for Business Value—Global Travel & Transportation Leader, IBM

12:00 – 12:25
Panel Discussion

12:25 – 12:30
Questions and Closing Remarks

Program Directory

WPS 2017
14:00 - 15:30
Passport to Personalization

Travel verticals are starting to forge powerful partnerships by integrating data, opening APIs, consolidating services with the primary aim of generating new business. In doing so, these members of the air travel value chain can take lessons from the platform strategies of digital disrupters and become digital travel eco-systems themselves, integrating services from third parties along the customer journey. Technological advances like this allow airlines and other players to drive more personalized customer experience activities to compete more effectively. This session will expand on the current state of personalized passenger experience strategies and how airlines and other members of the aviation supply chain apply them to compete.

Moderator:

Henry Harteveldt, Owner, Atmosphere Research Group

Panelists:

Jochen Schnadt, CCO, BMI Regional
Maximilian Lober, Founder & Owner, Voya
Christian Draeger, VP Customer Experience, StarAlliance
Christoph Schneider, Senior Advisor Airport Masterplanning, Munich Airport

15:30 – 16:15
Networking Coffee Break Sponsored by

16:15 – 16:30
The Value of Artificial Intelligence and Data: Amazon’s Experience

Learn from the world leader in personalization of the customer. Amazon will update us on their latest thoughts around Artificial Intelligence and Personalization including aviation-related examples.

David Sanz Gil, Solutions Architecture, Amazon Web Services EMEA

16:30 – 16:45
Case Study—Data Drives Digital

Actionable Insights. Faster, Better Results. Uptake is the actionable insights platform that is challenging what’s possible in industry. It’s time to make the world more productive, safe, secure, and reliable.

Kevin Patel, Director, Aviation Uptake

16:45 – 17:00
Data is the New Oil, Lessons Learnt From the Automotive Industry

Can we leverage new and interesting technology from other sectors, here we see the usage of uses machine learning, car sensor data, and mobile phone information to learn about drivers and provide real time experience to the auto experience.

Arshia Gratiot, CEO, Third Space Auto

17:00 – 17:20
Social Customer Experience and Passenger Personalization

As travelers increasingly turn to social technology, the opportunity to personalize the passenger experience and simultaneous inherent responsibility of the CIO to protect both passenger data and business operation rise in importance. In this session you will learn about the fundamental issues and why a corporate policy based in business objectives is essential to managing this new reality of air transport.

Dave Evans, VP, Social Strategy, Travel & Hospitality, Lithium Technologies

17:20 – 17:45
Redefining the Customer Experience

How customer experience dynamics have changed in the last decade and how the future of airline customer experience is going to look like. The airlines actually have an opportunity to differentiate themselves by enabling a rich customer experience thus not only ensuring attracting the rich customer base but also having increased revenue potential by offering the right set of ancillaries to their customers. This is going to be an exciting win-win relationship for both, and technology is going to play a very significant role in making this a reality.

Anil Batra, Sr. Vice President & Head of Travel & Transport, NIIT Technologies

19:00 – 22:30
Networking Gala Dinner Sponsored by
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