

IATA Offers and Orders Forum

IATA Geneva Office, 21 – 22 May 2024



Tuesday, May 21

Time	Agenda Topics	Speakers/ Moderators
11.00 – 11.05	Welcome to your Offers and Orders Forum!	Anca Dolocan , Sr. Mgr., Dynamic Offers, IATA
11.05 – 11.10	Legal Competition Law Guidelines	IATA Legal Counsel
11.10 – 11.30	Modern Airline Retailing overview	Yanik Hoyles , Director Distribution, IATA
11.30 – 11.50	Offers and Orders Transformation, Industry status	Sebastien Touraine , Head, Airline Commercial System, IATA
11.50 – 12.30	Airlines update on their journey to Offers and Orders	→ Panelists: Jonathan Pucci , IT Product Mgr., Air France/KLM Mariana Letelier , Sr. Mgr. Revenue Management, American Airlines Oliver Ahad , Head of Product Delivery, British Airways Amit Khandelwal , DVP Inventory, Rev. Steering & Distribution, Emirates Keith Martin , Sr. Strategy Mgr., Lufthansa Group → Moderator: Sebastien Touraine , Head, Airline Commercial System, IATA
12.30 – 13.30	Lunch	
13.30 – 13.50	Introduction to <i>Retailing Transition Pathways</i> and <i>Platform Procurement Considerations</i> publications	Oleg Kit , Sr. Mgr., Offers & Orders Partnerships, IATA
13.50 – 14.40	IT Vendors systems capabilities roadmap and transition to legacy free Offers & Orders Management Platforms	→ Panelists: Julien Hugol , Sr. Product Mgr., Order Mgmt., Amadeus Bryan Porter , Chief Revenue Officer, Datalex Charles Ruesch , Sr. Director, Offer & Order Transition, FLYR Tiago Teixeira , Sr. Product Development Mgr., PROS Ladislav Lettovsky , VP Sales Engineering, Sabre → Moderator: Oleg Kit , Sr. Mgr., Offers & Orders Partnerships, IATA
14.40 – 15.00	Transition to Offers and Orders	Emre Erdem , Alternative Sales Channel Leader, Pegasus Elton Ballhysa , Director of Development, Hitit Crane
15.00 – 15.20	One Year Update on Finnair retailing transformation	Kalle Korhonen , Head Offer Mgmt. & Research, Finnair Delphine Dupont , Sr. Pr. Mgr., Airlines Dynamic Offers, Amadeus
15.20 – 15.50	Coffee Break	
15.50 – 16.20	Product Management in a world of Offers and Orders	→ Panelists (IATA APMWG Members): Adam Bockelie , Sr. Mgr., Rev. Mgmt. Offer Tech. & Planning, Air Canada Gregor Baues , Director, Business Enterprise Architect., Air France/KLM Marisol de la Cuadra , Sr. Mgr., Comm. Platform Business Mgmt., Iberia → Moderator (IATA APMWG Chair): Sebastien Nicolas , Mgr., Rev. Mgmt., and Pricing, SWISS/LHG
16.20 – 17.30	Round table discussions: Process re-engineering in an Offers & Orders world	Travel In Motion & → All Forum participants
17.30	Closing of Day 1	Anca Dolocan , Sr. Mgr., Dynamic Offers, IATA

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09.00 – 09.10	Day 1 Summary & Day 2 Introduction	IATA
09.10 – 09.40	Product Management in a world of Offers and Orders: IT Vendors perspective.	→ Panelists: Pankaj Gabba , SVP Product Strategy, Accelya Richard Kassner , Director, Product Strategy, ATPCO Fred Van Toorn , Director, Prod. Strategy Offers & Orders, Datalex Kris van Dijken , VP Airline Product Management, TPConnects → Moderator: Anca Dolocan , Sr. Mgr., Dynamic Offers, IATA
09.40 – 10.10	The transformation of today's PSS & Revenue Accounting vs. future Order & Financial Mgmt. Systems	Ionut Badea , Head, Arch. & Standards Distribution, IATA Andrei Grintchenko , Head, Arch. & Standards Finance, IATA
10.10 – 11.00	Coffee Break	
11.00 – 11.30	IATA Standards and SRSIA in the Offers and Orders environment	Florian Waldvogel , Lead Comm. Agreem. Exec., British Airways Marie Masserey , Head Passenger Standards, IATA
11.30 – 12.10	Transition to partnership using Offers and Orders	→ Panelists: Luuk de Greeff , Director Interline, Air France/KLM Florian Waldvogel , Lead Comm. Agreem. Exec., British Airways Pankaj Gabba , SVP Product Strategy, Accelya Oana Savu , Chief Strategy Officer, Dohop David Friderici , SVP & Head Aviation Passenger Solutions, IBS → Moderator: Oleg Kit , Sr. Mgr., Offers & Orders Partnerships, IATA
12.10 – 12.30	Offers & Orders Transition plan: let's walk the talk!	Aisling C. Murphy , Distribution Product Delivery, Aer Lingus Bryan Porter , Chief Revenue Officer, Datalex Fred Van Toorn , Director, Prod. Strategy Offers & Orders, Datalex
12.30 – 13.30	Lunch	
13.30 – 14.30	Round table discussions: Challenges and industry required actions on the Offers & Orders journey	All Forum participants
14.30 – 14.50	IATA Retailing Consortium: Industry Business Case updates and 2024 activities	Olivier Hours , Head, Distribution Strategy, IATA
14.50 – 15.10	Industry value chain readiness and airline industry survey launch	Marcelo Cirelli , Principal Consultant, Boston Consulting Group
15.10 – 15.40	Coffee Break	
15.40 – 16.00	ONE Order accounting and similarities with LCC revenue accounting	Seet Siewlin , Sr. Mgr., Rev. Acc. Projects, Singapore Airlines Li Yong , Overseas Business Department, ACCA
16.00 – 16.20	LATAM's extraordinary journey to retailing	Gonzalo Guillen , Head of Distribution, LATAM Gonzalo Cadenas , VP Technology, Globant
16.20 – 16.40	Future Digital Identity experience with Offers & Orders: Watch this space!	Gabriel Marquie , Sr. Mgr., Digital Identity, IATA Olivier Hours , Head, Distribution Strategy, IATA
16.40 – 17.15	Conclusions of Round table discussions: Challenges and industry required actions on the Offers & Orders journey	IATA
17.15 – 17.30	Closing quiz and remarks	IATA