

IATA

WORLD

PASSENGER

SYMPOSIUM

Manama, Bahrain
1 - 3 November 2022

PROGRAM



■ Keynote ● Panelist ○ Moderator

Opening Plenary

09:00-09:10	IATA WELCOME ADDRESS A short introduction to set the scene for this symposium: "Unlocking Value Creation by Putting the Customer First".	■ Nick Careen , Senior Vice President Operations, Safety and Security, IATA
09:10 - 09:25	WELCOME TO BAHRAIN A welcome message from our Host Airline	● Captain Waleed Abdulhameed Al Alawi , Chief Executive Officer, Gulf Air
09:25 - 09:45	WHAT DOES THE FUTURE HOLD? Learn more on the latest industry Economic and Passenger outlook.	■ Martina Bednarikova , Economist Policy Analysis, IATA
09:45 – 10:30	FIRESIDE CHAT ON THE FUTURE OF OUR INDUSTRY Hear from three industry leaders on the major opportunities and challenges the aviation industry is facing and their vision for the future.	● Captain Waleed Abdulhameed Al Alawi , Chief Executive Officer, Gulf Air ● Mohamed Yousif Al Binfalah , Chief Executive Officer, Bahrain Airport Company ● Willie Walsh , DG, IATA ○ Nina Wittkamp , Partner, McKinsey

10:30-11:00

Networking Coffee Break

11:00- 11:30

IATA GLOBAL PASSENGER SURVEY RESULTS (GPS)

In the effort to provide a seamless and personalized passenger journey to air travelers, the travel industry must continuously adapt to market changes and new technology. In this context, IATA has carried out the Global Passenger Survey (GPS) designed to provide objective and in-depth insights into the preferences and behaviors of air travelers all around the world. IATA will reveal the highlights of the survey in this session.

■ **Nick Careen**, Senior Vice President Operations, Safety and Security, IATA

11:30 – 11:45

WHY ACCESSIBILITY IN AVIATION SHOULD GO OVER AND BEYOND REGULATIONS?

Accessibility is becoming a priority for many decision makers in aviation. We will listen to the view and strategy from an industry leader heavily involved and experienced on the topic and what can be done to make flying accessible, by design rather than by regulation.

■ **Michael Swiatek**, Chief Strategy and Planning Officer, Avianca

11:45 – 12:45

ARE WE LISTENING TO THE VOICE OF THE CUSTOMER?

Based on the GPS Results, hear from industry executives representing the value chain on how they are on fulfilling these expectations and what are the challenges and opportunities.

● **Xavier Lagardere**, Chief Data Officer, Lufthansa Group
 ● **Haoyu Dai**, Divisional Vice President Digital, Singapore Airlines and Chair IATA Digital Transformation Advisory Council
 ● **Amit Rikhy**, Chief Revenue Officer, New Terminal One, JFK International Airport
 ○ **Katherine Kaczynska**, Assistant Director Corporate Communications, IATA

12:45 - 14:00

Networking Lunch



■ Keynote ● Panelist ○ Moderator

The journey is well underway

14:00-14:20

THE INDUSTRY STRATEGIC DIRECTION

Hear the industry strategic roadmap towards true customer centricity. This will include the broader retailing agenda, including payment, as recently endorsed by the IATA Board of Governors.

- **Keith Wallis**, Director Distribution & Payments, Air Canada; Chair of IATA DAC (Distribution Advisory Council)

- **Yanik Hoyles**, Director Distribution, IATA

14:20-14:30

THE AIRLINE RETAILING MATURITY STATUS

Get the first glimpse of how the industry is progressing towards retailing - and in particular where players stand when it comes to capabilities, partnerships and value creation.

- **Kitty Little**, Manager Distribution, IATA

14:30-15:00

FROM SIMPLISTIC COST OUTLOOK TO PAYMENT AS AN ENABLER OF VALUE CREATION

Payment is now one of the 3 pillars on the roadmap to value creation. Hear from two consulting firms where the opportunities may lie... and then make up your own mind!

- **Jean Sideris**, Managing Director MENA, Edgar & Dunn Company

- **Nina Wittkamp**, Partner, McKinsey

- **Thierry Stucker**, Director Payment Programs, IATA

15:00-15:30

WHAT DOES ALL THIS MEAN FOR THE TMC AND BUYER?

Let's not forget about the customer and what these changes mean to them and their partner, the TMC... This will cover "Shop, Order and Pay".

- **Ray Pazerekas**, Sr Director, Global Partner Strategy, SAP Concur

- **Marcus Eklund**, Global Managing Director, FCM Travel

- **Diane Lundeen Smith**, Senior Manager, Global Air & Ground Programs, Microsoft

- **Paul Tilstone**, Managing Partner, Festive Road

15:30-16:15

Networking Break

16:15-16:35

PUTTING THE TRAVELER MINDSET AT THE CORE

Hear from one of the largest online travel agents, how they see customer centricity and how customer behaviors have changed since the pandemic. They will also share their views (and their role!) on the industry transformation currently taking place in distribution and technology.

- **James Marshall**, VP, Air Account Management, Expedia Group

- **Shaunelle Harris Drake**, Head Implementation Distribution, IATA

16:35-17:45

WHAT'S ON THE MIND OF COMMERCIAL LEADERS?

Chief Commercial Officers from leading airlines will share where they are on their journey, whether payment is on their radar and how they have progressed in the recent months.

They may even offer some hints on how to avoid typical pitfalls!

- **Tamur Goudarzi Pour**, CCO, Swiss

- **Pieter Bootsma**, EVP and Chief Strategy Officer, Air France-KLM

- **Anand Lakshminarayanan**, SVP Revenue Optimisation & Distribution, Emirates

- **Yanik Hoyles**, Director Distribution, IATA



Towards the end goal of 100% Offers and Orders

09:00-09:20	THINK AIRLINE RETAIL TRANSFORMATION: THINK OFFERS AND ORDERS	<ul style="list-style-type: none"> ■ Amit Khandelwal, DVP Revenue Management & Distribution, Emirates 		
<p>With increasingly segmented offers airlines wish to create, hear from a global airline on the customer benefits of fulfilling Offers and their aspiration toward legacy-free Orders.</p>	09:20-09:40	EMPOWERING AIRLINES TO BE GREAT RETAILERS	<ul style="list-style-type: none"> ■ Bryan Porter, Chief Revenue Officer, Datalex ■ Timmo Rol, Head of Next Generation Retailing, Virgin Australia 	
<p>Insights into the latest trends progressing airlines towards truly modern retailing at this critical time for the industry, the role of AI, the future vision of Offers and Orders and how Datalex is developing advanced retailing capability with airlines worldwide.</p>	09:40-10:05	ENHANCED OFFER MANAGEMENT: LATEST TRENDS ON CONTINUOUS PRICING AND DYNAMIC BUNDLING	<ul style="list-style-type: none"> ■ Benjamin Fox, Operation Research, American Airlines 	
<p>Listen to a leading airline on their latest progress to Dynamic Offers.</p>	10:05-10:20	MILLIONS OF RETAIL OPPORTUNITIES – 3 WAY TO GET STARTED	<ul style="list-style-type: none"> ■ Paul Byrne, Vice President, iRetail, IBS Software 	
<p>Since the Covid pandemic, airlines are showing an increased appetite for both risk and change. Dynamic pricing, NDC, distribution, and offer and order transformations present risk, but also open great opportunities.</p>	<p>This session will discuss a practical three-phased approach to unlocking retail integration, while minimizing disruption.</p>	10:20-10:40	THE IMPACT OF OFFERS & ORDERS ON THE AIRLINE ORGANIZATION DESIGN	<ul style="list-style-type: none"> ● Gabriele Ferri, Managing Director and Partner, BCG ○ Sebastien Touraine, Head of Airline Commercial Systems, IATA
<p>Airline retailing is disrupting roles and responsibilities in pricing & revenue management, e-commerce, and sales & distribution. How will these departments evolve in the future? Hear how airline executives see such changes going forward.</p>	10:40-11:15	Networking Break		
11:15-11:25	HOW WILL PARTNERSHIPS EVOLVE WITH OFFERS & ORDERS?	<ul style="list-style-type: none"> ■ Sebastien Touraine, Head of Airline Commercial Systems, IATA 		
<p>Partnerships between airlines are a critical component of airline business. Learn about the latest industry activities on the future of interlining.</p>	11:25-11:40	AN IMPLEMENTATION OF INTERLINING WITH OFFERS & ORDERS CONCEPTS	<ul style="list-style-type: none"> ● Shane Lord, Strategy Director, easyJet ● David Gunnarsson, CEO, Dohop 	
<p>Hear how airlines are piloting interline retailing capability with their vendors.</p>	11:40-12:00	AN AIRLINE BUSINESS CASE TO OPERATE WITH ORDERS ONLY	<ul style="list-style-type: none"> ● Jost Daft, Program Manager Order Transformation, Lufthansa Group 	
<p>What is the value of legacy-free commercial, financial and delivery systems? How will this transform the airline ecosystem? Hear from a leading airline group that is committed to the aspiration to 100% Offers & Orders by 2030.</p>				



12:00-12:45

ARE VENDORS READY FOR OFFERS AND ORDERS ONLY?

The entire industry is embarking on a massive transformation journey and to date, no vendor has any technical solution ready. What will the PSS of tomorrow look like? What are vendors planning to support the transition? Will there even be a PSS?

- **Kathy Morgan**, VP NDC & Airline Supply, Sabre
- **Surain Adyanthaya**, President Travel, PROS
- **Pankaj Gabba**, SVP Product Strategy – Offer, Accelya Group
- **Benjamin Cany**, Director Offer Optimization, Amadeus
- **Charles Ruesch**, Head of Offer and Distribution products, Flyr Labs
- **Sebastien Touraine**, Head of Airline Commercial Systems, IATA

12:45-13:45

Networking Lunch

The benefits of innovation and competition

13:45-13:55

ENABLING CUSTOMER CENTRICITY IN A NEW OPEN ECOSYSTEM

True retailing will be unlocked through an open ecosystem enabling all parties to identify and authenticate themselves seamlessly. Hear how the industry is building the foundation of digital identity and an open data ecosystem.

- **Stephan Copart**, Head of Digital Transformation, IATA

13:55-14:15

IF I CHOOSE, I CAN IDENTIFY WHO I AM AND WHAT I LIKE

Hear in this concrete B2C use case on how digital identity and verifiable credentials technology can allow consumers to receive personalized offers and services while being in full control of their data.

- **Kat Morse**, Sr. Manager Innovation & Partnerships, IATA
- **David Lee**, Founder, Globaleur
- **Mohamed El Mehdi Driouiche**, Vice President Digital and IT, Royal Air Maroc

14:15-14:30

OPEN APIs, DIGITAL IDENTITY, SELF SOVEREIGN IDENTITY – HOW WILL THESE GAME CHANGERS AFFECT CUSTOMER CENTRICITY AND THE CURRENT ECO SYSTEM

To enable true retailing and new partnerships in an open ecosystem, all parties in an airline's distribution chain must be able to be digitally identified and authenticated. Find out how digital identity is reshaping identity in distribution and outcomes from the first industry B2B digital identity PoC.

- **Matthew McKinley**, Sr. Manager Digital Transformation Programs, IATA

14:30-14:50

HOW IS DATA BECOMING EVEN MORE CRUCIAL TO DRIVE CUSTOMER CENTRIC AIRLINE RETAILING?

While customers are still asking for customer centricity, some airlines are already enabling more flexibility for their customers. Hear from the Data Analytics Task Force, specifically around customer segmentation and grouping, in order to help the industry, become more customer centric.

- **Xavier Lagardere**, Chief Data Officer, Lufthansa Group

14:55-15:15

METaverse AND NFTs: TECH LOOKING FOR A PROBLEM OR A REAL OPPORTUNITY?

Are NFTs and the Metaverse a real opportunity for airlines to open new sales channels, create new digital experiences for consumer? Hear the conclusion of the IATA Digital Think Tank's exploration study on the matter.

- **Ricardo Vidal**, Head of Innovation, British Airways
- **Scott Francis**, CTO, Trust Stamp
- **Arantxa Torme**, Senior Manager – Corporate Strategy, Amadeus
- **Juan Jose Andres Embid**, Senior Manager – Corporate Strategy, Amadeus
- **Ivan Khor**, Digital Manager, Singapore Airlines
- **Kat Morse**, Sr. Manager Innovation & Partnerships, IATA

15:15-15:30

UNIFYING AIRLINE DISTRIBUTION AND PAYMENTS TO STREAMLINE FLIGHT SELLING

- **Rajeev Kumar**, Founder, Managing Director and CEO, Mystifly

15:30-16:00

Networking Break

16:00-16:45

WHERE IS THE COMPETITION IN THE AGGREGATION SPACE?

The modernization of distribution and payment capabilities has triggered opportunities for new entrants - let's see how well they are doing.

- **Abdul Bijur**, Chief Growth Officer, Verteil Technologies
- **Nicola Ping**, Chief Product Officer, TPCconnects
- **Steve Domin**, CEO, Duffel
- **Shaunelle Harris Drake**, Head Implementation Distribution, IATA

16:45-17:30

WHAT PROGRESS HAVE THE INCUMBENTS MADE SINCE LAST YEAR?

Despite greater competition, the large incumbents remain unavoidable and continue to offer value. But how have they progressed since last year?

- **Maher Koubaa**, Executive Vice President, Airlines EMEA, Amadeus
- **Garry Wiseman**, EVP & Chief Product Officer, Sabre
- **John Stewart**, Head of Global Business Development, Accelya
- **Yanik Hoyles**, Director Distribution, IATA

17:30-17:45

AN EXPERT INSIGHT

Reflections on the retailing journey and the industry ambition.

- **Cory Garner**, CEO, T2RL
- **Yanik Hoyles**, Director Distribution, IATA

■ Keynote ● Panelist ○ Moderator

14:00-14:10

WELCOME & INTRODUCTION TO AIRPORT PASSENGER EXPERIENCE TRACK

■ **Harry Grewal**, Director Infrastructure & Customer Experience, IATA

14:10-14:30

CUSTOMER AT THE CENTER – CONTACTLESS TRAVEL

Advances in technology and changing customer expectations have accelerated the move towards contactless travel. This presentation provides an overview of how biometrics and digitalization are being used to improve airport efficiency and the passenger experience and what future changes may come.

■ **Rami El-Samra**, Vice President – Airport Services Business Support, Emirates
 ○ **Louise Cole**, Head Customer Experience & facilitation, IATA

14:30-15:15

AIRLINE PERSPECTIVES ON THE FUTURE OF CONTACTLESS TRAVEL

With the first standards of One ID Supporting Contactless Travel, what comes next for customers and how might digital identity be leveraged to improve the travel experience and put the customer at the center?

● **Rami El-Samra**, Vice President – Airport Services Business Support, Emirates
 ● **Ricardo Vidal**, Head of Innovation, British Airways
 ● **Vikas Manra**, Senior Manager Business Development & Distribution, Gulf Air
 ○ **Louise Cole**, Head Customer Experience & facilitation, IATA

15:15-15:30

BIOMETRICS FOR CONTACTLESS TRAVEL

New innovations in biometrics are putting passengers in control of their journey through easy-to-navigate self-service, and on-the-go transactions that fulfil the need for speed, efficiency, and control.

■ **Pedro Alves**, Extended Borders, IDEMIA

15:30-16:15

Networking Break

16:15-17:15

SECURE, SEAMLESS, EFFICIENT, PASSENGER SCREENING AND BORDER CONTROL. IS IT REALLY THAT ELUSIVE AND TO WHAT DEGREE CAN WE MAKE CHANGES?

Over 20 years since 9/11 and it remains arguable that policies and measures to manage security of flight are seemingly indifferent than that of border controls to protect national security interests. In some cases, advancement in terms of technology renders limited advantage and/or secondary value to another. Rarely are the controls complementary and/or coordinated in a way that makes the security of aviation and, by extension a country, a viable asset as opposed to an ongoing overhead cost.

In this session the panel will challenge the status quo of checkpoint security and border controls today and offer new perspectives that leverage interoperable technology concepts and digital travel credentials for example.

The panel will address opportunities for pilots and trials to move the-policy-needle from prescriptive to performance-based measures and ultimately place the customer, as opposed to the passenger, in the middle of process reviews and idea creation.

● **Patrick Cuschieri**, Vice President AVSEC & RFFS, Bahrain Airport Company
 ● **Don Jordan**, Director, Australia Border Force
 ● **Annet Steenbergen**, Senior Advisor Digital Identity & Travel, Government of Aruba
 ● **Simon Watkin**, Senior Policy Manager, Border Security and Identity Policy, UK Home Office
 ● **Mayur Mac Patel**, Regional Sales Director, OAG
 ○ **Kashif Khalid**, Regional Director Airport Passenger Cargo Security & Facilitation Africa & the Middle East, IATA



WEDNESDAY 2 NOVEMBER

Airport & Pax Experience Track

09:00-09:45

DIGITAL THINK TANK: TRUST ME, KNOW MY NEEDS

Imagine if the customer was able to, at each point of their journey, to have their needs met by providing verifiable credentials. This technology can transform the experience for customers and bring efficiency to airlines. The Digital Think Tank Customer Experience team will demonstrate the feasibility of using a digital identity wallet to store verifiable credentials that are easy to request, store, and use.

- **Jorge Fonseca**, Senior Solutions Architect, AWS
- **Tony Chapman**, Senior Director of Global Airports Product Management & Strategic Programs, Collins Aerospace
- **Arife Ozturk**, Solutions Manager, Turkish Airlines
- **Matthew Kolodny**, Project Manager, Professional Services – Travel, PROS
- **Ricardo Vidal**, Head of Innovation, British Airways
- **Anna Zarubina**, Public Sector Account Manager, AWS
- **Louise Cole**, Head Customer Experience & facilitation, IATA
- **Amit Rikhy**, Chief Revenue Officer, New Terminal One, JFK International Airport

09:45-10:30

REIMAGINED TRAVEL EXPERIENCE BEING DEVELOPED AT NEW TERMINAL ONE AT NEW YORK JFK INTERNATIONAL AIRPORT

New York's JFK International Airport has embarked on an ambitious \$14 billion redevelopment and upgrade program. The centerpiece of this is the \$9.5 billion New Terminal One — designed and built specifically for international airlines and travel. This session will focus on the world class airline and customer experience that is being designed into New Terminal One — from a frictionless passenger experience to best-in-class operating environment for airlines to innovative retailing and food & beverage.

10:30-11:15

Networking Break

11:15-11:35

ENHANCING PASSENGER EXPERIENCE AND AUGMENTING REVENUES

- **Bora Isbulan**, Deputy CEO, Plaza Premium Group

11:35-12:45

PROVIDING CUSTOMERS WITH AN ECO-FRIENDLY AIRPORT EXPERIENCE

How are airports addressing the net zero challenge and what strategies and measures are being used to achieve sustainability goals and address the rising concerns about the impact of air travel on the environment?

How can airports and airlines best collaborate to meet customer's expectations?

- **Antoinette Nassopoulos-Erickson**, Senior Partner, Foster + Partners
- **Vivekanandhan Sindhamani**, Sustainable Aviation Lead, NACO
- **Hector Martin**, Director of Airports, IDOM
- **Martin Braun**, Assistant Director Airport Development, IATA

12:45-13:45

Networking Lunch



13:45-14:40

WHAT IS NEXT IN THE CUSTOMER JOURNEY?

The recent crisis has accelerated innovation and spurred a willingness to consider new ideas on how airports in the future might simplify the processing of passengers and increase efficiency and sustainability while improving the customer experience.

- **Brian Cobb**, Chief Innovation Officer, CVG
- **Sarah Frances Procter**, Chief Commercial Officer, Copenhagen Optimization
- **Giorgio Camilleri**, Manager Airport Operations and Technical Development, IATA

14:40-15:30

OVERCOMING BAGGAGE CHALLENGES FOR A BETTER CUSTOMER EXPERIENCE

Baggage is a critical issue for customer satisfaction, and its quick and efficient movement requires an optimized series of processes. Well-designed systems, digitalization, tracking, and other solutions that can improve baggage performance and leave customers happy will be explored.

- **Adonis Succar**, Business Development Director, MEA, SITA
- **Rob Broere**, CEO, Travel Must Change

15:30-16:15

Networking Break

16:15-16:45

FUTURE CUSTOMER EXPERIENCE AND TECHNOLOGY STRATEGY

A case study on how a leading global airport intends to use digitalization and new technology at its airports to improve the passenger experience while increasing efficiency and sustainability.

- **Ombretta Russo**, Feasibility Manager, Groupe ADP

16:45-17:00

WRAP UP

- **Harry Grewal**, Director Infrastructure & Customer Experience, IATA

■ Keynote ● Panelist ○ Moderator

09:00-09:20

WELCOME & INTRODUCTION

- **Alberto Casamatti**, Director General Operations and Accountable Manager, Air Dolomiti

09:20-09:30

SETTING THE SCENE OF THE DAY AND PRESENTING THE INDUSTRY STRATEGIC DIRECTION

Over a billion people in the world, including 50 million in the Middle East region, are experiencing various disabilities. IATA has placed the comfort and care of people with disabilities at the core pillar of our strategy. We will introduce the agenda of the day and bring you through the strategic approach and what's new in the aviation world to advance accessibility for all.

- **Laura Pierallini**, CEO, Pierallini Law Firm
- **Alberto Casamatti**, Director General Operations and Accountable Manager, Air Dolomiti

09:30-10:00

REGULATORY FIRESIDE CHAT: WHAT IS AHEAD OF US IN TERMS OF ACCESSIBILITY REGULATIONS

An open discussion between state regulators, passengers and industry to set the global policy scenario: where are they and what is the present and future impact of accessibility regulations on our sector.

- **Mark De Laurentiis**, Director Passengers Rights, Ente Nazionale Aviazione Civile (ENAC)
- **Diantha Raadgers**, Ministry of Infrastructure and Watermanagement Directorate General for Transport and Aviation, Netherlands
- **Sara Albalooshi**, Manager – Aeropolitical Affairs, Etihad

10:00-10:30

SKY TALK: THE INDUSTRY THROUGH OUR EYES

The IATA strategy puts individuals with disabilities at the very centre of a collaborative approach, to balance the accessibility needs of passengers with operational realities. We will hear from persons with disabilities who have made air travel their world. How is the aviation industry help breaking down the physical and psychological barriers that hinder passengers to travel?

- **William Harkness**, Head of Accessibility, Boeing

10:30-11:15

Networking Break



11:15-12:00

DISABILITY AND ACCESSIBILITY RESEARCH: WHAT IS NEW AND WHY IT MATTERS FOR AVIATION?

While the world was standing still from the pandemic, the aviation world has worked fervently to transform air travel. Universities and research institutes have looked at various aspects of accessibility to advise governments, airports and airlines. We will hear the results of research and what is expected in the future in terms of accessible aircraft and airports, with consideration to those persons with invisible disabilities and the elders.

- **Doct. Michael S. Mulvey**, Assistant Professor of Marketing (tenured), Member, LIFE Research Institute, École de gestion TELFER School of Management, University of Ottawa
- **Ivan Berazhny**, Senior Lecturer, Export of Education, RDI Business Development and Entrepreneurship, Degree of Programmes in Aviation Business, Tourism, International Sales and marketing, Haaga Helia University of Applied Sciences, Finland
- **Emily Yates**, Head of Accessibility and Inclusive Design, Mima

12:00-12:30

ACCESSIBLE TOURISM FOR ALL: WHY DESTINATIONS SHOULD BE MADE FRIENDLY FOR TOURIST WITH DISABILITY?

The concept of accessible tourism has evolved considerably throughout the pandemic. Many destinations are improving their accessibility features and many countries in the region are becoming accessible friendly. International policymakers and stakeholders in the region will share what principles they apply to make their destination accessible for all and what is the role of airlines and airports.

- **H.E. Saeed Ali Obaid Al Fazari**, Executive Director, Department of Culture and Tourism of Abu Dhabi
- **Ebtesam Mohamed Alshamlan**, Assistant Under Secretary for air transportation and aviation safety and security, Bahrain
- **Laura Pierallini**, CEO, Pierallini Law Firm

12:30-13:30

Lunch Break

13:30-14:00

DIGITAL THINK TANK: TRUST ME, KNOW MY NEEDS

Imagine if the customer was able to, at each point of their journey, to have their needs met by providing verifiable credentials. This technology can transform the experience for customers and bring efficiency to airlines. The Digital Think Tank Customer Experience team will demonstrate the feasibility of using a digital identity wallet to store verifiable credentials that are easy to request, store, and use.

- **Jorge Fonseca**, Senior Solutions Architect, AWS
- **Tony Chapman**, Senior Director of Global Airports Product Management & Strategic Programs, Collins Aerospace
- **Arife Ozturk**, Solutions Manager, Turkish Airlines
- **Matthew Kolodny**, Project Manager, Professional Services – Travel, PROS
- **Ricardo Vidal**, Head of Innovation, British Airways

14:00-15:00

TRANSPORT OF MOBILITY AIDS: WHAT YOU NEED TO KNOW (AND TO DO) TO PREVENT THE DAMAGE OF MOBILITY AIDS

The safe travel of assistive devices is an important topic to be addressed and a key area of action for industry stakeholders and regulators. This panel will showcase the outcomes and the recommendations of the IATA Mobility Aids Action Group and what the industry, manufacturers, regulators and passengers need to address jointly and urgently.

- **Eric Lipp**, Founder-Executive Director, Open Doors Organization (ODO)
- **Mouza Rumaihi**, Special Handling Manager, DNATA
- **Heather Ansley**, Associate Executive Director of Government Relations, Paralyzed Veterans of America
- **Peter Axelson**, Founder and Director of Research & Development Beneficial Designs, Inc.
- **Kerianne Wilson**, Senior Counsel, Customer Regulatory & Resolution, Air Canada

15:00-15:30

AIRPORT ACCESSIBILITY AND INCLUSIVE DESIGN

The key to ensure a great airport experience for every passenger is to embrace the principles of universal design and accessibility from the initial stages of the planning process. What are airports doing to make their infrastructure more accessible? What can they do to make it even better? How can operations benefit from a more integrated planning process? This panel will discuss what are they key areas and opportunities to continuously improve airport infrastructure for a completely accessible passenger journey.

- **Antoinette Nassopoulos-Erickson**, Senior Partner, Foster + Partners
- **Kirk Goodlet**, Director, Facilitation and Product Development, Winnipeg Airports Authority
- **Emily Yates**, Head of Accessibility and Inclusive Design, Mima
- **Manuel Lanuza Fabregat**, Manager Airport Development, IATA

15:30-16:15

Networking Break

16:15-17:00

THE 'ONE CLICK AWAY' PROJECT IN ITALY TO IMPROVE WEB NAVIGATION SERVICE FOR PASSENGERS WITH DISABILITIES AND ITS POLICY IMPLICATIONS

In 2022, IATA and the Italian Civil Aviation launched a working group with major entities to work on priorities such as improving website navigation and prenotification for passengers who have a disability. Let's get the lessons learnt, best practices and how these results could help shaping airlines and airports policies.

- **Giovanna Giua**, COO of AdR Assistance, Aeroporti di Roma
- **Mark De Laurentiis**, Director Passengers Rights, Ente Nazionale Aviazione Civile (ENAC)
- **Pietro Caldaroni**, Institutional Affairs, ITA Airways
- **Claudio Puppo**, Vice President, ANGLAT (Italian Disability Association)
- **Ivana Jelinic**, President, FIAVET (Italian Federation of Travel Agencies & Tourism)
- **Stefania Tomasini**, Regional Manager Airport Passenger Cargo and Security, IATA

17:00-17:30

SOMETHING TO TAKE AWAY WHEN YOU LEAVE THE IATA GLOBAL ACCESSIBILITY SYMPOSIUM

Panel with masters of ceremony and moderators.

- **Laura Pierallini**, CEO, Pierallini Law Firm
- **Alberto Casamatti**, Director General Operations and Accountable Manager, Air Dolomiti
- **Linda Ristagno**, Assistant Director External Affairs, IATA



■ Keynote ● Panelist ○ Moderator

Closing Plenary

09:00 – 09:30

FROM THE CONTROL TOWER

An industry analyst will provide an assessment of the importance of revenue quality and cost reduction initiatives to the global industry as it tackles its current headwinds.

■ **Neil Glynn**, Managing Director, AIR Control Tower

09:30 - 10:15

TRULY INDEPENDENT REFLECTIONS – LET’S HEAR FROM THOSE WHO ADVISE YOU!

We’ve heard from the airlines, the travel value chain, IATA...what about the jacks / jills of all trades who work with many facets of the industry? Where do they see the future? What do they think will be the models of tomorrow and what will the customer experience look like?

● **Neil Glynn**, Managing Director, AIR Control Tower
 ● **Nina Wittkamp**, Partner, McKinsey
 ● **Gabriele Ferri**, Managing Director and Partner, BCG
 ● **Felix Dannegger**, Founder Oystin Partners
 ○ **Yanik Hoyles**, Director Distribution, IATA

10:15-11:00

Network Coffee Break

11:00 – 11:30

THE NEW IATA INDUSTRY PROGRAM: “PUTTING THE CUSTOMER FIRST”

IATA will reveal its new global industry program which encompasses all the activities that will provide airlines with the capabilities to significantly enhance their customer centricity. These include Airline Retailing, Digital Identity, Payment and Contactless Travel.

■ **Dave McEwen**, Director Industry Architecture, IATA
 ■ **Louise Cole**, Head Customer Experience and Facilitation, IATA
 ■ **Stephan Copart**, Head of Digital Transformation, IATA

11:30 -12:15

THE STARTUP PITCH

A dynamic session with 3 Startups who will pitch on 4 pillars of the "Putting the Customer First" program. You will hear creative ideas and get to vote for the most innovative!

● Accelerate@IATA Startups
 ● **Gyula Farkas**, Head of Sales, Euler Innovations
 ● **Khalid Maliki**, COO, Northern Block
 ● **Vivek Adarsh**, Founder & CEO, Avial
 ○ **Kat Morse**, Sr. Manager Innovation & Partnerships, IATA

12:15 – 12:45

WHAT ABOUT DIVERSITY? ARE MORE DIVERSE COMPANIES MORE CUSTOMER CENTRIC?

Is there data that shows that having women represented at the highest echelons of the company contributes to commercial success?

■ **Charlene-Elise Anderson**, Leader - InterGovernmental Organisations, Amazon Web Services, WorldWide Public Sector
 ■ **Juliana Rios**, Chief Information and Digital Officer, LATAM
 ○ **Jane Hoskisson**, Director Talent, Learning, Engagement & Diversity, IATA

12:45 – 13:00

CLOSING REMARKS

A short wrap up of our 3-day event.

■ **Kamil Alawadhi**, Regional Vice President Africa & The Middle East, IATA

