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<tr>
<th>Time</th>
<th>Event</th>
<th>Presenter(s)</th>
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<tr>
<td>09:00-09:10</td>
<td>IATA WELCOME ADDRESS</td>
<td>Kamil Alawadhi, Regional Vice President Africa &amp; The Middle East, IATA</td>
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<tr>
<td>09:10 - 09:25</td>
<td>BAHRAIN GOVERNMENT KEYNOTE</td>
<td>Kamil Alawadhi, Regional Vice President Africa &amp; The Middle East, IATA</td>
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<tr>
<td>09:25-09:45</td>
<td>WHAT DOES THE FUTURE HOLD?</td>
<td>Martina Bednarikova, Economist Policy Analysis, IATA</td>
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<td>09:45 - 10:30</td>
<td>FIRESIDE CHAT ON THE FUTURE OF OUR INDUSTRY</td>
<td>Captain Waleed Abdulhameed Al Alawi, Acting CEO, Gulf Air</td>
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<td>Mohamed Yousif Al Binfalah, CEO, Bahrain Airport Company</td>
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<td>Willie Walsh, DG, IATA</td>
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<td>10:30-11:00</td>
<td>Networking Coffee Break</td>
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<tr>
<td>11:00-11:30</td>
<td>IATA GLOBAL PASSENGER SURVEY RESULTS (GPS)</td>
<td>Nick Careen, Senior Vice President Operations, Safety and Security, IATA</td>
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<tr>
<td>11:30 - 11:45</td>
<td>WHY ACCESSIBILITY IN AVIATION SHOULD GO OVER AND BEYOND REGULATIONS?</td>
<td>Michael Swiatek, Chief Strategy and Planning Officer, Avianca</td>
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<tr>
<td>11:45 - 12:45</td>
<td>ARE WE LISTENING TO THE VOICE OF THE CUSTOMER?</td>
<td>Rogier Van Enk, SVP Customer Engagement, Finnair</td>
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<td>Charu Jain, SVP Merchandising &amp; Innovation, Alaska Airlines</td>
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<td>Haoyu Dai, SQ and DTAC Chair, Singapore Airlines</td>
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<td>Amit Rikhy, Chief Revenue Officer, New Terminal One, JFK International Airport</td>
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<td>Katherine Kaczynska, Assistant Director Corporate Communications, IATA</td>
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<tr>
<td>12:45 - 14:00</td>
<td>Networking Lunch</td>
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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!

Tamar 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

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<tr>
<td>09:00-09:30</td>
<td>THINK AIRLINE RETAIL TRANSFORMATION: THINK OFFERS AND ORDERS</td>
<td>Amit Khandelwal, DVP Revenue Management &amp; Distribution, Emirates</td>
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<tr>
<td>09:30-09:50</td>
<td>ENHANCED OFFER MANAGEMENT: LATEST TRENDS ON CONTINUOUS PRICING AND DYNAMIC BUNDLING</td>
<td>Marcial Lapp, Managing Director, Revenue Engineering, American Airlines</td>
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<td>09:50-10:10</td>
<td>EMPOWERING AIRLINES TO BE GREAT RETAILERS</td>
<td>Bryan Porter, Chief Revenue Officer, Datalex</td>
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</table>
| 10:10-10:30 | THE IMPACT OF OFFERS & ORDERS ON THE AIRLINE ORGANIZATION DESIGN | Gabriele Ferri, Partner, BCG  
Olivier Hours, Head of Distribution Strategy, IATA |
| 10:30-11:15 | Networking Break |  |
| 11:15-11:25 | HOW WILL PARTNERSHIPS EVOLVE WITH OFFERS & ORDERS? | Sebastien Touraine, Head of Airline Commercial Systems, IATA |
| 11:25-11:40 | AN IMPLEMENTATION OF INTERLINING WITH OFFERS & ORDERS CONCEPTS | Shane Lord, Strategy Director, easyJet  
David Gunnarsson, CEO, Dohop |
| 11:40-12:00 | AN AIRLINE BUSINESS CASE TO OPERATE WITH ORDERS ONLY | Jost Daft, Program Manager Order Transformation, Lufthansa Group |
| 12:00-12:45 | ARE VENDORS READY FOR OFFERS AND ORDERS ONLY? | 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, FlyrLabs  
Sebastien Touraine, Head of Airline Commercial Systems, IATA |
| 12:45-13:45 | Networking Lunch |  |
## The benefits of innovation and competition

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<tr>
<td>13:45-14:00</td>
<td><strong>ENABLING CUSTOMER CENTRICITY IN A NEW OPEN ECOSYSTEM</strong></td>
<td>Stephan Copart, Head of Digital Transformation, IATA</td>
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<td>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.</td>
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<td>14:00-14:20</td>
<td><strong>IF I CHOOSE, I CAN IDENTIFY WHO I AM AND WHAT I LIKE</strong></td>
<td>Kat Morse, Sr. Manager Innovation &amp; Partnerships, IATA</td>
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<td>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.</td>
<td>David Lee, Founder, Globaleur; Mohamed El Mehdi Driouiche, Vice President Digital and IT, Royal Air Maroc</td>
</tr>
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<td>14:20-14:40</td>
<td><strong>OPEN APIs, DIGITAL IDENTITY, SELF SOVEREIGN IDENTITY – HOW WILL THESE GAME CHANGERS AFFECT CUSTOMER CENTRICITY AND THE CURRENT ECO SYSTEM</strong></td>
<td>Matthew McKinley, Sr. Manager Digital Transformation Programs, IATA</td>
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<td>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.</td>
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<td>14:40-15:00</td>
<td><strong>HOW IS DATA BECOMING EVEN MORE CRUCIAL TO DRIVE CUSTOMER CENTRIC AIRLINE RETAILING?</strong></td>
<td>Xavier Lagardere, Chief Data Officer, Lufthansa Group</td>
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<td>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.</td>
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<td>15:00-15:15</td>
<td><strong>METAVERSE AND NFTs: TECH LOOKING FOR A PROBLEM OR A REAL OPPORTUNITY?</strong></td>
<td>Ricardo Vidal, Head of Innovation, BA</td>
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<td>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.</td>
<td>Scott Francis, CTO, Trust Stamp; Kat Morse, Sr. Manager Innovation &amp; Partnerships, IATA</td>
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### Networking Break

15:15-16:00
### A NEW ERA FOR SELLERS?
Hear from a new, very fast-moving tech company, how they see customer centricity, the role of technology, platforms and payments, going forwards and, of course, their views on NDC connectivity.

**Johnny Thorsen**, VP Strategy & Partnership, Spontana

**Yanik Hoyles**, Director Distribution, IATA

### 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, TPConnects

**Steve Domin**, CEO, Duffel

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

### 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

### AN EXPERT INSIGHT
Reflections on the retailing journey and the industry ambition.

**Cory Garner**, CEO, T2RL

**Yanik Hoyles**, Director Distribution, IATA
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<td>WELCOME &amp; INTRODUCTION</td>
<td>Alberto Casamatti, COO, Air Dolomiti, Laura Pierallini, CEO, Pierallini Law Firm</td>
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<td>09:10-09:20</td>
<td>OPENING STATEMENT</td>
<td>Captain Waleed Abdulhameed Al Alawi, Acting CEO, Gulf Air</td>
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<td>09:20-09:30</td>
<td>SETTING THE SCENE OF THE DAY AND PRESENTING THE INDUSTRY STRATEGIC DIRECTION</td>
<td>Linda Ristagno, Assistant Director External Affairs, IATA</td>
</tr>
<tr>
<td>09:30-10:00</td>
<td>REGULATORY FIRESIDE CHAT: WHAT IS AHEAD OF US IN TERMS OF ACCESSIBILITY REGULATIONS</td>
<td>Sara Albalooshi, Manager – Aeropolitical Affairs, Etihad, Mark De Laurentis, Director Passengers Rights, Ente Nazionale Aviazione Civile (ENAC), Diantha Raadgers, Ministry of Infrastructure and Watermanagement Directorate General for Transport and Aviation, Netherlands, Laura Pierallini, CEO, Pierallini Law Firm</td>
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<td>10:00-10:30</td>
<td>SKY TALK: THE INDUSTRY THROUGH OUR EYES</td>
<td>William Harkness, Head of Accessibility, Boeing</td>
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<td>10:30-11:15</td>
<td>Networking Break</td>
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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.

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.

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.

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.
WEDNESDAY 2 NOVEMBER
Accessibility Track

Focus on Operations / Technology and Innovation

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.

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.

17:00-17:30  SOMETHING TO TAKE AWAY WHEN YOU LEAVE THE IATA GLOBAL ACCESSIBILITY SYMPOSIUM
Panel with master of ceremony and moderators.
# Welcome & Introduction to Airport Passenger Experience Track

14:00-14:10

**WELCOME & INTRODUCTION TO AIRPORT PASSENGER EXPERIENCE TRACK**

- Harry Grewal, Director Airport, Infrastructure and Development, IATA

# Customer at the Center – Contactless Travel

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

# Airline Perspectives on the Future of Contactless Travel

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
- Alvin Lee, Senior Digital Strategist, Singapore Airlines
- Ricardo Vidal, Head of Innovation, British Airways

# Biometrics for Contactless Travel

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.

# Networking Break

15:30-16:15

**Networking Break**

# Secure, Seamless, Efficient, Passenger Screening and Border Control. Is it Really that Elusive and to What Degree Can We Make Changes?

16:15-17:00

**SECURE, SEAMLESS, EFFICIENT, PASSENGER SCREENING AND BORDER CONTROL. IS IT REALLY THAT ELLUSIVE 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
- Kashif Khalid, Regional Director Airport Passenger Cargo Security & Facilitation Africa & the Middle East, IATA
09:00-10:00  **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.

10:00-10:30  **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**

11:15-12:05  **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?

12:05-12:25  **ENHANCING PASSENGER EXPERIENCE AND AUGMENTING REVENUES**

12:45-13:45  **Networking Lunch**

13:45-14:30  **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.
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<td><strong>DIGITAL THINK TANK: TRUST ME, KNOW MY NEEDS</strong></td>
<td>- Jorge Fonseca, Senior Solutions Architect, AWS</td>
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<td>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.</td>
<td>- Tony Chapman, Senior Director of Global Airports Product Management &amp; Strategic Programs, Collins Aerospace</td>
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<td>- Arife Ozturk, Solutions Manager, Turkish Airlines</td>
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<td>- Matthew Kolodny, Project Manager, Professional Services – Travel, PROS</td>
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<td>- Matthew Kolodny, Project Manager, Professional Services – Travel, PROS</td>
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<td>15:00-15:30</td>
<td><strong>END-TO-END BIOMETRICS TECHNOLOGY DRIVING TRANSFORMATION</strong></td>
<td>- Ricardo Vidal, Head of Innovation, British Airways</td>
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<td>How Airports are investing in innovation and technology to find better and more cost-effective solutions to improve the passenger experience.</td>
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<tr>
<td>16:15-16:45</td>
<td><strong>FUTURE CUSTOMER EXPERIENCE AND TECHNOLOGY STRATEGY</strong></td>
<td>- Ombretta Russo, Feasibility Manager, Groupe ADP</td>
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<td>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.</td>
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<td>16:45-17:00</td>
<td><strong>WRAP UP</strong></td>
<td>- Harry Grewal, Director Airport, Infrastructure and Development, IATA</td>
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Closing Plenary

09:00 - 09:30 **WELCOME BACK**
You will hear - and see - the highlights of the last 2 days!

09:30 - 09:50 **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

09:50 - 10:30 **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, Partner, BCG
Felix Dannegger, Founder Oystin Partners
Yanik Hoyles, Director Distribution, IATA

10:30-11:15 **Network Coffee Break**

11:15 – 11:40 **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.

Yanik Hoyles, Director Distribution, IATA
Louise Cole, Head Customer Experience and Facilitation, IATA
Stephan Copart, Head of Digital Transformation, IATA

11:40 -12:15 **THE STARTUP PITCH**
A dynamic session with 8 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
Kat Morse, Sr. Manager Innovation & Partnerships, IATA

12:15 - 12:30 **A VERY DIFFERENT PERSPECTIVE – BUT VERY CUSTOMER CENTRIC!**
Hear a concrete example of customer centricity from a very different industry.

12:30 – 12:50 **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 - InterGovernamental Organisations, Amazon Web Services, WorldWide Public Sector

12:50 – 13:00 **CLOSING REMARKS**
A short wrap up of our 3-day event.

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