## 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”.

### 09:10 - 09:25  BAHRAIN GOVERNMENT KEYNOTE
A welcome message from the Bahrain Government to this global aviation delegation.

### 09:25 - 09:45  WHAT DOES THE FUTURE HOLD?
The IATA Chief Economist will share the latest industry Economic and Passenger outlook.

### 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.

### Networking Coffee Break

### 10:30-11:00

### 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.

### 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.

### 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.

### Networking Lunch
The journey is well underway

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| 14:00-14:20   | THE INDUSTRY STRATEGIC DIRECTION                                                                                                                  | **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                                                                                                               | **Kitty Little**, Manager Distribution, IATA |
| 14:30-15:00   | WHERE PAYMENT FITS IN – A USD 20BN COST!                                                                                                          | **Pascal Burg**, Director, 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?                                                                                                    | **Ray Pazerekas**, Sr Director, Global Partner Strategy, SAP Concur  
**Paul Tilstone**, Managing Partner, Festive Road  
Other speakers to be announced shortly |
| 15:30-16:15   | Networking Break                                                                                                                                     |                                                                                                                                 |
| 16:15-16:35   | A CONCRETE EXAMPLE OF A NEW TRAVEL POLICY                                                                                                          | **Henry Harteveld**, President, Atmosphere Research |
| 16:35-16:50   | WHAT WILL THE FUTURE OF PAYMENT AND DISTRIBUTION LOOK LIKE?                                                                                         | **Pieter Bootsma**, EVP and Chief Strategy Officer, Air France-KLM  
**TAM Goudarzi Pour**, CCO, Swiss  
**Anand Lakshminarayanan**, SVP Revenue Optimisation & Distribution, Emirates  
**Ole Orver**, CCO, Finnair  
**Yanik Hoyles**, Director Distribution, IATA |
<p>| 16:50-18:00   | WHAT'S ON THE MIND OF COMMERCIAL LEADERS?                                                                                                          |                                                                                                                                 |</p>
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<td>09:00-09:30</td>
<td><strong>ENHANCED OFFER MANAGEMENT: LATEST TRENDS ON CONTINUOUS PRICING AND DYNAMIC BUNDLING</strong>&lt;br&gt;Listen to a leading airline on their latest progress to Dynamic Offers.</td>
<td>Marcial Lapp, Managing Director, Revenue Engineering, American Airlines</td>
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<td>09:30-09:50</td>
<td><strong>OFFER AND ORDER MANAGEMENT: CRITICAL TO DELIVER RELEVANT OFFERS TO CUSTOMERS</strong>&lt;br&gt;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.</td>
<td>Amit Khandelwal, DVP Revenue Management &amp; Distribution, Emirates</td>
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<td>09:50-10:10</td>
<td><strong>A COLLABORATIVE JOURNEY TOWARD RETAILING</strong>&lt;br&gt;Discover the latest from an airline how they are developing retailing capability with their vendor.</td>
<td>Gabriele Ferri, Partner, BCG&lt;br&gt;Olivier Hours, Head of Distribution Strategy, IATA</td>
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<td>10:10-10:30</td>
<td><strong>THE IMPACT OF OFFERS &amp; ORDERS ON THE AIRLINE ORGANIZATION DESIGN</strong>&lt;br&gt;Airline retailing is disrupting roles and responsibilities in pricing &amp; revenue management, e-commerce, and sales &amp; distribution. How will these departments evolve in the future? Hear how airline executives see such changes going forward.</td>
<td>Sebastien Touraine, Head of Airline Commercial Systems, IATA&lt;br&gt;Gabriele Ferri, Partner, BCG&lt;br&gt;Olivier Hours, Head of Distribution Strategy, IATA</td>
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<td>11:15-11:25</td>
<td><strong>HOW WILL PARTNERSHIPS EVOLVE WITH OFFERS &amp; ORDERS?</strong>&lt;br&gt;Partnerships between airlines are a critical component of airline business. Learn about the latest industry activities on the future of interlining.</td>
<td>Sebastien Touraine, Head of Airline Commercial Systems, IATA</td>
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<td>11:25-11:45</td>
<td><strong>AN IMPLEMENTATION OF INTERLINING WITH OFFERS &amp; ORDERS CONCEPTS</strong>&lt;br&gt;Hear how airlines are piloting interline retailing capability with their vendors.</td>
<td>Manuel Ambriz, Chief Commercial Officer, Avianca&lt;br&gt;Julio Ordonez, Director Alliances, Avianca&lt;br&gt;Dawn Hardwick, Lead Distribution Manager, easyJet&lt;br&gt;David Gunnarsson, CEO, Dohop</td>
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<td>11:45-12:00</td>
<td><strong>AN AIRLINE BUSINESS CASE TO OPERATE WITH ORDERS ONLY</strong>&lt;br&gt;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 &amp; Orders by 2030.</td>
<td>Jost Daft, Program Manager Order Transformation, Lufthansa Group</td>
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<td>12:00-12:45</td>
<td><strong>ARE VENDORS READY FOR OFFERS AND ORDERS ONLY?</strong>&lt;br&gt;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?</td>
<td>Garry Wiseman, Chief Product Officer, Sabre&lt;br&gt;Surain Adyanthaya, President Travel, PROS&lt;br&gt;Benjamin Cany, Director Offer Optimization, Amadeus&lt;br&gt;Sebastien Touraine, Head of Airline Commercial Systems, IATA</td>
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<td>12:45-13:45</td>
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<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>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, Robby Toole, Corporate Director, Plug and Play</td>
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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 Ecosystem</strong></td>
<td>Matthew McKinley, Sr. Manager Digital Transformation Programs, IATA</td>
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<td>14:40-15:00</td>
<td><strong>Hear About More Game Changers That Will Accelerate True Retailing</strong></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, Scott Francis, CTO, Trust Stamp</td>
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16:00-16:30  **A NEW ERA FOR SELLERS?**
Hear from two tech companies how they see customer centricity, the role of technology & platforms going forwards and, of course, their views on NDC connectivity.

- James Marshall, VP Global Transport Services, Expedia Group
- Johnny Thorsen, VP Strategy & Partnership, Spontana
- Yanik Hoyles, Director Distribution, IATA

16:30-17:00  **WHERE IS THE COMPETITION IN THE AGGREGATION SPACE?**
The modernization of distribution 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

17:00-17:40  **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?

- Cyril Tetaz, EVP Altea, Amadeus
- Rochan Mendis, EVP & CCO Travel Solutions, Sabre

17:40-17:55  **AN EXPERT INSIGHT**
Reflections on the retailing journey and the industry ambition.

- Cory Garner, co-CEO, T2RL
- Yanik Hoyles, Director Distribution, IATA
# Closing Plenary

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

**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, Partner, BCG

**10:15 – 10:30**  
**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.

**10:30-10:45**  
**Network Coffee Break**

**10:45 - 11:45**  
**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!  
- Robby Toole, Director, Plug and Play Geneva  
- Kat Morse, Sr. Manager Innovation & Partnerships, IATA

**11:45 - 11:55**  
**A VERY DIFFERENT PERSPECTIVE – BUT VERY CUSTOMER CENTRIC!**  
Hear a concrete example of customer centricity from a very different industry.

**11:55 – 12:30**  
**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?

**12:30 – 12:50**  
**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

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