Putting the Customer First!

In a post-pandemic world where customer engagement has been altered and where businesses need to reconnect with their customers in a personalized way, airlines need to rethink the experience delivered until now to their passengers and reshape their processes by putting the customer in the center.

Under the theme "Unlocking Value Creation by Putting the Customer First", the World Passenger Symposium (WPS) will take place on 1 – 3 November 2022 in Manama, Bahrain and kindly hosted by Gulf Air. WPS will look at how the industry can initiate this change from several angles to deliver the best experience to its customers.

This year’s World Passenger Symposium combines the former Digital and Data and Retailing Symposium, the Global Airport and Passenger Symposium and the Accessibility Symposium into a single event to reflect the importance and connectedness of all three elements to the customer experience.

In addition to plenary sessions, three knowledge tracks will address the end-to-end customer journey – everything from shopping and purchasing an air travel product to arriving at the destination. Each discrete step in the travel process will be addressed from customer and provider perspectives.

Join us in Bahrain!

100+ Individual airlines
98% Of past attendees stated that they would recommend the event to a peer
1200+ Delegates from 62+ countries, representing the entire value chain
60+ Exhibitors presenting the latest innovations in Airline Retailing
100% Speakers’ satisfaction
Unlocking Value Creation by Putting the Customer First

What do the 2022 Global Passenger Survey results reveal?

**Retailing & Payment**
- Where are we in the journey to Airline Retailing?
  Find out where the industry stands in this challenging but rewarding journey to customer centricity. Who are the leaders, what challenges have they overcome and where is the value creation coming from?

- Payment is now a critical path in the retailing journey
  See how to integrate Payment into the Distribution strategy for the benefit of the customer and the industry.

- The paradigm shift in revenue management
  Revenue management and Distribution are to become one with the goal of 100% Offers and Orders.

- The aspiration towards 100% Offers and Orders
  Find out how to get ready for the world of 100% Offers and Orders: the value creation, the impact on airline support functions and other areas of airline transformation.

**Airport & Pax Experience**
- Airport design meets passenger needs
  Find out how customer needs and demands will change the requirements for airport infrastructure needs.

- Fit for purpose infrastructure
  Learn about the latest trends in airport design and how to capture current and future trends in infrastructure master planning, airport sustainability and resilience.

- What’s next in the travel journey?
  A shift towards contactless travel - expectations from a customer point of view; How digital identity can bring new levels of convenience, efficiency and security.

**Accessibility**
- Latest Accessibility regulations
  Get informed on the upcoming regulatory requirements that impact the industry.

- IATA Mobility Ads Action Group
  Receive insights on the deliverables of the group and what’s next.

- Accessibility innovation
  Learn more on the accessibility innovation trends.

- Tourism and mobility
  Review the most recent initiatives in the tourism industry for accessibility.

- Air transport workforce awareness
  Look into the ways to train and develop the necessary skills in the air transport workforce to keep up with regulations and the evolving needs of passengers.

Enabled by Digital Transformation

**Digital Identity**
See how customers control their data including digital credentials and can be digitally identified and interact with the airline at every touch point.

**Open Ecosystem**
See how the industry can build open but controlled access to data by 3rd parties (Open API).

**AI & Advanced Analytics**
Find out how AI & Advanced Analytics serve as the foundation of airline decision-making and create value.

**Innovation**
Hear about the latest technology trends and their disruptive impact on the airline industry.