

IATA

WORLD

FINANCIAL

SYMPOSIUM

IATA

WORLD

PASSENGER

SYMPOSIUM

Chicago, USA
25 – 26 October 2023

PLENARY SESSION



Co-host Airlines:



IATA WORLD FINANCIAL SYMPOSIUM

IATA WORLD PASSENGER SYMPOSIUM

Track sponsored by:



Wednesday, 25 October

Opening Plenary and CEOs Panel

Room: **E354 a**

Master of Ceremony

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

09h15 – 09h45

Introduction

Welcoming Address to WPS/WFS

- **Willie Walsh**, Director General, IATA
- **John Roberson**, Chief Operation Officer, City of Chicago
- **Luís Rodrigues**, Chairman & CEO, TAP Air Portugal
- **Scott Kirby**, CEO, United Airlines (video address)

09h45 – 10h10

Industry Economic Outlook

An update on the latest developments and emerging risks and issues for air transport, incorporating financial health, traffic performance and the economic and industry outlooks.

- **Andrew Matters**, Director, Policy and Economics, IATA

10h10 – 10h30

Global Passenger Survey (GPS) – Results

Discover the key findings on preferences and expectations of travelers; from attitudes towards the use of biometrics, usage of different payment options, carbon offsetting behaviors, through expectations towards baggage handling or transfer experience at the airport.

- **Nick Careen**, Senior Vice President Operations, Safety and Security, DG-Management Committee, IATA

10h30 – 11h15

NETWORKING BREAK

IATA WORLD FINANCIAL SYMPOSIUM

IATA WORLD PASSENGER SYMPOSIUM

Track sponsored by:



Wednesday, 25 October

Opening Plenary and CEOs Panel

Room: **E354 a**
11h15 – 12h15

CEOs Panel - Redefining Air Travel: Balancing Passenger Preferences with Business Realities

The panel will discuss the results of the 2023 IATA Global Passenger Survey (link to 2022 press release) exploring passenger expectations and what industry is delivering. The panel will examine ways to meet customer preferences while managing the complexities of airline and airport operations and financial realities.

Topics will include:

- ✓ Booking and payment
- ✓ Airport Processes
- ✓ Convenience vs. Security
- ✓ Personalization vs. Privacy (biometrics)
- ✓ Baggage
- ✓ Accessibility

Moderator: **Karen Walker**, Air Transport World Editor-in-Chief

- **Adrian Neuhauser**, Executive President and Chief Executive Officer, Avianca
- **Luís Rodrigues**, Chairman & CEO, TAP Air Portugal
- **Willie Walsh**, Director General, IATA

12h15 – 12h30

End-to-end seamless travel implementation is at the fingertips of the industry!

The IATA Innovation Lab introduces the inaugural End-to-End Proof of Concept (POC) showcasing a seamless digital passenger experience from Shop to Fly. This cutting edge pilot enhances convenience, security, and efficiency, while establishing a global, interoperable framework thanks to industry wide collaboration. Leveraging IATA Digital Identity Standards while supporting Modern Airline Retailing, OneID, and Contactless Travel, travelers can now enjoy a faster, hassle-free journey with secure digital identity credentials recognized by airlines, travel agents, airports, and government agencies.

Moderator: **Stephan Copart**, Head Digital Transformation, IATA

- **Kat Morse**, Senior Manager Innovation & Partnerships, IATA
- **Henk van der Velde**, Regional Director, Trip.com
- **Ricardo Vidal**, Head of Innovation, British Airways
- **Youn Kim**, Manager, Customer Experience, IATA

12h30 – 14h00
NETWORKING LUNCH
[#IATAWPS](#) [#IATAWFS](#)
