Welcome

• Olena Vasylychenko, IATA Director Industry Architecture and Passenger Standards

Rethinking your organization to integrate payment and distribution
A well thought distribution strategy must include payment strategy. Hear from a leading airline group on what drove it to take the decision to reorganize its payment function and where does it sit today. Learn about the first outcomes of this reorganization.

• Remo Zenaglia, Lufthansa Group Payment Solutions

Last year’s learnings and today’s problems
Last year two seminal studies from EDC and McKinsey put precise figures on the new revenue potential for airlines. But this new revenue potential can only be realized if challenges are recognized, measured and addressed. Learn what are these airline challenges identified by payment consultants. And hear about some concrete and practical ways to address them.

What does the client and payer want?
Join us for this interactive session with the leaders in payment industry and discover what the client and payer really want, and how to meet these needs. Hear from EDC, which has conducted research for acquirer Nuvei on what travel customers want. Learn from corporate card issuer AirPlus, which has just finished interviewing its major corporate clients, who speak up their minds. And listen to what Discover has to share from its vast Travel and Entertainment experience. Also, the latest edition of the IATA Global Passenger Survey takes stock of what the traveler says and does in terms of payments.

Moderator: Christophe Kato, IATA Head Payment Services
Securing the foundation: how are airline card transactions faring on payment conversion?
Payment conversion rate has a direct impact on airline’s financial health and control of money. Anything that makes the customer abandon their shopping process and leave, is a wasted opportunity to make a sale and add to the loyal customer base.

Hear from the leading providers on how you can increase payment conversion, contributing to increased customer satisfaction, top line and providing for better control of payment flows.

But is the foundation secured?
Is it enough what providers are doing to secure the foundation to allow for better conversion and for airlines to control their payment flows more efficiently? And what are the current payment landscape disruptors? A major airline payment expert will debate it with the providers on site.

Airline global acquirers, facts, and calls for action
Acquirers are payment enablers. How can an airline reach more customers by offering the right payment instrument at the right time, including recovery after first refusal? What is their experience with airline transaction success rates and how do they make them better? How does the industry fare with an abundance of payment regulations?

Join us as we put leading acquirers on the spot.
Is the industry getting organized?

Last year’s World Financial Symposium was the time to share findings endorsed by industry. One year has gone by and payment service providers are sharing data and facts to a broader scale than ever before. But the industry needs to think of how it can move to the next level.

Join leading airlines discussion on whether Airline Payment Index will come to enrich the Airline Retailing Maturity index in allowing individual airlines to assess where they stand and where they are going next.

Moderator: Philippe Truchet, Head Industry Payment Programs Strategy and Adoption

Introduction to Modern Financial Processes module

Learn where is the industry in addressing Financial Management transformation to support Airlines aspiration to become modern retailers

Join a fireside chat with Financial Advisory Council dedicated work group experts and learn about the impact of Airline Retailing on Financial Management and transformation and simplification opportunities it offers.

Get first hand update on Modern Airline Retailing Reference Architecture with a particular focus on Financial Management. Hear about the industry approach to de-specialization of financial processes, adoption of more generic standard retail Order to Cash and Procure to Pay processes and transformation of cumbersome traditional Revenue Accounting into streamlined Order Accounting as a result. Learn what the industry expects from IATA financial services in order to support Airline Retailing transformation.

Moderator: Andrei Grintchenko, IATA, Head Industry Architecture
- Myriam Burget, Head of Revenue Accounting, Swiss and Chair of Airline Retailing for Finance Working Group
Thursday, 26 October

WFS: Value Creation

12h30 – 14h00

**NETWORKING LUNCH**

14h00 – 14h15

**Airline Retailing and Financial Management - an airline story**

A follow up chat with a senior strategy executive from a major airline about the importance of addressing Financial Management transformation as a part of Airline Retailing journey. How did this airline do it, and what has happened since we last spoke at the previous edition of World Financial Symposium one year ago. What worked well, and what could have been done better?

Interviewer: **Alicia Lines**, IATA Regional Director Financial & Distribution Services The Americas
Interviewee: **Christine Rovelli**, SVP Strategy and Fleet, Finnair

14h15 – 14h50

**Airline Retailing driven Financial Management transformation**

Transformation to Offers and Order cannot be limited to these areas only. It must include transformation of Financial Management and supporting back office processes as we know them today. In this sessions, we will have providers discuss how their take on OOMS transformation accounts for Financial Management and where airlines can get ahead with processes simplifications and increased efficiencies. Focus on the future of Financial Management driven by this transformation to retailing.

Moderator: **Myriam Burget**, Head of Revenue Accounting, Swiss and Chair of Airline Retailing for Finance Working Group
- **Simon Lescarcelle-Evin**, Global Head Travel & Transportation Services, SAP
- **Eva-Maria Roe**, Head of Travel and Transportation Solutions

15h00 – 15h15

**Airline keynote and module intro**

Transforming Financial Management and streamlining financial processes will allow for more timely access to better quality data of increased granularity. It will, in turn, set the foundation for better and more data driven financial management and decision making. An airline will share its experience in improving its financial data flows and the how it helped to improve its decision making.

#WPS #WFS

*Times are subject to change*
Data driven Financial Management improving commercial and distribution decision making
Transformation to Offer and Order paradigm affords airlines to take better control over their data and allows for significant improvements in Financial Management. Its allow for more granular and timely access to data. And by having to maintain Offer granularity at Service level and direct interfaces across Offer, Order and Financial Management capabilities, airlines can do away with many of the complex legacy processes. This allows for simplification and cost reduction. Hear from some of the major providers, on how they are looking to address Offer and Order data flow to support streamlined and simplified Order Accounting.

Moderator: Olena Vasylchenko, IATA Director Industry Architecture and Passenger Standards

15h45 – 16h00: Track closure and next steps
- Olena Vasylchenko, IATA Director Industry Architecture and Passenger Standards

16h00 – 16h30: NETWORKING BREAK

16h30 – 17h30: Joint WFS and WPS Closing Plenary