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Chicago, USA
25 – 26 October 2023

WFS: VALUE CREATION



Co-host Airlines:



IATA WORLD FINANCIAL SYMPOSIUM

IATA WORLD PASSENGER SYMPOSIUM

Track sponsored by:



Thursday, 26 October

WFS: Value Creation

Room: **450 a**

Masters of Ceremony

- **Andrei Grintchenko**, Head Industry Architecture, IATA
- **Thierry Stucker**, Director, Industry Payment Programs, IATA

09h00 – 09h05

Track opening and welcome

- **Erik Swelheim**, Managing Director and CFO KLM Royal Dutch Airlines and Chair of Industry Financial Advisory Council

09h05 – 09h15

Rethinking your organization to integrate payment and distribution

A well thought distribution strategy must include payment. Why did the LH group take the decision to reorganize its payment function and where does it sit today? What are the first outcome of that reorganization?

- **Kai Schilb**, Head of Payment, Lufthansa Group

09h15 – 09h25

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- **Shanta Paratian**, Senior Manager, Edgar, Dunn & Company

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Moderator: **Alicia Lines**, Regional Director Financial & Distribution Services, IATA

- **Jessica Püttmann**, Product and Marketing Director, Diners Club Spain
- **Shanta Paratian**, Senior Manager, Edgar, Dunn & Company
- **Veronique Raynaud**, Vice President Global Client Group International, American Express

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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?

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Cultivating Payment Management - a practical approach

Take control of your payments and learn about various techniques to stimulate customers to use your preferred payment methods based on your strategic goals. Discover best practices for efficient customer payment flows and increased conversion. Diversify your payment mix and increase conversions by making more effective use of Open Banking/ Request to Pay schemes. Learn how to control of your payment costs and manage payment risks efficiently by designing the right payment methods mix and direct customer payments traffic accordingly.

- **Javier Orejas**, Global Head Banking, IATA

10h35 – 11h15

NETWORKING BREAK

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11h15 – 11h45

Airline global acquirers, facts, and calls for action

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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?

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12h05 – 12h10

Introduction to Modern Financial Processes module

- **Thierry Stucker**, Director, Industry Payment Programs, IATA

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12h10 – 12h30

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.

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- **Burcu Toker**, Technical Sales Consultant, Hitit
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Data Driven Finance - a fireside chat with airline financial community representatives

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.

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Payment, Financial Management Transformation and Smart Data in Finance - track closure and next steps.

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16h00 – 16h30

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