Aligning for the Future – Distribution | Passenger Accessibility & Facilitation | Finance
Tuesday, 29 October

19h15 – 20h30 WELCOME RECEPTION

#IATAWPS #IATAWFS #IATAWFSWPS
Wednesday, 30 October

**Opening Plenary**

09h00 – 09h20  Welcome Address

09h20 – 09h40  Host Keynote

09h40 – 10h05  Industry Economic Outlook

10h05 – 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.

10h30 – 11h05  NETWORKING BREAK sponsored by Accounting Centre of China Aviation (ACCA) Exhibition Hall

**Aligning for the Future**

11h15 – 11h40  The Future of Flying
   All roads must lead to an emission-free aviation and achieving Net Zero by 2050, which defines the future of flying. This session will delve into various pathways, highlight the challenges, and discuss the reality of achieving Net Zero.

11h40 – 12h05  The Future of Money
   Central Bank Digital Currencies are taking shape, opening horizons to a digital-first world. This world promises enhanced efficiencies and opportunities, spanning from retail to finance. This session explores how close these possibilities truly are.

12h05 – 12h30  The Future of Travel
   Discover how a seamless End to End Passenger Journey from Shopping to Arrival is achievable based on existing and future industry standards in the areas of Digital Identity, Modern Airline Retailing and Contactless Travel.

12h30 – 14h00  LUNCH BREAK
   Exhibition Hall

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### Wednesday, 30 October

**WPS: Passenger Experience & Accessibility**

<table>
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| 14h00 – 14h30 | **Welcome Message**  
GPS Deep Dive + Intro to Pax Insight             |
| 14h30 – 15h00 | **Fireside Chat – Modernizing Passenger Experience**  
Insights into how the Modern Airline Retailing program relates to passenger experience, disability and airport processes. The industry, through the Modern Airline Retailing program, seeks to place the Customer at the center. But what does this mean for Border Control, and passenger data requirements? What does this mean in Air Travel Accessibility? And what does this look like for airport development? |
| 15h00 – 15h15 | **To be announced**                                                  |
| 15h30 – 16h00 | **NETWORKING BREAK**  
Exhibition Hall                                                     |
| 16h00 – 17h30 | **Digital Identity**  
The benefits and use cases for airlines, airports, authorities, and passengers. Beyond One ID, as the standards continue to be released more and more use cases are emerging right across the travel continuum. As both private sector and governments make great strides towards implementing interoperable digital identity what other use cases exist within the travel continuum? Hear the benefits from new use cases for airlines, airports, authorities and passengers. |
| 18h30 | **NETWORKING DINNER** sponsored by Thai Airways                   |

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Wednesday, 30 October

WPS: Airline Retailing – Transforming to Offers & Orders

Selling Through Digital Channels

14h00 – 14h10
The Industry status on Modern Airline Retailing
An overview of industry progress to date and how IATA is supporting its members throughout this journey.

14h10 – 14h40
Airline case studies - The train is leaving the station!
Perspectives from airline executives and members of IATA Advisory Councils on their journey: the benefits realized so far, the opportunities that lie ahead and why 100% Offers and Orders is the end goal to true customer centricity.

14h40 – 14h55
Focus on Digital Channels
A showcase of new channel capabilities from an expert’s perspective

14h55 – 15h30
Navigating the intersection: Impatient customers, evolving technologies, changing distribution landscape
How to balance the needs of corporates, travelers and airlines in the evolving distribution landscape.

15h30 – 16h00
NETWORKING BREAK
Exhibition Hall

The Transformation to 100% Offers and Orders

16h00 – 17h30
Navigating the roadmap of vendors’ readiness: when to expect the first legacy-free Offer and Order solutions?
The entire industry is embarking on a massive transformation journey and IT providers are already building their solutions. How advanced are they? How are PSS providers transforming their legacy systems into Offer – Order retailing platforms? There are some robust challengers out there, who are they? How can modularity work between different IT providers? - or can it?

Hear from the leaders of these technology companies, first-hand!

18h30
NETWORKING DINNER sponsored by Thai Airways

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**Consumer Payment**

14h00 – 14h05  Setting the scene
Hear why payment is so essential to the global picture

14h05 – 14h25  What’s new in the payment landscape?
An expert will set the scene in what may well be the largest disruption still to come!

14h25 – 14:40  Payments, a critical component to the Airline Retailing Strategy
A leading airline will share their integrated approach and the value it brings to the customer.

14h40 – 14h55  A concrete example of supporting what the client wants
A fireside chat showing how a collection solution enables an airline to support local payment preferences.

14h55 – 15h30  Customer Centricity - Managing payments efficiently
How the right payment option presented at the right time can improve authorization success rate and increase sales conversion as well as customer satisfaction.

15h30 – 16h00  NETWORKING BREAK
Exhibition Hall

16h00 – 16h15  Using your preferred payment wallet across borders
This session will showcase an initiative to connect payment wallets across different countries and its consequences for payers and merchants alike.

16h15 – 16h50  Payment wallets: an opportunity for airlines?
A fast-growing payment method, in multiple domestic flavors, now increasingly available to airlines. How will they seize this opportunity, what changes will it drive?

**Corporate payment**

16h50 – 17h15  Corporate and Airline needs in an Offer & Order world
As airlines become retailers, with access to new capabilities, hear how will this change the way they meet the needs of corporate buyers.

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Wednesday, 30 October

WFS: Airline Retailing – Payment and Finance to Order!

Central Bank Digital Currency

17h15 – 17h25  An outlook CBDC and what it may mean for Airlines
A concrete use case of a Central Bank driving digital currency, and how it may impact merchants such as airlines.

17h25 – 17h30  Module wrap – up of the day
Lessons to take away on how Payment can contribute up to USD 14bn value creation for the industry through greater customer centricity … and the risk of doing nothing!

18h30  NETWORKING DINNER sponsored by Thai Airways
Wednesday, 30 October

WFS: AI – a New Ally to Finance?

**Tax Function and Technology**

14h00 – 14h20  **Keynote | The cost of taxation: an IATA Economics study**
Do you know how much airlines and passengers pay in taxes every year? IATA will release the Cost of Taxation report, shedding light on the complex taxation policies on aviation and their economic consequences for the travel and tourism ecosystem.

14h20 – 14h35  **Keynote | The crossroads of tax and Generative Artificial Intelligence (Gen AI)**
In a world of *Everything-AI*, the GenAI buzzword is fast emerging as a disruptive technology and is reshaping the tax function as we know it. Gen AI technology has revolutionized various industries, and aviation is no exception. In this keynote, we explore how technology expedites data management processes, streamlines tasks, and rationalizes costs, while enhancing transparency, traceability, and tax reporting.

14h35 – 14h55  **Interview | Learnings on tax compliance from highly digitalized industries**
The tax function strives to maintain high compliance and digitalization standards, while spreadsheets are a core tool. Listen to this tax leader with experience in disruptive tech businesses talking about how highly-digitalized companies have committed to tax governance, and how they can inspire airlines in the pathway towards tax compliance and transparency.

14h55 – 15h30  **Panel | What role smart fiscal policies play in achieving environmental, social, and financial sustainability in aviation?**
Join us as we discuss the role of strategic fiscality in unravelling the intricate relationship between aviation and financial, social, and environmental value creation. Our panelists will cover a myriad of tax matters that have benefitted from a close relationship between airlines and Tax Administrations.

15h30 – 16h00  **NETWORKING BREAK**
Exhibition Hall
Wednesday, 30 October

Airlines & Fiscal Policymaking

16h00 – 16h15  
**Keynote | EU fiscal policies and global trends on international cooperation**  
Listen the European Commission’s leader on International Taxation on the EU’s work on tax simplification for cross-border businesses, emphasizing transparency and fostering international cooperation.

16h15 – 16h35  
**Interview | Tax Governance & the taxes of the future**  
In this interview, we will listen to the specialist known as the global *Rockstar of Tax* talking about the relationship between “perception” and “policymaking”. Listen to this thought-provoking interview and grasp how aviation can navigate the new taxing trends and build trusted relationships with its stakeholders.

16h35 – 16h50  
**Keynote | Chief Tax Officer – the newest Board member**  
Listen to this global leader on tax matters discuss the current and future challenges of Chief Tax Officers when adapting to a strategic, collaborative, agile, and resilient tax function. Lean why staying ahead of legislative changes and adopting adequate technologies are two of the key enablers to navigate disruptions and address tax compliance challenges.

16h50 – 17h30  
**Panel | Tax Policy Landed in the Boardroom – The C-level take on Taxation**  
In the past, fiscal dossiers were strangers to airlines’ Board meetings. However, current global tax initiatives are set to shake the fiscal stability granted by States and is making Boards’ alarms go off. Listen to a Chief Executive Officer, a Chief Operations Officer, a Chief Tax Officer and a Chief Sustainability Officer shedding light on how the recent tax initiatives have impacted their subject matters.

18h30  
**NETWORKING DINNER** sponsored by **Thai Airways**

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Thursday, 31 October

WPS: Passenger Experience & Accessibility

09h00 – 10h30  **Digital Innovations in Accessibility & Universal Design**
Discover insights on IATA Airport Development Reference Manuel (ADRM) Universal Design best practice principles, with key innovations and digital developments supporting customer experience through the airport journey. Join world leading experts to discover how airports are implementing customer centric solutions and overcoming challenges to respond to passengers with physical, sensory and non-visible disabilities, now and in the future.

10h30 – 11h00  **NETWORKING BREAK**
Exhibition Hall

11h00 – 11h45  **The Italian Experiment**
The journey from the 2022 WPS digital identity PoC for Passengers with Reduced Mobility to the Italian Governments pilot in the EU Digital Identity wallet

11h45 – 12h15  **ICAO Year of Facilitation**
75 years of Annex 9. A review of the Annex 9 Facilitation developments and opportunities for continued improvement & collaboration

12h15 – 12h30  **To be announced**

12h30 – 14h00  **LUNCH BREAK**
Exhibition Hall

14h00 – 15h30  **Bringing it all together**
What a truly Digital, Seamless, Inclusive and Accessible customer centric experience could look like?

IATA PoC 2.0 – A view from each participating entity in the service delivery Proof of Concept 2024 including digitalization of admissibility, contactless biometric touch points, interoperability. How airlines, airports, Border authorities, and solution provider can work together to make this a reality for passengers.

15h30 – 16h00  **NETWORKING BREAK**
Exhibition Hall

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Thursday, 31 October

WPS: Airline Retailing – Transforming to Offers & Orders

The Business Process Transformation

09h00 – 09h10  Airline Retailing Consortium perspectives: What is the state of IT provider readiness?
Based on in-depth reviews with key technology providers, IATA will present a potential IT provider roadmap for the transition to Offers & Orders.

09h10 – 09h25  Airline case studies: Product & Offer Management
Show case of a Vendor System demonstrating legacy-free offer creation capabilities with their airline partner.

09h25 – 09h40  Airline case study - Interlining with Offers & Orders
An airline perspective on the transition to SRSIA Interlining with Offers & Orders

09h40 – 09h55  Airline case studies: Offer & Order Management
An Implementation showcase

09h55 – 10h30  Transition to partnerships using Offers and Orders
An exclusive debate between airlines and vendors on the changes about to take place in airline interlining: How will SRSIA interlining facilitate partnerships between all types of carriers? How will legacy transformation layers or hybrid solutions facilitate the transition? How will codeshare evolve?

10h30 – 11h00  NETWORKING BREAK
Exhibition Hall

The Business Process Transformation

11h00 – 11h10  Airline Case studies: Different strategies for different times
Discover how an airline defied the odds and launched their transformation despite the challenges of COVID and financial volatility

11h10 – 11h40  Airline Retailing Consortium perspectives: How much will we simplify with Offers and Orders?
What are the game changers with Offers & Orders in terms of processes and standards? What are the phase-out strategies for booking classes, tickets, proration and fares?

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Thursday, 31 October

WPS: Airline Retailing – Transforming to Offers & Orders

The Transformation Acceleration – cont.

11h40 – 11h50  The role of Order Management to unlock new airline offers

11h50 – 12h00  Airline Case studies: Order Management in the direct channel
                An airline will share their plans going live with "Orders" in their direct channel first.

12h00 – 12h15  Airline Retailing Consortium perspectives: Procurement considerations for a
                Modern Retailing Platform
                Key principles, considerations, and business requirements that may be taken into
                account by airlines when procuring an Offer & Order Management platform. Come
                prepared and read the white paper produced by IATA consortium

12h15 – 12h30  Airline case study – an airline with something special!
                Airline to be announced .... Watch this space!

12h30 – 14h00  LUNCH BREAK

Exhibition Hall

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Thursday, 31 October

WFS: Airline Retailing – Payment and Finance to Order!

Transformation in Airline Finance

09h00 – 09h05
Module Opening
Payment processing in Airline Finance - a revolution!

09h05 – 09h35
A revolution in Financial management
The industry has adopted a resolution for a reference architecture which includes all the finance functions. Hear about this new revolution for Finance and how it may impact you!

09h35 – 09h55
Industry Standards Development - does it connect the dots?
You will see how the airline governance bodies are all working together across Finance, Distribution and Digital in order to connect the dots.

09h55 – 10h30
Finance at the heart of Airline Retailing Transformation
How an airline is already transforming its finance function.

10h30 – 11h00
NETWORKING BREAK
Exhibition Hall

Transformation in Airline Finance – Cont.

11h00 – 11h25
Financial flows to support Retail Order Accounting
A deep dive into the changes in Revenue Accounting

11h25 – 11h50
Order Accounting in the new world
What are the benefits of Order Accounting? What are the risks and challenges though? – all from the lens of the Technology providers

11h50 – 12h05
Airline case study - the benefits of Order Accounting
An Airline view

12h05 – 12h15
Interline billing and settlement with Offers and Orders
Another critical area impacted – but it will drive benefits!

12h15 – 12h25
How to support airline billing and settlement in this new environment
Hear what will be required by IATA to support airline billing and settlement in the new environment of Offers and Orders

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Thursday, 31 October

WFS: Airline Retailing – Payment and Finance to Order!

12h25 – 12h30  Module wrap-up

12h30 – 14h00  LUNCH BREAK
Exhibition Hall

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15h00 – 14h20  Airline Retailing Consortium perspectives: How to convince C-level to embark on this large transformation for the benefit of the customer?  
Hear the latest lessons from Consortium airlines on key decision criteria to convince C-level to move to 100% Offers & Orders and listen to how airlines could build their business case.

14h20 – 14h35  Modern Airline Retailing: Cultivating the Right Mindset and Talent  
Technology is only part of the equation in the transition towards 100% Offers and Orders, with the soft, people aspects often left behind. Gain insights into how leaders are helping their teams cultivate a mindset that positions them for a successful transition, beyond the tech.

14h35 – 14h45  Exclusive insights from a survey of over 150 airline representatives on the roadmap to 100% Offers and Orders  
IATA and BCG will present the outcome of an airline survey which provides exclusive insights on their readiness, their confidence in this goal and some timelines to 100% Offers and Orders.

14h45 – 14h55  A roadmap also needs robust Architecture and Standards

14h55 – 15h30  Airline Retailing Consortium perspectives: An Industry roadmap to 100% Offers and Orders  
Discover firsthand the overall industry roadmap to 100% Offers & Orders based on the priorities set by IATA airline members and the value chain readiness. This will include views from all major stakeholders across the entire value chain.

NETWORKING BREAK
Exhibition Hall

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Module Opening: Transparency and Ethics on AI application
Challenges related to transparency and ethics in the use of financial AI; best practices to ensure responsible adoption of AI.

Payments- how and when AI will be applied to airlines’ business?
Artificial intelligence will revolutionize the digital payments landscape. Let’s explore how AI can support payment practices, the technologies involved, and the benefits it brings to the airline industry.

Customer experience: personalized payment recommendations resulting from AI algorithms that analyze customer behavior, preferences, and transaction history.

Payment processing: enhanced efficiency, accuracy, and financial management. AI-powered payment processing systems allow to automate repetitive tasks like data entry, invoice reconciliation, and payment verification and to efficiently and accurately analyze many transactions in real time.

NETWORKING BREAK
Exhibition Hall

Fraud Detection and Prevention: AI models detect unusual payment patterns and potential fraud, helping to maintain trust in the payment system.

Artificial Intelligence: A Lever of Transformation for Treasury Management
AI is revolutionizing treasury management, bringing unprecedented precision and efficiency. By integrating AI into their processes, Airlines can expect a more agile treasury management, capable of adapting to market changes and meeting the constantly evolving needs.

Al Integration in TMS: Elevating Airline Treasury Management
AI application in the Treasury Management System strengthens the financial management of airlines, improving ease of daily tasks and operations, while enhancing security. With a growing AI market, its integration is vital for efficient resources allocation and therefore business competitiveness. Join the experts to discuss its application and best practices.

**11h30 – 12h00**  
**New World of Data Analytics with Gen AI:** GenAI, powered by advanced machine learning, is transforming corporate treasury. With plain language prompts, treasurers can query data in real-time, retrieve information, create custom reports, and run complex analytics—without coding.

**12h00 – 12h30**  
**Predictive forecasting & Real-Time Visibility:** AI algorithms to anticipate future cash flows and real-time data access, resulting in enhanced cash predictability, proactive decision-making and improved accuracy in planning and resources allocation.

**12h30 – 14h00**  
**LUNCH BREAK**  
Exhibition Hall

**14h00 – 14h30**  
**Cash management: how can AI support managing the Foreign Exchange and Interest Rate risks:** AI enables precise predictive analysis and better anticipation of currency fluctuations and interest rates, which is crucial for financial strategy. Furthermore, AI contributes to more efficient liquidity management and optimized coverage against financial risks.

**14h30 – 15h00**  
**AI- A Strategic Asset for KYC and compliance in Treasury:** The adoption of AI in KYC processes is transforming how airlines manage the verification of their clients’ identities and information. Thanks to AI, companies can speed up processing, reduce errors, and better manage advisors’ work time. Integrating AI in these areas not only allows for better regulatory compliance and risk reduction but also optimizes their performance. Join us to discuss these advancements and best practices for successful integration of AI in KYC and compliance processes.

**15h00 – 15h10**  
**Module Wrap-Up**

**15h10 – 16h00**  
**NETWORKING BREAK**  
Exhibition Hall

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Closing Plenary

16h00 – 17h00  To be announced