23 January 2024

09h00 – 09h30  Welcome Addresses
Anthony Concil, IATA
Jason Yoo, Korean Air
Chang-Kyu Kim, Incheon International Airport Corporation

09h00 – 09h30  Keynote Address: Changes to the Media Environment Post COVID
Steve George, CNN Digital Worldwide

10h00 – 11h00  Dealing with Crises: Case Studies Part 1
Managing Communications During the Winter 2022 Disruptions
Whitney Eichinger, Southwest Airlines

Communications Lessons from COVID-19
Martin Riecken, TUI

11h00 – 11h30  Coffee Break

11h30 – 12h15  Panel Discussion: What is Different in Crisis Communications Post COVID?
Morgan Durrant, Delta Air Lines
Whitney Eichinger, Southwest Airlines
Steve George, CNN Digital Worldwide
Siva Govindasamy, Singapore Airlines
Martin Riecken, TUI

12h15 – 13h30  Networking Lunch sponsored by GoCrisis
23 January 2024

13h30 – 14h30  **Keynote Address: Accident Investigation and Crisis Communications**
Robert Sumwalt, Embry-Riddle Aeronautical University

14h30 – 15h30  **Artificial Intelligence Implications on Communications**
Kati Bremme, France Television
Stephen Waddington, Wadds Inc

15h30 – 16h00  **Coffee Break**

16h00 – 16h30  **Family Assistance in a Crisis**
Elmarie Marais, GoCrisis

16h30 – 17h15  **Preparing for the Next Crisis**
Matthew Bolland, Air New Zealand
Josh Freed, United Airlines
Katinka Kelley, Lufthansa
Gilberto Lopez Meyer, Korean Air

19h00 – 21h30  **Workshop Dinner** sponsored by **Airbus**
Grand Ballroom, Fairmont Ambassador Seoul
24 January 2024

09h00 – 09h15  **Day 2 Welcome**  
Anthony Concil, IATA

09h15 – 10h15  **Dealing with Crises: Case Studies Part 2**  
**Safety at Boeing**  
Ashlee Erwin, Boeing  

**LATAM 2213**  
Constanza Pizarro Prieto, LATAM Airlines Group

10h15 – 10h45  **Coffee Break**

10h45 – 11h45  **Working with Partners in a Crisis**  
Nicolas Bardou, Airbus  
Spencer Birns, Cardiff Airport  
Simon Knechtli, WTW

11h45 – 12h45  **Navigating Sustainability Communications**  
Anthony Concil, IATA  
Mike Evans, Herdwick Communications  
Daisy Omissi, Rolls-Royce

12h45 – 13h00  **Workshop Closing**

12h45 – 14h00  **Networking Lunch**

14h00 – 16h00  **Optional Breakout Sessions**

Session 1a: Aviation Crisis Management and Communication  
GoCrisis

Session 1b: Communicating in an Aircraft Accident  
Peter Knudson, US National Transportation Board
With many thanks to all our sponsors

Host airline

KOREAN AIR

Gold sponsor

AIRBUS

RESILIENCE

Readiness
Response
Recovery

BOEING

The Power of Flight

GO BEYOND

Silver sponsor

Incheon Airport

Bronze sponsor

Bronze sponsor and Media Partner

Herdwick Communications

ibsofware

Airlines
The Conrad Seoul is at the heart of the Yeouido Business District. It is three blocks away from Yeouido Park, with stunning views of the Han River. The hotel is connected to the IFC Mall and within four blocks of Yeouido Subway Station.