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**WEBINAR SERIES**

**DATA &  
DIGITAL  
CAPABILITIES  
DURING CRISIS**



**EPISODE 3 (PLAN RECOVERY)**



**Wednesday 13 May 2020**  
15:30 – 17:30 CEST



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# ▶ ANALYTICS ON DEMAND & BUYING BEHAVIOR DURING & AFTER THE COVID-19 CRISIS



**Webinar Synopsis:** It is difficult to know when the recovery will start for airlines and the wider aviation and travel industries. Data and analytics can provide insights associated with the various scenarios, demand and buying behavior. This webinar will focus on data & technology in the context of the COVID-19 crisis.

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for this Webinar

**Moderator:** Houman Goudarzi, Head of BI & Industry Engagement, IATA

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15:30 – 17:30 CEST

**15:30 – 15:40**

**Welcome and Opening**

**Charles De Gheldere**  
Director of Travel Intelligence, IATA

**15:40 – 16:00**

**Keynote:** COVID-19's impact on passenger demand, scenario analysis, and the expected recovery.

**Brian Pearce**  
Chief Economist, IATA

**16:00 – 16:20**

**Keynote:** Insights from KLM on to maneuver during these uncertain times

**Frederik van Essen**  
Commercial Director, Digital Operation, KLM Royal Dutch Airlines

**16:20 – 16:40**

**Fireside Chat:** Insights from a data guru, former Head of Data Science at easyJet.

**Alberto Rey Villaverde**  
Chief Data Officer, JUST EAT

**16:40 – 17:10**

**Panel:** Insights to track demand rebound: how to leverage various data sources (schedule, shopping/pricing, customer behavior, social media etc.) to plan recovery?

**Nina Wittkamp**  
Expert Associate Partner, McKinsey & Company

**Phil Callow**  
CEO, OAG

**Nils Gelbjerg-hansen**  
CEO, Infare

**Olivier Jager**  
Co-founder & CEO, ForwardKeys

**Sébastien Texier**  
CEO, winglet.io

**Moderator:** Sebastien Touraine, Head Dynamic Offer Creation, IATA

**17:10 – 17:30**

**Keynote:** Air Travel Pulse, a new tool McKinsey & IATA have developed in partnership that will provide unique insights in demand rebound.

**Nina Wittkamp**  
Expert Associate Partner, McKinsey & Company

**Yanik Hoyles**  
Director Distribution, IATA



**For more information and registration go to:**

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