DIGITAL, DATA & RETAILING SYMPOSIUM

26-28 October 2021 | Madrid, Spain

AGENDA

Host Airline

IBERIA

Principal Sponsor

Section





09:00 - 09:10

09:10 - 09:15

09:15 - 09:25

09:25 - 09:40

09:40-10:15

10:15 - 11:00

11:00-11:45

TUESDAY 26 OCTOBER

Keynote Panelist Moderator Sponsored by Plenary Session - Setting the Scene accelua **DDR SYMPOSIUM GRAND OPENING** Muhammad Albakri, SVP, Financial Settlement and State of the industry and the innovation roadmap in the areas of digital Distribution Services, IATA transformation, data and distribution Julie Vadenbussche, Senior IATA LEGAL BRIEF Manager, Legal Services, IATA **WELCOME TO MADRID** Gabriel Perdiquero, Chief Customer and Transformation Welcome address from our Host Airline Iberia Officer, Iberia Rafael Schvartzman, RVP STATE OF THE INDUSTRY Europe, IATA Frédéric Dalsace, Professor of WHEN CUSTOMER CENTRICITY MEETS DIGITAL TRANSFORMATION Marketing and Strategy, IMD Why aren't customer-centric ambitions translating into great customer experiences? Partly because many companies underestimate the complexity of getting several things right when tackling customercentricity Sponsored by **Networking Coffee Break** atoco AIRLINE COMMERCIAL STRATEGIES IN THE CONTEXT OF RESTART & Pieter Bootsma, Chief Revenue Officer, Air France-KLM **DIGITAL TRANSFORMATION** Umesh Chhiber, Senior VP, In the context of the broader industry agenda, airline commercial leaders Revenue Optimization & Pricing, will share their thoughts on the challenging context of restart, how their acting Chief Commercial Officer, retailing strategies have evolved during the crisis and how they intend to Oman Air increase their focus on customer centricity going forward. Julio Rodriguez, Group Commercial Strategy, IAG Yanik Hoyles, Director Distribution, IATA Glenn Morgan, Head of Digital,

11:45-12:30

DIGITAL AIRLINE AMBITION 2030 and IATA STRATEGIC PRIORITY

Members of the Digital Transformation Advisory Council will present the newly formulated Airline Digital Ambition 2030 strategy and how it plans to achieve its ambition focusing on priority areas for the restart, business case for change, benefits that digitalization brings and end-goal ambitions.

- Sourav Sinha, CIO, Indigo
- Julio Toro, VP & CIO, COPA
- Stephan Copart, Head of Digital Transformation, IATA

12:30 - 14:00

Networking Lunch



UESDAY 26 OCTOBER Day 1: Specialized Tracks

Keynote Panelist Moderator

Digital Transformation & Data Track

Achieving Digital Readiness

HOW TO REMOVE THE BARRIERS TO A SUCCESSFUL DIGITAL TRANSFORMATION ROLL OUT?

Hear some of the challenges companies and industries face on their digital transformation journey and ways to overcome these.

- Sophie Troel, VP, Head of Air France Digital Factory & Innovation, Air France
- Jonathan Sullivan, Director, Marketing Analytics & Operations Accenture

14:20-15:00

14:00-14:20

BUILDING A DATA-DRIVEN CULTURE TO UNLOCK ACTIONABLE **INSIGHTS:**

Why building a data driven culture and investing in tech, data, processes & people is so important?

- Ido Biger, VP Technology, CIO & Chief Data Officer, El Al Israel Airlines
- Arun Gupta, Managing Director, Global Data Products, ARC
- Thomas Wittman, Managing Director at Lufthansa Systems
- Jean Ruiz, Head Aviation Data,
- Graham Thomas, Global lead for Data Responsibility, Cognizant

15:00-15:30

TECHNOLOGY ENABLERS TO DIGITAL TRANSFORMATION

The Digital transformation-accelerating and optimizing the digitization of processes. What are the key enablers for digitalization that lead to new opportunities and value creation?

- Tomi Maaniemi, Principal Strategic Consulting, Travel Division, PROS
- Shiv Trisal, Director, Applications and Analytics, Integrated Digital Solutions, Collins Aerospace
- Charlie Anderson, UKI Justice & Public Safety Manager, AWS

15:30-16:00

Networking Break

Putting data to work in a time of crisis

16:00-16:15

BUILDING A CUSTOMER CENTRIC AIRLINE

Listen to use cases on data insights driving customer benefits and efficiencies. Empowering staff with the right tools for excellence to drive customer care and performance.

Xavier Lagardere, Group Head of Data Strategy, LH Group

16:15-16:40

RE-INVENTING CUSTOMER INTENT AND BEHAVIOR INTELLIGENCE

The pandemic data and data implications for the restart. Identifying new demand signals for planning and revenue generation. New data sources available to airlines from outside the industry.

- Yon I. Jayo, Sales Planning and Distribution Director, COPA Airlines
- Adnan Itani, Head BI Solutions, IATA
- Trevor Kaufman, CEO, Piano



UESDAY 26 OCTOBER Day 1: Specialized Tracks

Keynote Panelist Moderator

Digital Transformation & Data Track

Putting data to work in a time of crisis

16:40-16:50

DATA PRIVACY MATURITY AND CHALLENGES WITHIN THE AVIATION INDUSTRY

Handling of traveler's cross-border and personal information. Country regulatory requirements & data subject rights. Data ethics: use of automated processing and decision making based on what rules? Use of bias, fairness and transparency.

Graham Thomas, Global lead for Data Responsibility, Cognizant

The Cybersecurity Threat



16:50-17:00

ZERO TRUST SECURITY: MULTI-LAYERED PROTECTION AGAINST CYBER-THREATS

Learn how multi-layer cyber security solution, or defense in depth, is critical for protecting your airline from Cyber attacks

Martin Ninnemann, Director, Business Development, Unisvs

17:00-17:45

CYBER RESILIENCE & THE IMPORTANCE OF INTERNATIONAL, MULTI-STAKEHOLDER COLLABORATION

The pandemic has slowly shifted an already unbalanced fight against cyber-threats, to favor the attackers. This session will help you gain some terrain on this battleground that is essential to win

- Nathalie Feyt, Director, Chief Information and Product Security, Thales
- Gerry Ngu, Senior Expert-Cybersecurity, EASA
- Patrick MANA, Cyber-Security Cell Manager, Eurocontrol
- Dennis Tracz, Senior Director and Acting Chief Information Security Officer, Air Canada
- Manon Gaudet, Asst. Director, Aviation Cyber Security, IATA

17:45-18:00

A PRACTICAL GUIDE TO FLEXIBILITY

Now more than ever airlines need to be flexible. They need an adaptable fraud solution to account for new, dynamic online shopping patterns. COVID has changed the way travelers shop online, and airlines looking to maximize revenue need to ensure good customer experience for all legitimate consumers. We provide case studies, track what to look out for during the payment process and provide some tips for navigating these new fraud challenges.

Rich Thompson, Global Airlines Strategist, Riskified

18:30-20:00

Welcome Reception

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An Indra company



TUESDAY 26 OCTOBER

Day 1: Specialized Tracks

Keynote Panelist OModerator

Airline Retailing Track

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14:00-14:15

AIRLINE RETAILING, THE STATE OF THE INDUSTRY

Hear the latest key numbers on adoption of airline retailing and the industry strategy going forward.

Yanik Hoyles, Director Distribution, IATA

14:15-14:45

WHERE IS THE VALUE CREATION IN AIRLINE RETAILING?

Qantas, Iberia and Kenya Airways share from their Airline Retailing journey and where they see value creation.

- Nadine Dawood Morgan, Head of Distribution, Ancillaries and Payments, Qantas
- Julius Thairu, Chief Commercial & Customer Officer, Kenya Airwavs
- Ignacio Valeros, Head of Ancillaries and Merchandising,
- Shaunelle Harris Drake, Head Implementation, Distribution, IATA

14:45-15:00

HOW TO MEASURE AIRLINE RETAILING MATURITY

IATA will introduce the new Airline Retailing Maturity index – a unique tool that will capture and monitor value creation!

Kitty Little, Manager Distribution, Certification and Compliance, IATA

15:00-15:15

MEETING THE EVOLVING EXPECTATIONS OF THE LEISURE CUSTOMER

What changes do we anticipate and how do the players satisfy the future leisure customer?

- Antje Aselmann, Head of Global Indirect Flight Sourcing & GDS Management, TUI Group
- Shaunelle Harris Drake, Head Implementation, Distribution, IATA

15:15-15:30

RETAIL INTELLIGENCE: ENABLING A PARADIGM SHIFT

Explores how retailing innovation means that shopping for travel moves from a commoditized transaction to a personalized experience.

Emma Wilson, VP Marketing,

Alessandro Ciancimino, VP Strategy, Sabre

15:30-16:15

Networking Coffee Break



TUESDAY 26 OCTOBER

Day 1: Specialized Tracks

Keynote Panelist OModerator

Airline Retailing Track

16:15-17:00

WHAT'S CHANGED IN BUSINESS TRAVEL AND WHAT DOES THE CORPORTATE CUSTOMER WANT?

- Prashanth Kuchibhotla, Global Airline Program Manager, McKinsey & Company
- Diane Lundeen Smith, Global Travel Sourcing Manager, Microsoft Travel
- O Paul Tilstone, Managing Partner, **FESTIVE ROAD**

17:00-17:30

THE FUTURE OF DISTRIBUTION: INTO THE MINDS OF THE TMCs

TMC Executives and independent consultants will reflect on the trends impacting distribution: technology, globalization, content management, disintermediation etc.

- Henry H. Harteveldt, President, Atmosphere Research Group
- John Harvey, Globalyse Founder
- Nicola Ping, Global Product Director, Air Distribution, FCM
- Olivier Hours, Head Distribution Strategy, IATA

17:30-18:00

AN EXPERT VIEW OF HOW DIFFERENT PLAYERS MAY BE AFFECTED BY THIS INDUSTRY TRANSFORMATION

Who will survive, what changes do we anticipate, and will there be new players?

- Cory Garner, co-CEO T2RL
 - Yanik Hoyles, Directo Distribution IATA

18:30-20:00

Welcome Reception

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& RETAILING SYMPOSIUM WEDNESDAY 27 OCTOBER Day 2: Specialized Tracks			
		■ Keynote ● Panelist ○ Moderator	
	Digital Transformation & Data Track		
	Open Data Ecosystem and Trust Framework: the unavoidable industry digital transformation	e pillars to achieving	
09:00-09:10	HOW DIGITAL ECOSYSTEMS AND OPEN APIS ARE PAVING THE WAY FOR DIGITAL TRANSFORMATION	António Saramago, Head of Commercial & Marketing, Travel and Hospitality Business Unit, Minsait, Indra Company	
09:10-09:20	REDUCING COST AND COMPLEXITY IS EVEN MORE IMPORTANT IN RESTART!	Matt McKinley, Senior Manager Technology Standards, IATA	
09:20-09:35	MOVING FASTER: HOW OPEN APIS CAN ACCLERATE DIGITAL INNOVATION	Serdar Gurbuz, SVP Digital Innovation & Analytics, Turkish Airlines	
09:35-09:45	DELIVERING SEAMLESS CUSTOMER EXPEREINCE THROUGH OPEN APIS	Steve Domin, CEO & Co- Founder of Duffel	
09:45-10:30	IDENTITY MANAGEMENT /TRUST FRAMEWORKS 101 + lessons learnt from other industries. Customer as the reference: Enabling customer-centric transformation with modern identity management and emerging trust frameworks	 Akira Mitsumasu, VP Global CX & Marketing, Japan Airlines Nick Mothershaw, Chief Identity Strategist, Open Identity Exchange Martin Sckopke, Head of IT Security Architecture & Consulting, Lufthansa Marie Masserey, Head Industry Architecture, IATA 	
10:30-11:00	Networking Coffee Break	Sponsored by */ riskified	
	Spotlight on current data priorities - Operational Efficiency &	& Sustainability	
11:00-11:45	Sponsored by Modern aircraft are equipped with evermore sensors that record information on every flight and while on ground. Join experts from across the aviation supply chain to discuss the challenges and opportunities this emerging area presents	 Jan Stoevesand, Senior Director Analytics, Lufthansa Technik Jens Schiefele, Managing Director, Boeing Miranda Cole, Partner, Covington & Burling LLP Andrew Huston-Smith, CEO, Yocova, (Rolls-Royce) Lionel Rouby, SVP Airbus Customer Services Innovation & Digital Solutions, Airbus Daniel Kanter, Assistant General 	
11:45-12:30	USING DATA FOR A SUSTAINABLE FUTURE IN AVIATION CO2 emissions data transparency and connectivity. How an industry best practices data approach can assist in addressing the sustainability challenge of airlines.	Counsel, IATA Aaron Robinson, Senior Manager Environmental Sustainability, United Airlines Sally Higgs, Commercial Sustainability Strategy, American	

- Sustainability Strategy, American Express Global Business Travel
- Michael Schneider, Assistant Director, Aviation Environment, IATA



Networking Lunch

12:30-14:00

Lunch Workshop Presented by:

worldpay from FIS

"Take your payments to new heights, are you ready?"



WEDNESDAY 27 OCTOBER

Day 2: Specialized Tracks

Keynote Panelist OModerator

Airline Retailing Track

Sponsored by

Dynamic Offers-unlocking the value!

09:00-09:15

DYNAMIC OFFERS, THE STATE OF THE INDUSTRY

Sebastien Touraine, Head of Airline Commercial Systems,

09:15-09:45

THE AIRLINE JOURNEY TO DYNAMIC/CONTINUOUS PRICING

Continuous pricing is one of the main areas of value creation in Airline Retailing and some carriers are already seeing benefits.

- Marcial Lapp, Managing Director, Revenue Engineering, American **Airlines**
- Chung Wai Kong, Senior Manager, Revenue Technology, Singapore Airlines

09:45-10:00

THE PATH TO FREEDOM

Tve Radcliffe, VP. Product Strategy-Offer Group, Accelya Group

10:00-10:40

WHAT TECHNOLOGY IS ALREADY AVAILABLE FOR PERSONALIZING & MERCHANDIZING, DYNAMIC PRICING & ENCHANCED REVENUE MANAGEMENT?

- Manish Nagpal, SVP Product Strategy, Accelya
- Meg O'Keefe, Vice President, Airline Offer Suite Solutions, Amadeus
- Conor O'Sullivan, Chief Product Officer, Datalex
- Surain Adyanthaya, SVP, PROS
- Michael Peters, Chief Product Officer, kambr
- O Daniel Friedli, Managing Director, Travel in Motion

10:40-11:10

Networking Coffee Break

Sponsored by





WEDNESDAY 27 OCTOBER

Day 2: Specialized Tracks

Keynote Panelist OModerator

Airline Retailing Track

Sponsored by

Offers & Orders...only!

11:10-11:30

A CONCRETE ARILINE USE CASE TOWARDS 100% OFFERS & ORDERS

Lufthansa Group will share their vision and roadmap to 100% Offers and Orders and Swiss/Edelweiss will demonstrate that interlining with Offers & Orders works!

- Jost Daft, Lead of Revenue Management & Distribution Strategy, Lufthansa Group
- Sébastien Nicolas, Manager, Revenue Management and Pricing, Lufthansa Group
- Nick Stott, Solution Architect, Edelweiss

11:30-12:15

INCREASING CONNECTIVITY THROUGH NEW PARTNERSHIPS, WITH OFFERS AND ORDERS ONLY!

Understand how the future of interline will work with Offers and Orders and learn about the brand-new IATA "Retailer Supplier" framework which shifts from "interline" to "Partnerships"

- Jesús Monzó Faubel, Distribution Strategy & Alliances Manager, Vueling
- Nick Ashton, Head of Partnerships & Industry Affairs, Dohop
- Stefano Scarci, Industry Solutions Technology & Innovation - Advisory Services, EY
- Sébastien Nicolas, Manager, Revenue Management and Pricing, Lufthansa Group
- Oana Savu, Senior Manager Future Interlining, IATA

12:15-12:45

THE END VISION OF A WORLD OF OFFERS & ORDERS

Hear about the industry vision for a brand new modern and modular architecture that will put our industry at a par with online retailers ... finally

- Gabriele Ferri, Managing Director and Partner, BCG
- Alf Sagen, CIO, FLYR
- Olivier Hours, Head of Distribution Strategy, IATA
- Sebastien Touraine, Head of Airline Commercial Systems, IATA

12:45-14:00

Networking Lunch

Lunch Workshop to be Presented by:

worldpay

"Take your payments to new heights, are you ready?"

Sponsored by worldpav from FIS



WEDNESDAY 27 OCTOBER

Day 2: Plenary Session

Keynote Panelist Moderator

Plenary Session - Bringing it all together



14:00-14:45

AIRLINE COMMERICIAL STRATEGIES IN THE CONTEXT OF RESTART & DIGITAL TRANSFORMATION

In this second panel dedicated to airline commercial leaders, you will hear from more airlines about the challenging context of restart, how retailing strategies have evolved during the crisis and where they are heading

- Dennis Cary, SVP, Commercial & Planning, Copa Airlines
- Miguel Henales, Digital Business & Direct Sales Director, Iberia.
- Roland Jaggi, Chief Commercial Officer, Aegean Airlines
- Rogier Van Enk, SVP Customer Engagement, Finnair
- Shaunelle Harris Drake, Head Implementation. Distribution, IATA

14:45-15:30

WHAT'S ON THE MINDS OF AIRLINE DIGITAL AND DATA LEADERS

In this quickfire, straight-talking Q&A session, you will hear from leading Airline Digital & Data Executives what is at the forefront of their minds today, what are the key areas where digitalization is paramount and why.

- Kenny Chang, Executive Vice President, CMO, Korean Air
- Gabriel Perdiguero, Chief Customer and Transformation Officer, Iberia
- Alf Sagen, CIO, FLYR
- Juliana Rios, CIO & CDO, LATAM
- Stephan Copart, Head of Digital Transformation, IATA

15:30-16:10

Networking Coffee Break

16:10-17:00

TECHNOLOGY PROVIDERS ON THE SPOT

Leaders from three of the largest vendors will share how they plan to support the transformation taking place in our industry. They will be asked about specific capabilities and timelines and the extent to which they see any transformation in their practices as part of this journey to greater customer centricity.

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- Segment)Decius Valmorbida, President Travel, Amadeus
- Jim Davidson, Chief Product Officer, Accelya
- Charlie McKee, SVP Full Service Carrier, Sabre
- Tamur Goudarzi, CCO Swiss & SVP LH Group - IATA DAC Chair
- Yanik Hoyles, Director Distribution, IATA

17:00-17:45

PANEL DISCUSSIONS WITH AIRLINE LEADERS

Willie Walsh together with Airlines Leaders will debate on three key industry priorities: Sustainability, Digital Transformation and Retailing.

- Harry Hohmeister, Chief Commercial Officer Passenger Airlines, Lufthansa Group
- Javier Sánchez-Prieto, CEO, Iberia
- Willie Walsh, Director General, IATA
- O Karen Walker, Editor in Chief, Air Transport World

19:00-22:30

Networking Reception & Dinner

Reception Sponsor

Dinner Sponsors

amadeus

piano PROS



Thursday 28 OCTOBER

Day 3: Closing Plenary

Keynote Panelist Moderator

Closing Plenary - Payment, Innovation and Talents

Sponsored by

ibssoftware

09:00-09:30

THE AMBITION FOR 2025 AND BEYOND

Hear from airline leaders who chair the Distribution and the Digital Transformation advisory councils and IATA leadership on the vision for Airline Retailing in the context of Digital Transformation.

They will share the industry ambition going forwards and their views on the transformations that await us

- Tamur Goudarzi, CCO Swiss & SVP Channel Management Lufthansa Group **Airlines**
- Glenn Morgan, Head of Digital, IAG
- Muhammad Albakri, SVP, Financial Settlement and Distribution Services, IATA

PAYMENT IS CRITICAL TO AIRLINE RETAILING AND CUSTOMER CENTRICITY AS THE INDUSTRY RESTARTS

Consumers want choice and the ability to pay in a manner that suits them. Airlines want cost effective and customer friendly processes. Payment is becoming an integral part of airline commercial strategies and the stakes are very high. In these sessions you will hear about where the opportunities lie in areas of payment cost, cashflow and customer conversion.

09:30-09:55

What have we learned from the Covid crisis and what are the challenges ahead?

- Kai Schilb, Head of Payment, Lufthansa Group, Swiss International Airlines
- Samuel Lindfield, Senior Strategy Manager, FIS Global
- Julia Lopez, Vice-President & General Manager American Express Spain Merchant Services , American Express
- Amine Boulaghmen, Head Payment Facilitation Solutions,
- Pascal Burg, Director, Edgar, **Dunn & Company**

09:55-10:20

The experience of a large digital retailer and what are the impacts of a better payment conversion?

- Bilal El Kouche, Chief Community Officer, Norbr
- Thierry Stucker, Director, Payments, IATA

10:20-10:50

Growing trends in payment and what does it mean for Airlines?

- Nadine Dawood Morgan, Head of Distribution, Ancillaries and Payments, Qantas
- Rob Borden, SVP Commercial, UPI IFT
- Wendy Ward, SVP Marketing & Communications UATP
- Greg Worch, Head of Revenue, Cellpoint
- Pascal Burg, Director, Edgar, **Dunn & Company**

Networking Break

10:50 - 11:30



Thursday 28 OCTOBER

Day 3: Closing Plenary

		Keynote Panelist Moderator
11:30-11:55	ACCELERATE@IATA-REPURPOSED AS A RESTART ACCELERATOR Accelerate@IATA is an industry-owned travel tech startup accelerator designed to support airlines through open innovation and is jointly run by IATA and Plug and Play, a Silicon-Valley based venture capital firm. Over the past year, Accelerate@IATA focused on the industry restart priorities: Stimulating Demand, Passenger Confidence, Health Credentials, and Sustainability, Hear from participating airlines and startups who will present pilots facilitated by the program and learn about the future of the program, scheduled to relaunch this Fall 2021	 Akira Mitsumasu VP of Global Marketing, Japan Airlines Robby Toole, Corporate Director, Accelerate@IATA, Plug and Play Ignacio Tovar, Head of Innovation and Digitalization, Iberia Íñigo Valenzuela, CEO and Founder, Smartvel Kartik Yellepeddi, Co-founder and Chief Product Officer, Deepair Kat Morse, Manager Innovation, IATA
11:55-12:20	2021 THINK TANKS AND OUTCOMES	
	The IATA innovation team, participating airlines and strategic partners will present the PoCs developed from two of its collaborative design thinking Think Tanks, one focusing on Airline Industry Retailing and the second on Digital & Data. This will also be complemented by an industry white paper that will be shared at the symposium.	
	AIR THINK TANK-PROJECT CLAIRVOYANT	Patrick Hickey, Senior Manager PSS Product Management, United Airlines
	AIR THINK TANK-PROJECT WINDOW OF THE FUTURE	 Mike Slone, VP Principal Travel Retail, PROS Herve Prezet, VP Industry and Expertise, Amadeus
	DIGITAL AND DATA THINK TANK-PROJECT CUSTOMER FIRST	Marie Masserey, Head Industry Architecture, IATA
	SNEAK-PEAK AT THE 2022 THINK TANK	Shane McCorley, Senior Manager Digital Solutions, IATA
12:20-12:30	AIRLINE INTERVIEW-DIGITAL INNOVATION IN PRACTICE	Serdar Gurbuz, SVP Digital Innovation & Analytics, Turkish Airlines
		 Stephan Copart, Head of Digital Transformation, IATA
12:30-13:00	DIVERSITY IN ORGANIZATIONAL DESIGN New talent, mindset shift and organizational change in the context of Airline Digital Transformation and Retailing	 Juliana Rios, CIO & CDO, LATAM Sergiy Nevstruyev, Chief Data and Technology Officer, Accenture Jane Hoskisson, Director Talent, Learning, Engagement and Diversity, IATA
13:00 – 13:15	CLOSING REMARKS	Muhammad Albakri, SVP, Financial Settlement and Distribution Services, IATA