

IATA

DIGITAL, DATA

& RETAILING

SYMPOSIUM

26-28 October 2021 | Madrid, Spain

Program



Plenary Session - Setting the Scene

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| 09:00-09:05 | Welcome Address | ■ Muhammad Albakri , SVP, Financial Settlement and Distribution Services, IATA |
| 09:05-09:15 | Welcome Address from our Host Airline Iberia | |
| 09:15-09:30 | State of the Industry by IATA Economics | ■ Rafael Schwartzman , RVP Europe, IATA |
| 09:30-09:45 | State of the Industry by an external Analyst Assessing the importance of revenue quality improvement initiatives to the global industry as it seeks to recover from the pandemic. | ■ Neil Glynn , Head of European Transport/Aerospace & Defense Equity Research, Credit Suisse |
| 09:45-10:20 | When customer centricity meets digital transformation 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 customer-centricity. | ■ Frédéric Dalsace , Professor of Marketing and Strategy, IMD |
| 10:20 - 11:00 | Networking Coffee Break | |
| 11:00-11:45 | Airline Commercial Strategies in the context of Restart & Digital Transformation In the context of the broader industry agenda, airline commercial leaders will share their thoughts on the challenging context of restart, how their retailing strategies have evolved during the crisis and how they intend to increase their focus on customer centricity going forward. | ● Pieter Bootsma , Chief Revenue Officer, Air France-KLM ● Umesh Chibber , Senior VP, Revenue Optimization & Pricing, acting Chief Commercial Officer, Oman Air ● Julio Rodriguez , Group Commercial Strategy, IAG ○ Yanik Hoyles , Director Distribution, IATA |
| 11:45-12:30 | Digital Airline Ambition 2030 and IATA Strategic Priority Roadmap 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. | ● Glenn Morgan , Head of Digital, IAG ● Sourav Sinha , CIO, Indigo ● Julio Toro , VP & CIO, COPA ○ Stephan Copart , Head of Digital Transformation, IATA |
| 12:30 - 14:00 | Networking Lunch Break | |

Digital Transformation & Data Track

Achieving Digital Readiness

- 14:00-14:20 **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
- 14:20-15:00 **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 Bigger**, Chief Data Officer, El Al Israel Airlines
● **Arun Gupta**, Managing Director, Global Data Products, ARC
● **Graham Thomas**, Global lead for Data Responsibility, Cognizant
● **Thomas Wittman**, Managing Director at Lufthansa Systems
○ **Jean Ruiz**, Head Aviation Data, IATA
- 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
■ Amazon Web Services
■ Collins Aerospace

15:30 – 16:00

Networking Coffee 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

Digital Transformation & Data Track

Putting data to work in a time of crisis

16:40-16:52 **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

16:52 – 17:03 **Adaptivity - changing perspective on "risky" behavior:**
COVID has given rise to new customer behaviors that would have been deemed "risky" in the pre-COVID era, such as last-minute purchases. The main takeaway is that old rules are not relevant; airlines need an adaptable fraud solution. And as airlines look to increasing leisure routes in order to maximize revenues, they can remove the fear of fraud with AI in these new regions.

■ Riskified

17:03 – 17:15 **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, Unisys

17:15-18:00 **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
- **Manon Gaudet**, Asst. Director, Aviation Cyber Security, IATA

18:30 – 20:00

Welcome Reception

Airline Retailing Track

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|-------------|---|--|
| 14:00-14:15 | Airline Retailing, the state of the industry Who will survive, what changes do we anticipate, and will there be new players? | ■ Yanik Hoyles , Director Distribution, IATA |
| 14:15-14:45 | Where is the value creation in Airline Retailing? Qantas 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 Airways ○ 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? | ■ Anjtte Aselmann , Head of Global Indirect Flight, TUI group |
| 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. | ■ Wade Jones , EVP and Chief Product Officer, Sabre |

15:30 – 16:15

Networking Coffee Break

Airline Retailing Track

16:15-17:00

What's changed in business travel and what does the corporate customer want?

- **Prashanth Kuchibhotla**, Global Airline Program Manager, McKinsey & Company
- **Diane Lundeen Smith**, Global Travel Sourcing Manager, Microsoft Travel
- **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. Harteveltdt**, President, Atmosphere Research Group
- **John Harvey**, Globalyse Founder
- **Nicola Ping**, Global Product Director, Air Distribution, FCM
- **Olivier Hours**, Head Distribution Strategy, IATA

17:30-17:45

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**, Director Distribution, IATA

18:30-20:00

Welcome Reception

Digital Transformation & Data Track

Open Data Ecosystem and Trust Framework: the unavoidable pillars to achieving industry digital transformation

- 09:00-09:10 Learn how open architecture and standards can reduce costs and complexity ■ **Matt McKinley**, Senior Manager Technology Standards, IATA
- 09:10- 09:30 Enhance your digital capabilities through modern data exchange standards bringing you greater speed and agility ■ **Najmi Mansoor**, Enterprise Solutions Architect, Emirates Group
- 09:30:09:45 How to provide a seamless customer experience using Open APIs ■ **Matt McKinley**, Senior Manager, Technology Standards
- 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
 - **Marie Masserey**, Head Industry Architecture, IATA

10:30-11:00

Networking Coffee Break

Spotlight on current data priorities - Operational Efficiency & Sustainability

- 11:00– 11:45 **Sharing is Caring: Aircraft Operational Data – AOD**
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**, Covington & Burling LLP
 - **Daniel Kanter**, Assistant General Counsel, IATA
- 11:45-12:30 **Using Data for a Sustainable future in Aviation**
Be an ACE passenger! **CO2 emissions data** transparency and connectivity. How an industry best practices data approach can assist in addressing the sustainability challenge of airlines.
- **Aaron Robinson**, Senior Manager Environmental Sustainability, United Airlines
 - **Sally Higgs**, Commercial Sustainability Strategy, Amex
 - **Michael Schneider**, Assistant Director, Aviation Environment, IATA

12:45-14:00

Networking Lunch

Airline Retailing Track

Dynamic Offers – unlocking the value!

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|-------------|---|---|
| 09:00-09:15 | Dynamic Offers, the state of the industry | ■ Sebastien Touraine , Head of Airline Commercial Systems, IATA |
| 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 Management Development, American Airlines ■ Chung Wai Kong , Senior Manager, Revenue Technology, Singapore Airlines |
| 09:45-10:00 | The Path to Freedom | ■ Jim Davidson , Chief Product Officer, Accelya |
| 10:00-10:40 | What technology is already available for personalizing & merchandizing, dynamic pricing & enhanced revenue management? | ● Jim Davidson , Chief Product Officer, Accelya ● Meg O'Keefe , Vice President, Airline Offer Suite Solutions, Amadeus ● Conor O'Sullivan , Chief Product Officer, Datalex ● Surain Adyanthaya , Senior Vice President, PROS ○ Daniel Friedli , Managing Director, Travel in Motions |

10:40 – 11:10

Networking Coffee Break

Airline Retailing Track

Offers & Orders ... only!

11:10-11:30

A concrete airline 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**, Project Manager, Revenue Management, 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"

- **Andrew Webster**, Digital Business Transformation Manager Shop Order Settle, IAG
- **Nick Ashton**, Head of Partnerships & Industry Affairs, Dohop
- **Stefano Scarci**, Industry Solutions Technology & Innovation - Advisory Services, UIC
- **Eric Wirth**, Senior Manager Partnerships & Cooperation, Lufthansa Group
- **Oana Savu**, Senior Manger 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

- **Oliver Hours**, Head of Distribution Strategy, IATA
- **Sebastien Touraine**, Head of Airline Commercial Systems, IATA

12:45 - 14:00

Networking Lunch Break

Plenary Session - Bringing it all together

14:00-14:45

Airline Commercial 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
- **Roland Jaagi**, Chief Commercial Officer, Aegean Airlines
- **Rogier Van Enk**, SVP Customer Engagement, Finnair
- **Yanik Hoyles**, Director 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
- **Tomi Pienimäki**, CDO, Finnair
- **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.

- **John Johnston**, Group CEO, Accelya
- **Dave Shirk**, President Travel, Solutions Sabre
- **Decius Valmorbida**, President Travel, Amadeus

17:00-17:45

Panel discussion with Airline CEOs

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

- **Willie Walsh**, Director General, IATA

19:00 – 22:30

Networking Reception & Dinner

■ Keynote ● Panelist ○ Moderator

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.

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- 09:00-09:10 Connecting airlines retailing, data, digital and payment
- **Thierry Stucker**, Director, Payments, IATA
 - **Yanik Hoyles**, Director Distribution, IATA
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- 09:10-10:35 What have we learned from the Covid crisis and what are the challenges ahead?
- **Kai Schilb**, Head of Payment, Lufthansa Group, Swiss International Airlines
 - FIS Global
 - American Express
 - **Amine Boulaghmen**, Head Payment Facilitation Solutions, IATA
 - **Pascal Burg**, Director, Edgar, Dunn & Company
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- 09:35-10:00 The experience of a large digital retailer and what are the impacts of a better payment conversion?
- **Bilal El Kouche**, Chief Community Officer, Norbr
 - **Pascal Burg**, Director, Edgar, Dunn & Company
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- 10:00-10:30 Growing trends in payment and what does it mean for Airlines?
- **Nadine Dawood Morgan**, Head of Distribution, Qantas Airlines
 - **Brian Barth**, Founder & CEO, UPLIFT
 - **Ralph Kaiser**, CEO, UATP
 - Cellpoint
 - **Pascal Burg**, Director, Edgar, Dunn & Company

10:30 – 11:00

Networking Break

■ Keynote ● Panelist ○ Moderator

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- 11:00-11:30 **Designing a “fit for purpose organization” for airline retailing** ■ **Jane Hoskisson**, Director Talent, Learning, Engagement and Diversity, IATA
New talent, mindset shift and organizational change in the context of Airline Digital Transformation and Retailing
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- 11:30-12:00 **Accelerate@IATA** ■ **Robby Toole**, Corporate Director, Accelerate@IATA
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
■ **Paula Pardo**, Ventures Analyst, Plug and Play Tech Center
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- 12:00-12:45 **IATA Think Tanks – Proof Concept Presentations** ■ **Tanya Gagliardi**, Senior Manager, Innovation, IATA
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.
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- 12:45-13:15 **The Ambition 2025 and beyond**
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