TUESDAY 26th OCTOBER
DAY 1 – OPENING PLENARY

09:00 – 09:15
Welcome Address

09:15 – 09:35
Host Airline Opening address

09:35 – 09:50
The Economic Outlook

09:50 – 10:10
The future in Digital and Retailing

10:10 – 10:30
Interviews: with Industry CEOs
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:30 – 11:15</td>
<td>Networking Break</td>
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<tr>
<td>11:15 – 12:00</td>
<td>Fireside Chats with Airline Chief Commercial Officers</td>
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<tr>
<td>12:00 – 12:45</td>
<td>Fireside Chats with Airline Digital and Data Executives</td>
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<tr>
<td>12:45 – 14:00</td>
<td>Networking Lunch</td>
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TUESDAY 26th OCTOBER
DAY 1 – SPECIALIZED TRACKS

**Airline Retailing Track**
Airline retailing and value creation - it’s happening!

14:00 – 14:10
Airline Retailing, the state of the industry

14:10 – 14:40
Listen to airlines from different regions sharing their retailing transformation over the past 18 months

14:40 – 14:55
A concrete example of airline integration of Retailing & Payment

14:55 – 15:30
Hear from airlines panelists the triggers for airline retailing business transformation

**Digital Transformation & Data Track**
The Digital Airline Ambition 2030

14:00 – 14:15
Digital Airline Ambition 2030 and IATA Strategic Priority Roadmap

14:15 – 14:30
What are the prioritization areas for the Restart? Hear first-hand from airline business leaders the benefits digitalization brings

14:30 – 15:00
Why building a data driven culture and investing in tech, data, processes & people is so important.

15:00 – 15:30
Airline examples of their Data and Analytics ambitions

15:30 – 16:15
Networking Break
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<th>Time</th>
<th>Airline Retailing Track</th>
<th>Digital Transformation &amp; Data Track</th>
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<tr>
<td>16:15 – 16:40</td>
<td>How can IATA help the industry measure and track value creation?</td>
<td>Digital and data priorities for the Restart to 2025</td>
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<tr>
<td>16:40 – 17:00</td>
<td>Driving Sustainability and Value Creation together, through airline retailing</td>
<td>Now let’s hear from the broader value chain on their immediate and short-term digital and data priorities and the key role they play in shaping a successful Restart</td>
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<tr>
<td>17:00 – 17:15</td>
<td>Designing a &quot;fit for purpose organization&quot; for airline retailing: New talent, mindset shift and organizational change</td>
<td>17:10 – 17:30 Digital readiness today and tomorrow. What key areas do we collectively need to focus on and what technologies will enable us to achieve the Digital Airline Ambition?</td>
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<td>17:15 – 17:30</td>
<td>Hear how a major vendor unlocks airline retailing capability with the next generation of air shopping</td>
<td>17:30 – 18:30 Digital resilience today and tomorrow. What key areas do we collectively need to focus on and what technologies will enable us to achieve the Digital Airline Ambition?</td>
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**Welcome Reception**

18:30 – 20:00
DAY 2 – SPECIALIZED TRACKS

WEDNESDAY 27th OCTOBER

DAY 2 – SPECIALIZED TRACKS

Airline Retailing Track

Customers & Channel Management – change is in the air!

09:00 – 09:15
IATA Passenger Survey: What are customer expectations post COVID?

09:15 – 10:00
Leisure Customers: Are you able to attract and retain new customers?

10:00 – 10:30
Search: How does the content get to the customer? How complex is the road to airline.com?

Digital Transformation Track

Building industry digital readiness through open architecture and standards

09:00 – 09:10
How open architecture and standards can help reduce costs and complexity

09:10 – 09:25
Enhancing your digital capabilities through modern data exchange standards bringing you greater speed and agility

09:25 – 09:45
Airline examples on how Open APIs can provide a seamless customer experience

09:45 – 10:30
Customer as the reference: Enabling customer-centric transformation with modern identity management and emerging trust frameworks.

Data Track

Putting Data to work in a time of crisis

09:00 – 09:45
Putting data to work in a time of crisis - the Pandemic & data implications for the restart: New Demand Signal tools

09:45 – 10:30
Predictive Analytics for Airline Operations – From insights to impact

Unlocking Aircraft Operational Data, AI & machine learning supporting predictive maintenance

10:30 – 11:15
Networking Break
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<td>11:15 – 12:00</td>
<td>What’s changed in business travel and what does the corporate customer want?</td>
<td>Digital transformation - accelerating and optimizing the digitization of processes. What are the key enablers for digitization and how digitalization can create new opportunities for wealth creation</td>
<td>Sharing is caring: Accessing data to scale an advanced analytics capability</td>
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<td>12:00 – 12:45</td>
<td>Future of distribution panel: Where is the distribution heading? Tech providers evolution, aggregators ... what are the latest trends?</td>
<td>Clean Slate – According to WSJ, 80+ new airlines are launching in 2021. Hear from start ups on their journey. Is it legacy free? Hear how incumbents are rising to the challenge.</td>
<td>Sharing is caring. Where sharing data creates value. Consolidated data as an enabler for AI Industry Data Exchange Programs and Best Practices</td>
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<td>12:45 – 14:00</td>
<td>Networking Lunch</td>
<td></td>
<td>Key AI challenges facing aviation How Airlines &amp; Airports &amp; ANSP go about it Data Analytics, Available Tools &amp; Technology</td>
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**Digital Transformation Track**

- **11:15 – 12:00**
  - Airlines embracing modern digital infrastructure

**Data Track**

- **11:15 – 12:00**
  - Sharing is caring: Accessing data to scale an advanced analytics capability
  - Consolidated data as an enabler for AI Industry Data Exchange Programs and Best Practices

**Airline Retailing Track**

- **11:15 – 12:00**
  - What’s changed in business travel and what does the corporate customer want?
- **12:00 – 12:45**
  - Future of distribution panel: Where is the distribution heading? Tech providers evolution, aggregators ... what are the latest trends?
**Airline Retailing Track**

**Dynamic Offers – unlocking the value!**

14:00 – 14:45

The state of the nation on Dynamic Offers: new offers, continuous pricing, the fulfillment challenge and the customer benefits

14:45 - 15:30

What technology is already available for personalization & merchandizing, dynamic pricing & enhanced revenue management and leveraging on the shopping context to create relevant offers

**Digital Transformation Track**

**Cybersecurity – Cyber Threats on Aviation in a time of accelerated digital transformation.**

14:00 – 14:45

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

14:45 – 15:30

New & emerging cyber threats
Civil Aviation is an attractive target for cyber-attacks. EASA estimates there are over 1,000 cyber attacks on aviation systems each month. In this session, learn about new & emerging cyber threats to aviation

**Data Track**

**Using data for an aviation sustainable future**

14:00 – 14:45

Data for Sustainability and Cost Excellence
Sustainability initiatives
Benchmarking Operational performance

14:45 – 15:30

Data Ethics & Data Regulatory landscape

Data Ethics & Regulatory Framework
Health data, Personal Information - GDPR, European Data Strategy

15:30 – 16:15

**Networking Break**
WEDNESDAY 27th OCTOBER
DAY 2 – SPECIALIZED TRACKS

**Airline Retailing Track**
Offers & Orders … only!

- **16:15 – 16:30**
  Order Management: orchestrating fulfilment, delivery and accounting of new retailing offers

- **16:30 – 17:15**
  More customer choice and better service through new interlining partnerships between airlines and new partners

- **17:15 – 17:45**
  The end vision of a world of Offers & Orders & the pathways to get there

**Digital Transformation Track**

- **16:15 – 16:45**
  The Digital economy – opportunities & challenges for the airline industry

- **16:45 – 17:15**
  CTO session
  New technologies – how they will shape the future

- **17:15 – 17:45**
  Key takeaways: Recovery priorities & Ambition 2030

**Data Track**

- **16:15 – 17:00**
  Airline challenges & priorities & Data Ambition 2030

- **16:45 – 17:15**
  Big Data & payments

- **17:15 – 17:45**
  Key takeaways: Recovery priorities & Ambition 2030

**19:00 – 22:30**
Networking Reception & Dinner
DAY 3 – INNOVATION DAY
THURSDAY 28th OCTOBER
DAY 3 – INNOVATION DAY

09:00 – 09:15  Innovation: how to build better for the future
09:15 – 10:15  IATA Think Tanks – Proof Concept Presentations
10:15 – 11:00  Networking Break
11:00 – 11:45  Which Scenario for tomorrow?
11:45 – 12:30  Airline Leaders: The Ambition 2025 and beyond