09:00 - 09:05  Opening Remarks by IATA
  •  Aleksander Popovich, SVP Financial Distribution Services, IATA

09:05 - 09:10  IATA Legal Brief
  •  Marie Claude Simard, Assistant General Counsel, IATA

09:10 - 09:25  IATA Strategic Roadmap - Aviation Data, the Opportunities and Challenges
  •  Brian Pearce, Chief Economist, IATA

09:25 - 09:50  Data Driven Innovation in a Digital Economy - Are We Moving in the Right Direction, and Fast Enough?
  Lufthansa Group is at the cutting edge of digital innovation and is moving fast to become truly data driven. Learn why it is critical to remain on the cutting edge, get the insight on what a major airline strategic roadmap look like, and… find out what road bumps to expect along the way.
  •  Christian Langer, Chief Digital Officer, Lufthansa Group

09:50 - 10:15  Customer expectations are changing. Information on demand, services at finger tips and personalization are the new imperatives.
  Digitalization has become much more integral to passenger experience. The airline industry has to evolve with the new norm, in product and service development, no less in thinking and processes. Airline alliances stand at a unique intersection in delivering a seamless digital customer experience.
  •  Jeffrey Goh, CEO, Star Alliance

11:15 - 11:35  Big Data and the Rise of Customer Centricity in Airlines
  •  Dr. John Carney, Chief Data Scientist, OpenJaw

11:35 - 12:20  Fire Chat with Industry Leaders
  Get first hand information on how Industry leaders are driving the digital transformation within their organizations.
  Moderated by,
  •  Tanya Beckett, Presenter, BBC News
  Industry Leaders
  •  Bernard Gustin, former CEO of Brussels Airlines
  •  Angela Marano, Senior Director, Data Science and Continuous Improvement, Southwest
  •  Frederic Sutter, Digital Transformation Leader, Airbus
  Challenger:
  •  Nawal Taneja, Airline Business Strategist, Published Airline Business Author, The Ohio State University

12:20 - 12:30  Industry Data and ADS Highlights
  •  Charles de Gheldere, Director Business Intelligence, IATA

12:30 - 14:00  Networking Lunch
Specialized Tracks

**Airfreight Data - Air freight data: How the industry is re-shaping leveraging data-driven technologies**

14:00 - 14:05
**Opening Remarks**
- Jean-Christophe Rossand, Product Manager, Cargo IS, IATA

14:05 - 14:25
**Key notes on the air freight digitalization journey**
- The industry has started getting digital but needs to do more. The business case is strong, this is a matter of winning or losing! A leading shipper and airline will present their analysis of the current state of the industry and share their vision for the digitalization of air freight.

**Safety and Operations**

14:00 - 14:05
**Opening Remarks**
- Nancy Rockbrune, Head, Safety Management Systems, IATA

14:25 - 15:30
**Multi-Stakeholder Data Programs**
The aviation community is working collaboratively at the system level to address and implement appropriate safety measures to mitigate risks and prevent safety hazards through safety predictive analytics. Hear from people involved in such initiatives to understand how your organization may leverage these findings, or even become involved. Three different initiatives, linked to this same purpose will be presented and then discussed. They will highlight their respective visions, what has been achieved to date, what stakeholders have been involved, the challenges and successes, next steps and how they are inter-related.

**CIO Forum/Technology**

14:00 - 14:05
**Welcome and Introduction**
- Tim Grosser, Head, Digital Transformation, IATA

14:05 - 14:25
**Everyday People**
- Angela Marano, Sr. Director, Corporate Strategy Data Science and Continuous Improvement, Southwest Airlines

What is the next big technology trend? Who is investing in what? Which technologies are gaining momentum... How can we know these answers? Just look at the patents being filed. Hear from PatSnap who mine this source to understand what is the next big thing in aviation.

- Jordan Wray, Industry 4.0 Innovation Consultant, PatSnap

14:45 - 15:05
**Exploring Digital Data Marketplaces**
- Airlines increasingly own large volumes of data that could be shared to achieve benefits no single airline could achieve on its own. A Digital Data Marketplace is a concept that is being researched as a way to achieve fair and economic data sharing whilst organizing the required trust, and where Open Data Exchanges facilitate such sharing in a similar way Internet Exchanges facilitate the data flows between providers of the current Internet.

- Leon Gommans, Science Officer/Researcher, Air France KLM

15:05 - 15:20
**Dr. Rachad Nassar, Business Development and Marketing Manager - Transport sector, Huawei Enterprise**

Using Big Data for Financial Engineering at Turkish Airlines
- Turkish Airlines have invested significantly in digital transformation and big data. Understand their financial return on investment within their financial engineering from a legacy system to an open system.

- Cuneyt Bahadir, Manager - Revenue Accounting & Reporting, Turkish Airlines
Panelists:
- Konstantin V. Demanov, Deputy Director of Sales, Aeroflot Russian Airlines
- Marlene M. Garcia, Director Sales Information Systems, Sales, United
- Emre Pekesen, EVP Sales and Network Planning, Pegasus Airlines

17:10 - 17:40
The Future of Sales Channel Management and Effective Data Usage.
- Emmanuel de Lassagne, Head, Sales & Incentive Solutions, Accelya

17:40 - 18:00
Pains and Gains in Data Analysis - Are you Seeing the Full Picture?
Today we already collect tons of data, and will continue to collect more and more... But call it big or huge data, regardless of what we are doing, some data points cannot be captured from real life. Just a few examples in the airline industry are:
- Bookings without revenue management?
- On time performance with another block time calculation?
- Maintenance cost with a preventive maintenance plan?
- On time performance with another block time calculation?
- Maintenance cost with a preventive maintenance plan?

Use case 1: Leveraging Blockchain technology with smart contracts for facilitating trade and automating workflow.
Use case 2: Leveraging Blockchain technology to optimize traceability in the (fresh food) industry.

- Nicolas Kosaklewicz, Head of Research & Development & Innovation, Lithium Technologies

Use case 1: How can live monitoring be applied to valuable and vulnerable shipments that are both time and temperature sensitive? Two case studies will highlight how the ability to react swiftly to service failures through IoT connectivity can prevent not only severe supply chain disruptions but a complete product loss.

- Marcus Stoneham, Director - Security Health & Safety, Europe, Expeditions and Cargo Sigma

The session will end with an interactive session with the audience to reflect on the various initiatives presented and how the full industry can benefit from these.

17:50 - 18:00
Closing Remarks
- Frederic Leger, Director, Airport, Passenger, Cargo and Security Products, IATA

Safety and Operations

16:15 - 16:35
The "Intelligent" Engine
Is it possible for an aircraft engine to think... feel... hear itself? Rolls Royce believes so, and they are pioneering the development of the Intelligent Engine. One that is "connected", "contextually aware" and "comprehending". Gain insight into this cutting-edge vision of Rolls Royce that airlines may see in production in the very near future.

- Nick Ward, Head, Product Management, Servitisation & User Experience, R2 Data Labs, Rolls Royce

16:35 - 17:15
Skywise and the Aviation Data Revolution
At the 2017 Paris Airshow, AIRBUS, together with Palantir Technologies, launched Skywise, a new digital aviation data platform to allow for the use and analysis of the primarily untapped wealth of aviation data available.

Quickly gaining momentum, with over 1,000 aircraft already connected, Skywise is aiming to become the platform of reference used by all major aviation players to improve their respective operational performance and business results, while also supporting their digital transformation, without the need for additional infrastructure investments.

Hear from experts and early adopters of Skywise describe this new initiative and insights into the resulting value today and in the future.

- Stephen Roebuck, Digital Transformation Office, AIRBUS
- Yuanbo Liu, Business Development, Palantir

17:15 - 18:00
Beyond Sensors and Big Data

Much attention is placed on the data coming from an aircraft, however, there is a wealth of ancillary data that must also be considered. Hear how prognostics on airline operations and maintenance can be strengthened through the capture and use of the "dark data" hidden within an organization.

- Mark Roboff, Vice President, Aerospace & Automotive, sparkcognition

Tuesday, 19 June 2018

16:15 - 16:35
Blockchain - are we ready

Winding Tree is a blockchain-based decentralized open-source travel distribution platform powered by a team from Maksim on the blockchain can play in the future of the aviation network

- Maksim Izmaylov, CIO, Winding Tree

16:35 - 17:00
Airbus and data revolution
See how Airbus enables aviation players to improve their operational performance and business results and to support their own digital transformation deeper-in-service data insights. By looking at work orders, spares consumption, components data, aircraft / fleet configuration, maintenance services and flight schedules, Airbus brings together multiple sources across the industry into one secure cloud-based platform.

- Frederic Sutter, Digital Transformation Leader, Airbus

17:00 - 17:20
Imagining the impact of artificial intelligence on travel

The incredibly large amount of data, combined with new machine learning algorithms, unlocks a realm of possibilities for airlines, airports, travel agencies... and of course the travelers. AI will serve mainly to simplify the travel journey. In a nutshell, people will spend much less time arranging travel and much more time enjoying the travel experience. AI will also help the different actors of the industry, such as airlines and airports, not only to be more efficient but also to be able to offer new kinds of products and services to travelers. During this presentation we review some of these new use cases of AI currently being explored in our research teams.

- Rodrigo Acuna, Head of AI Research, Amadeus IT Group

17:20 - 17:40
The future of digital messaging

What is the new normal in regard to digital messaging? We have seen many significant changes of late: the issues related to the recent Facebook / Cambridge Analytica privacy concerns; The practice of engaging in commerce and other sensitive transactions over social (even private social) channels; And the assurance of robust digital messaging infrastructure in what is fast-becoming a mission-critical application.

- Dave Evans, VP, Social Strategy, Lithium Technologies

17:40 - 18:00
Design Thinking for Corporate innovation

Can design thinking be the tool of choice to enable corporate Technology departments to innovate with speed? Is it only limited to technology teams, or how do I get started?

- David Vauray, Transport Lead for Continental Europe, PA Consulting Group

19:00 - 22:30
Networking Dinner
Specialized Tracks

Passenger Distribution and Sales Traveler Day

09:00 - 09:20
APIs... Every One is Talking About it, but What is Really Out There in Aviation Beyond the Buzz Words?

APIs are commonly used in today's digital society, whether it is checking the sports scores, train timetables or buying tickets for cultural events. Airlines already identified many practical implementations too. A recent IATA survey of 54 airlines found that more than half of the respondents already use APIs to distribute flight offers, schedules, seat maps and flight status information. Clearly, APIs are fundamental to modern airline digital enterprise as a critical tool to share data with business partners, employees and staff alike. So how do airlines actually use the API technology to deliver innovative solutions in customer service and to enable seamless data interchange between parties? Last year, the audience at the Aviation Data Symposium discussed technology visions and possibilities, this year a leading airline technologist will share practical hands on experiences and insights about using those modern technologies.

Panelists:

- Marcus Wagner, IT Architect, Lufthansa
- Aylin Ceylan, Jr. Venture Development Manager, Lufthansa Innovation Hub

09:20 - 09:45
Market Price Alerts Enabling Airlines Dynamic Pricing

As the travel industry evolves, more and more airlines are moving towards dynamic pricing to stay relevant. But proper dynamic pricing is no child's play; airlines need to have access and process tons of real-time price data to respond timely to market changes.

Hear from Infare's Chief Data Scientist, how two buzz words, such as Big Data and Machine Learning actually work, helping to solve this immense challenge. Real-time data access and processing design is a must and ensures airlines make the right pricing decisions at the right time (… with a little help of machine learning).

Panelists:

- Josef Habdank, Chief Data Scientist, Infare

09:45 - 10:30
GDPR is Here... And There is a Lot of Talk Around it in Every Corner...

It is, however, just one of the components in the global privacy protection and data security regulatory framework. And while GDPR is naturally high on the books, there is a lot more to keep in mind when dealing with regulatory compliance data challenges. Learn from North American and European experts in aviation business and legal aspects to understand what it means for you, and how to sleep better at night.

Panelists:

- Bart Biggers, Partner, Winstead (US)
- Charlotte Thijsse, Attorney-at-Law, Kennedys (Belgium)
- Kevin Iverson, CTO, Journera

10:30 - 11:15 Networking Coffee Break
**Passenger Distribution and Sales**

**Customer Centricity and Enriched Systems with New Intelligence**

Over time, legacy systems and processes have left airlines with a pervasive data problem: disparate data sets, siloed applications, and functional systems are at the core of many airlines' operations today. This session will then explore how airlines can solve the data divide to capture more revenue, drive customer centricity, and enrich operational systems with new intelligence.

- **Rodrigo Ramos**, Managing Director, Sabre Iceland & Product Head of Intelligence Exchange, Sabre

**Customer Trigged Personalized Interactions**

How Next Best Action (NBA) enables personalized customer actions. Learn why you cannot achieve personalization with current marketing campaigns and how you can add new automated customer triggered personalized interactions using NBA. Understand how NBA adds new capabilities to your existing marketing and customer engagement techniques and is not disruptive to what is being done today. The need for an arbitration layer that determines whether a customer should receive a segment based marketing campaign or a customer triggered personalized NBA action.

- **Laurie Robben**, Product Manager Decision Support, KLM

**Customer Expectations**

Why do you need to establish a long term nurturing interactive relationship with each customer at numerous touchpoints in their relationship and journey with a company.

**What is NBA?**

Why is NBA fundamentally different than existing marketing campaigns? How will NBA supplement your current marketing?

**How Does NBA Function?**

How NBA fulfills customer triggered one to one relationships that are triggered by customer expectations.

**Applying Personalization**

Across a customer's interactions with a company in a revenue management controlled booking process.

- **Steve Pinchuk**, Worldwide Lead, Customer Intelligence, IBM

**Do you Have Enough Data Already? Yes, and More Than You Think!**

You already have at your disposal billions of airline prices, what products are being shopped, and which are purchased, the issue is not that we as an industry do not have enough data, but rather the industry lacks the ability to turn the billions of data records into usable information to answer key questions. One such question is what is the passengers conditional willingness to pay? This is a key piece of intelligence for the industry to improve their dynamic pricing and deliver personal NDC offers that resonate to the customers. ATPCO has found that the challenge is not having enough data, but rather how to get all the robust data that does exist into format that answers questions. ATPCO will share some use cases on how turning unstructured data to structure data and turning raw data into informative APIs, will be two key techniques that will unlock the value that exists in the data we have today.

- **Tom Gregorson**, VP Products and Solutions, ATPCO

**Safety and Operations**

**Data Driven Tools to Empower Employee Decision Making**

Operations Decision Support is a new department aimed at making KLM the most data-driven airline in the world. Through the adoption of design thinking and data science methodologies, this department develops innovative solutions, products and services to improve efficiency, customer service and innovation within KLM’s operations. Hear how this department is leading an organizational-wide cultural change through the development of data driven tools and solutions to empower employee decision making.

- **Laurie Robben**, Product Manager Decision Support, KLM

**FAA Hazard Library**

The objective of the Hazard Library is to provide centralized access to information regarding commercial aviation hazards, including hazard descriptions, event data, mitigations, and related data products. The Hazard Library uses MediaWiki to encourage a community of users to easily add their safety information to the Wiki, breaking down silos, and using existing work to create a repository of safety information that would otherwise be time-consuming to collect. The hazards in this library can then be used throughout the safety risk management process.

- **Jake Streeter**, Safety Data and Analysis Team Manager, Federal Aviation Administration

**Track Closing Remarks**

- **Nancy Rockbrune**, Head, Safety Management Systems, IATA

**Networking Lunch**

**Data Protection - Key Principles and International Framework Part 2**

**Wrap up**

- **Charles de Gheldere**, Director Business Intelligence, IATA
Introduction: Innovation Jam Session

IATA is no stranger to leading innovation in the industry. With a number of major industry transformational projects well underway, many more are in a pipeline. And it is of no surprise that many of them are centered around using cutting edge technologies to make use of vast amounts of data in the industry. IATA's head of innovation will discuss what IATA is doing, where is it going, and how does it help the industry.

- Andrei Grintchenko, Head, Travel Intelligence Projects, IATA
- Juan Ivan, Head, Innovation, IATA

Freedom to the Innovators! A Success Story of Lufthansa Innovation Hub

Why does it make sense to give innovators full freedom to try and fail? Because it ultimately results in success! But don’t take our word for it, and hear from a major airline Innovation Hub leader.

- Reinhard Lanegger, Senior Venture Development Manager, Lufthansa Innovation Hub

The Airline Data Driven Digital Revolution: Best and Next Practices

- Meaningful Insights
- Dynamic Pricing
- Physical and Digital Worlds Merger
- Shopping with Robots and without Banks
- Fast Service Delivery

- Nawal Taneja, Airline Business Strategist, Published Airline Business Author, The Ohio State University

IATA Hackathons - Innovation in Action

You spend a weekend in Kochi, India with your laptop, internet connection and access to multiple cool data sets... You then trough in plenty of local snacks, unlimited pizza, pop and sleepless nights? What is the result? Well... depends on who you are with! Join this session to learn about hacking away in India and meet the winning team form RMS, An Accelya Group Company.

- Juan Oliver, Manager, Travel Intelligence Projects, IATA
- Ursula Silling, CEO, XXL Solutions & India Hackathon Jury Member

The winning team was faced with a challenge to increase conversation rates in a modern environment, where the amount of flight options is increasing, travelers are being offered a variety of services that may not be fit to them, and are generally presented with too many irrelevant choices. Learn how the winning team produced a solution to improve sales conversion rates while enhance traveler's by analyzing massive amount of data, and employing AI to enable profile recognition and effective micro-segmentation.

The winning RMS team

- Michael Peters, VP, Product Management
- Fabian Widyadri, Software Engineer

The Twelve Labors of Mastering Big Data

5 years later... after the creation of the Big Data Unit of Amadeus, what was the journey? Here we look at some of the road blocks faced in a fun comparison with the 12 labors of Hercules. Going into the Big Data world is crucial, but sometimes complicated. Have a look at what it means in the real world.

- Pascal Clement, Head of Airline Data Unit, Amadeus

How Airlines can harness and leverage big data

- Rodrigo Ramos, Managing Director, Sabre Iceland & Product Head of Intelligence Exchange, Sabre

Key Takeaways and Closing Remarks

- Aleks Popovich, SVP Financial Distribution Services, IATA

Networking Coffee
09:00 - 09:05 Opening Remarks

* Henk Mulder, Head, Digital Cargo, IATA

09:05 - 09:30 The Data Excellence Science and Artificial Intelligence - Business Excellence Automation and the Human-Computer Dialogue “Automate Business Excellence and “Govern by Value”

- The story of the data excellence science
- The challenge of the digital era
- The paradigm shift in the value creation ecosystem
- What type of intelligence is required to win the digital era
- A collaborative framework and system to reconcile humans and computers for the creation of a society of excellence and to “govern by value”

* Dr. Walid El Abed, Founder and CEO, Global Data Excellence

09:30 - 09:50 An Overview of Air France–KLM Artificial Intelligence Journey Roadmap

* Wail Benfatma, Program Manager, Artificial Intelligence, Air France-KLM

09:50 - 10:10 Artificial Intelligence in Airlines Customer Service

Customer Service is often seen as a cost, but using AI, airlines can actually increase revenue, reduce cost and deliver superior customer service. AI expert and Cognitive Engineer, Brian Lewis will explain how to use Artificial Intelligence to create value for all customer service engagements.

* Brian Lewis, CTO, OpenJaw

10:10 - 10:30 A journey from data to insights: the Machine Learning practitioner perspective

Data science and artificial intelligence are shaping the way we travel. In order to make this possible, one of the main challenges for a data science team is to have actionable data ready to be consumed. Doing this is not a trivial task as we are talking about huge amounts of data from various sources and formats that have to be processed with rapidly evolving technologies.

We will present a few examples on how we went from legacy EDIFACT messages to reconciled sources of reservation, ticketing or schedule data, and how this is processed in a scalable manner.

Having a solid knowledge of the data and its limitations is key in order to obtain meaningful results from advanced analytics techniques. As a data science team, we can only accept decisions based on data if we know the significance of our results. As an example, customer segmentation has traditionally been implemented based on business rules. Today we use machine learning algorithms to let the data reveal the customer segments to us. But in order to implement those results in production and to apply them to business processes, it is key to have a solid interpretation of the results make sure that they are statistically robust.

* Daniel Perez, AI and Data Engineer, Amadeus

10:30 - 11:00 Networking Coffee Break

11:00 - 11:25 How data and machine learning can improve your customer experience

Airlines are learning to leverage managed services to ingest, process, analyze and predict using data collected from all corners of the organization. In this session we will follow Johnny’s all too common journey and see how data collected and analyzed, combined with machine learning on the cloud can improve customer experience.

* Massimo Morin, Head, Worldwide Business Development, Travel and Tourism, AWS

11:25 - 11:50 How to Leverage Big Data & Machine Learning to Personalize User Experience. Learn from two practical models and learn about the process, data & algorithms used to implement them.

- Best Offer - improve marketing emails by predicting the most likely destination of one’s next journey. Case: European online travel agency
- Best Results - improve booking engine conversion by tailoring search results to each user. Case: App in the Air

* Bayram Annakov, Founder and CEO, Appintheair

11:50 - 12:10 AI in Revenue Management. Is it Really New? AI has always been used in revenue management, we just did not call it that back in the days. But what with the technological advancements, what are the new opportunities in RM, and will we need still need humans?

* Laurent Lebard, CEO, YieldIn

12:10 - 13:30 Networking Lunch
Artificial Intelligence and Machine Learning in Aviation  
Thursday, 21 June 2018  
13:30 - 17:00

13:30 - 13:55
AI is hard at work, simplifying the industry already.
Listen to IBM’s overview of AI use case in aviation with focus on Watson Air Cargo Compliance, and see how AI technology is used to determine air cargo compliance by performing real time cargo declaration checks safely and securely based on industry rules & regulations manuals, carrier policies and local import/export legislation knowledge.

* Mario Louca, Executive Director, Global Industry Leader Europe, IBM Global Travel & Transportation Industry

13:55 - 14:20
Privacy and AI in the age of GDPR, or who are those masked customers?
Many discussions related to AI center on it as a threat to privacy. In this talk we will look at it from the opposite perspective - how AI can help us better secure customer privacy!

* Kevin Iverson, CTO, Journera

14:20 - 14:45
"Moving the needle" in the Airline Front Office: How AI can help airlines leverage new data sources to improve planning, forecasting, and revenue management.
In this talk, SparkCognition will discuss new ways to utilize AI to further improve and refine planning, forecasting, and revenue management for both cargo and passenger operations. We’ll look at how AI can connect new and fast evolving sources of data to traditional models, and how deep learning can uncover new features to further enhance capacity planning and demand prediction. We’ll also consider how AI can find new patterns in existing data and we’ll cover some fun examples showing surprising results.

* Mark Roboff, VP, Aerospace & Automotive, SparkCognition

14:45 - 15:10
Discover SITA’s secret cookbook of an AI project for baggage!
Through this talk you will learn how to select the right ingredients, plan them in the right quantities; what cookware to use and what are the best preparation methods. And once you have the basics we’ll go through a few delicious recipes to avoid baggage mishandling; baggage tracking and drop… brought to perfection with a dash of our very special Artificial Intelligence spice.

Caroline Camilli-Gay, Program Manager, SITA Labs

15:10 - 15:30
Artificial Intelligence in Aviation
In this session Houman will share the results of IATA research and development activities on AI in collaboration with the airlines and a wider value chain members. He will also unveil the findings reported in AI in Aviation White Paper recently published by IATA and available for a free download.

* Houman Goudarzi, Manager, Innovation, IATA

15:30 - 17:00 Networking Drinks  
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