

**IATA**

**AVIATION**

**DATA**

**SYMPOSIUM**

**ATHENS, GREECE 25 – 27 JUNE 2019**

**AGENDA**

Thriving in the age of Data & Digital Transformation



# ADS 2019 At a Glance



**600+**  
Delegates

Airlines, Airports, Tech. providers,  
OEMs, ANSPs, Ground handlers,  
Travel agencies

**98%**  
Satisfaction

Past editions have had  
98% satisfaction rate, and a  
staggering NPS of 57

**C-level**  
Plenaries

Plenary with C-levels from Airlines  
and Tech Giants  
(Amazon AWS, IBM)

**5**  
TRACKS

Pax Planning, Sales,  
Distribution, Ops, MRO,  
FinTech, Data Science & AI

**INNOVATION  
JAMS  
DRAGONS'  
DEN**

Digital executive keynotes,  
Dragons' Den Live Start-up  
Contest, Datathon highlights

## Some of our Speakers



Alexandre de Juniac  
Director General & CEO,  
IATA



Dimitris Gerogiannis  
CEO,  
Aegean Airlines



Michael Shores  
Director, Data Science,  
United Airlines



Nina Wittkamp  
Associate Partner, Travel  
Transport & Logistics  
Practice,  
McKinsey & Company



Vince Chirico  
SVP Global Network &  
Technology Partners, CWT



Charles Girard  
Customer Data Officer,  
Air France KLM



Eliano Marques  
VP Enterprise Analytics  
Data Science,  
Emirates Group



Jon Petersen  
Head of Data Science  
Aviation,  
Uber

# ADS 2019 Topics at a Glance



Data & AI driven Offers,  
Orders, Hyper  
Personalization & Customer  
Experience



ATM, Connected Aircraft,  
Maintenance, Intelligent  
Health Monitoring



Blockchain, FinTech,  
Mining Payment Data,  
Fraud, PSD2, GDPR



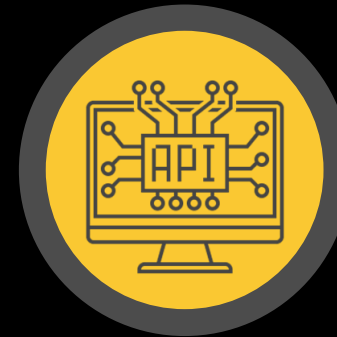
Build & Leverage AI, &  
Data Science capabilities,  
Enterprise Analytics



Digitizing Air Cargo, E-  
Commerce, End-to-end  
visibility, One Record



Data Sharing, A-CDM,  
Intelligence Irregular  
Operations



Data Governance, API  
Ecosystem & Industry  
Data Model

# DAY 1 Tuesday 25 June



<b>09:00 – 09:10</b>	<b>Welcome and Conference opening</b>	<b>Aleksander Popovich</b> SVP, Financial Distribution Services, IATA
<b>09:10 – 09:30</b>	<b>Keynote: Opening Address</b>	<b>Dimitris Gerogiannis</b> CEO, Aegean Airlines
<b>09:30 – 09:50</b>	<b>Keynote: Thriving in the age of Data &amp; Digital Transformation</b>	<b>Alexandre de Juniac</b> DG & CEO, IATA
<b>09:50 – 10:15</b>	<b>Keynote: Data, Aviation's Most Strategic Opportunity and Greatest Threat</b>	<b>Professor Liberty Vittert</b> Olin Business School & Harvard University Ambassador Royal Statistical Society Associate Editor of the Harvard Data Science Review Elected Member of the International Statistical Institute BBC Expert Woman and <b>TED<sup>x</sup></b> speaker
<b>10:15 – 10:20</b>	<b>IATA Legal Brief</b>	<b>Marie Claude Simard</b> Assistant General Counsel, IATA
<b>PANEL</b>	<b>Panel: Bird's-eye view on how data is shaping the future of travel</b>	<b>Caroline Gorski</b> Group Director, R <sup>2</sup> Data Labs, Rolls-Royce Plc
<b>10:20 – 11:05</b>	<p>Data has been recognized as one of the most important assets of companies, potentially disrupting business models, enabling digital transformation in commercial and operational areas. Some of the obstacles include access to data, quality, integrity and information silos. Hear from industry thought leaders, what are the opportunities, and what needs to happen to unlock the full potential of data in aviation.</p> <p>Moderated by: <b>Tanya Beckett</b>, Presenter, BBC News</p>	<b>Christian Langer</b> Chief Digital Officer, Lufthansa Group
		<b>Vince Chirico</b> SVP Global Network & Tech. Partners, CWT

# DAY 1 Tuesday 25 June



11:05 – 11:35

Networking Break

11:35 – 11:45

**Keynote:** How could airlines of the future be leveraging data and technology in their commercial decision making?

**Dr. John Carney**  
Chief Data Scientist, OpenJaw

11:45 – 11:55

**Keynote:** How to become a hyper Customer-centric Airline  
The role of AI and data in transforming the airline business into becoming hyper customer-centric.

**Dee Waddell**  
Global MD, Travel & Transportation, IBM

PANEL

11:55 – 12:30

**Panel:** Top strategic data and technology trends in aviation

What are the main strategic trends in data science, AI and technology, impacting the aviation industry? How can you leverage these without heavy investment and long-term financial commitment, while staying in control of your data, other strategic digital assets and the transformation agenda.

**Dr. Dirk Jungnickel**  
Senior VP Enterprise Analytics | Digital & Innovation, Emirates Group

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

**Nicolas Forgues**  
CTO, Air France-KLM

**Sjoerd Blüm**  
CIO, Amsterdam Airport Schiphol

Moderated by:

**David McEWEN**  
Director, Industry Architecture, IATA

12:30 – 13:00

- **Industry Data and ADS Highlights**
- **2019 White Paper: Data Science Hype or Ripe for Aviation?**  
The opportunities and use cases of the latest data science technologies and predictive analytics.

**Charles de Gheldere**  
Director, Travel Intelligence, IATA

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

13:00 – 14:30

Networking Lunch | Workshops to be announced





## PASSENGER

Track sponsored by:



### Opening Remarks 14:30

**Aleksander Popovich**  
SVP, Financial Distribution Services, IATA

### Matching supply and demand: Data driven network optimization 14:45

As the industry strives for the perfect match between supply and demand, new techniques are developing to make better predictions. Hear from airlines and technology partners how new data sources and data science are expanding capabilities beyond traditional QSI and macro-economic based forecasting models. Hear from leading airlines on how to better react to changes in demand and profitability, through new route profitability techniques and real-time access to data.

### Jorga Ahlborn

Head of Business Development & Analytics, Network Management, Lufthansa Group

### Vadim Skritskiy

Data Scientist, Infare

### Moderator: Henry Coles

Head of Airline Distribution Standards, IATA

Supporting organization:



## SAFETY & FLIGHT OPERATIONS

### Introduction & Opening Remarks 14:30

**Chris Markou**  
Head Operational Cost Management, IATA

### Panel: Challenges & Opportunities with data from connected aircraft 14:40

### Lufthansa Technik

Speaker to be announced

### Matthew Evans

VP Digital Transformation, Airbus

### Mark Leach

Partner, Bird & Bird

### Pierre-Yves Benain

Portfolio Head e-Aircraft, SITAONAIR

### Rodolphe Parisot

Chief Digital Officer, Air France Industries KLM Engineering & Maintenance

### Moderator: Chris Markou

Head Operational Cost Management, IATA

## AIR FREIGHT

### Opening Remarks 14:30

**Jean-Christophe Rossand**  
Assistant Director Cargo Intelligence and Air Mail Settlement, IATA

### E-commerce: A key opportunity with challenging requirements 14:35

e-commerce is the not to be missed opportunity for air cargo. It is fueled by the digital technologies that revolutionized the retail industry, and therefore requires air cargo to adapt in terms of flexibility, visibility, speed and costs.

### Dr. Ludwig Hausmann,

Partner, McKinsey & Company

### E-commerce is a mix of Cargo & Mail. How can you handle this challenge efficiently? 14:50

e-commerce is handled as cargo and as mail. A leading airline will explain how it redesigned its system to manage in an integrated manner all e-commerce shipments.

**Bernd H. Foerster**, Manager Mail, Qatar Airways

**Jos Nuijten**, VP, Network Integration Strategy, Descartes Systems Group

### Reducing customer spent & predicting arrival time leveraging data & AI 15:10

**Erez Agmoni**, Head of Supply Chain, Warehousing and Distribution - America, Maersk

## PAYMENT & FINTECH

### Opening Remarks 14:30

The role of Data in Payment and Fintech.  
**Juan Ivan Martin**  
Head of Digital Finance, IATA

### The big picture: Facts, Figures, Market trends & regulatory framework 14:45

**Pascal Burg**, Director, Edgar, Dunn & Company

### What can you do with Payment Data? How to extract value from customer transactions 15:00

**Amex**

Speaker to be announced

### The role of data in airline finance strategy 15:15

Speaker to be announced

14:30 – 15:30

15:30 – 16:00

Networking Break

# DAY 1 Tuesday 25 June



	PASSENGER	SAFETY & FLIGHT OPERATIONS	AIR FREIGHT	PAYMENT & FINTECH
16:00 – 18:00	<p><b>The Future of Offers and Orders: Industry opportunities with Dynamic Offer 16:00</b> NDC and ONE Order programs transform distribution, unlocking the potential of dynamic offer – allowing contextualized offers and total revenue optimization. <b>Sebastien Touraine</b>, Head, Dynamic Offer, IATA</p> <p><b>Monitoring/Comparing Retailing Offers 16:20</b> With increasing fare families and merchandising, how can airlines get market insights? <b>Nils Gelbjerg</b>, CEO, Infare</p> <p><b>Enhancing Airline Offerings 16:35</b> Hear how data can help airlines move from offering flights to offering relevant products to customers. <b>Daniel Friedli</b>, MD, Travel in Motion</p> <p><b>Advancing pricing capabilities with new data 16:50</b> What are the new data required in the future and how could the industry make them more readily available? <b>Tom Gregorson</b>, Chief Strategy Officer, ATPCO</p> <p><b>Panel: Analytics with Offers &amp; Orders 17:00</b> Storing offers in NDC enables airlines to improve passenger segmentation. Shopping context increases conversions. Consolidated seat &amp; ancillary records in ONE Order simplifies data collection. Hear from industry expert how data facilitates targeted offers &amp; total offer management. <b>Roland Jaggi</b>, CCO, Aegean Airlines <b>Julia Reichel</b>, VP Sales t-Data, OpenJaw <b>Tom Gregorson</b>, Chief Strategy Officer, ATPCO <b>George Khairallah</b>, CEO, JR Technologies Moderator: <b>Sebastien Touraine</b>, Head, Dynamic Offer, IATA</p>	<p><b>Opening Remarks 16:00</b> Revolutionizing Aircraft Operations by injecting experiences from other fields. <b>Chris Markou</b> Head Operational Cost Management, IATA</p> <p><b>Digital Collaboration - From insights to scalable value 16:15</b> <b>Andrew Hutson-Smith</b> Director of Business Development, R<sup>2</sup> Data Labs, Rolls-Royce Plc</p> <p><b>Oneworld airline Alliance data best practices 16:40</b> <b>Nigel Howard</b> Partner, Covington &amp; Burling</p> <p><b>State-of-the-art Auto ID technologies in Aviation 17:05</b> <b>Senthil Chinnappa Gounder</b> Director of Research &amp; Technology, Auburn University</p> <p><b>Use of the Blockchain technology to improve aircraft operations 17:30</b> <b>Martin Mitev</b> Captain &amp; Assistant SVP Flight Operations, airBaltic</p>	<p><b>From logistical chains to logistical networks</b> The digitalization of air cargo has so far been focusing on electronic documents exchanged sequentially. 2 use cases will be presenting illustrating the new paradigm enabled by new technologies.</p> <p><b>ONE Record vision &amp; roadmap AF/KL 16:00</b> <b>Thomas Moreau</b>, IT Project Architect, AF/KL <b>Bilel Chakroun</b>, Business Expert, AF/KL</p> <p><b>Tradelens: An industry network 16:20</b> Changing the way ocean freight stakeholders communicate leveraging blockchain. <b>Juanjo Ruiz</b>, Head of Strategy and Business Development, TradeLens, IBM Industry Platforms</p> <p><b>Panel 16:40</b> Presenters of the Use Cases <b>Remi Lammertin</b>, IT Cargo Operation Carrier, AF/KL</p> <p><b>Leveraging IoT to reduce costs and improve value proposition 16:55</b></p> <p><b>Is the dream of end to end visibility in air cargo becoming a reality? 16:55</b> <b>Pierre-Stephane Maurice</b>, Product Manager Aircraft IoT Strategy &amp; Marketing, SITAONAIR</p> <p><b>Blockchain puts the SMART into ULD 17:15</b> <b>Calvin Hui</b>, eCargo &amp; Digital Enablement Manager, Cathay Pacific Cargo <b>Bob Rogers</b>, VP Nordisk Aviation Products</p> <p><b>Tomorrow's data heroes 17:35</b> Data economy: What is the value of data and what are customers needs? The presentation will provide concrete examples and solutions on how data could be shared and bring value. <b>Fabrice Tocco</b>, Co-Founder, Dawex <b>Serge Hanssens</b>, Partner, PwC</p>	<p><b>The art of predicting 16:00</b> FinTech using data to predict and prevent losses. <b>Conrad Lennard</b>, Sr. Sales Exec, Feature Space</p> <p><b>Open Banking 16:15</b> PSD2 in EU is stimulating innovation in payment, but also impacted by GDPR, Cyber Security &amp; data storage. <b>Benjamin Madjar</b>, Director, Deutsche Bank</p> <p><b>Is Blockchain fit for Data? 16:35</b> Blockchain for payment, what's the impact on data management? <b>Nicolas Kozakiewicz</b>, Fellow, Atos</p> <p><b>Panel: Data Control and privacy 16:55</b> How can companies use data to better manage their business. What are the key dimensions to consider</p> <p><b>Benjamin Madjar</b>, Director, Deutsche Bank <b>Amex</b>, Speaker to be announced <b>Conrad Lennard</b>, Sr. Sales Exec, Feature Space <b>Nicolas Kozakiewicz</b>, Fellow, Atos <b>Pascal Burg</b>, Director, Edgar, Dunn &amp; Company</p> <p><b>Moderator: Juan Ivan Martin</b> Head of Digital Finance, IATA</p>
19:00 – 22:30	<b>Networking Dinner</b>			



	PASSENGER	SAFETY & FLIGHT OPERATIONS	DATA SCIENCE & TECHNOLOGY
<b>09:00 – 10:45</b>	<p><b>The data ecosystem: APIs &amp; Industry Data Model</b> Learn how the Airline Industry Data Model is transforming the way airlines and industry partners are developing and implementing industry standards, and hear from leaders at airlines and technology partners about airline industry activity to support a best in class open framework for APIs connectivity. Learn what the future holds for API connectivity, and how airlines are working together to support a new era of transparency, customer-centric processes and access to real-time data across the entire supply chain.</p> <p><b>Session Introduction 09:00</b> <b>Matthew Mckinley</b>, Senior Manager, Technology Standards, IATA</p> <p><b>An Industry Data Model 09:10</b> <b>Matthew Keiller</b>, Senior Architect, IAG</p> <p><b>Fostering Innovation 09:25</b> <b>Gianni Cataldo</b>, Head of R&amp;D, ATPCO</p> <p><b>Aggregation and Open APIs 09:40</b> <b>Patrick Brosse</b> Senior Expert, API Design &amp; Data model Governance, Amadeus</p> <p><b>Reality check 09:55</b> <b>Marcus Wagner</b>, API Manager, Lufthansa</p> <p><b>Panel: Discussion on Open API framework 10:15</b> <b>Matthew Keiller</b>, Senior Architect, IAG <b>Gianni Cataldo</b>, Head of R&amp;D, ATPCO <b>Patrick Brosse</b> Senior Expert, API Design &amp; Data model Governance, Amadeus <b>Marcus Wagner</b>, API Manager, Lufthansa</p> <p><b>Moderator: Matthew Mckinley</b> Senior Manager, Technology Standards, IATA</p>	<p><b>Opening Remarks 09:00</b> Data driven operational efficiency, aircraft Maintenance &amp; Health Monitoring <b>Chris Markou</b> Head Operational Cost Management, IATA</p> <p><b>Using data technologies to keep airline schedules on time 09:15</b> <b>Margrét S. Otterstedt</b> Data Analyst, Operations Support, Icelandair</p> <p><b>Skywise &amp; Predictive Maintenance by aiming to be the data platform used by all major aviation players 09:40</b> <b>Frederic Sutter</b> Digital Transformation Leader, Airbus</p> <p><b>Aircraft Health Monitoring theory &amp; case studies 10:00</b> <b>Rodolphe Parisot</b> Chief Digital Officer, Air France Industries KLM Engineering &amp; Maintenance</p> <p><b>Operational efficiency driven by data &amp; analytics 10:20</b> <b>Rita Barata Silva</b> Head of Data &amp; Analytics, Vueling Airlines</p>	<p><b>Opening Remarks 09:00</b> <b>Houman Goudarzi</b> Head of BI &amp; Industry Engagement, IATA</p> <p><b>Building a Data Science capability in an Aviation company 09:15</b> Describing the building blocks required to establish a world-class Data Science capability across an aviation company, aiming for scale and automation and driving value across all business units leveraging the greatest and latest methods and tech. Examples will be provided in the context of velocity and what can be achieved when the Foundation is done from the start. <b>Eliano Marques</b> VP Enterprise Analytics, Data Science, Emirates Group</p> <p><b>Bigger Data 09:40</b> Data has enabled AFKL to improve both service and insights on customers, yet many activities are impeded by lack of coordination or standard. <b>Charles Girard</b>, Customer Data Officer – Air France KLM</p> <p><b>How a leading airport has built a wide spectrum of data (AI/data science/BI) capabilities 10:05</b> <b>Sjoerd Blüm</b>, CIO, Amsterdam Airport Schiphol</p> <p><b>The Dawn of Urban Aerial Ridesharing 10:25</b> Fast-forwarding to a Future of on-demand urban air transportation, and how operations research and machine learning are shaping the ecosystem. <b>Jon Petersen</b> Head of Data Science, Aviation, Uber</p>
<b>10:45 – 11:15</b>	<b>Networking Break</b>		





	PASSENGER	SAFETY & FLIGHT OPERATIONS	DATA SCIENCE & TECHNOLOGY
11:15 – 12:30	<p><b>Intelligent Irregular Operations</b> The most memorable customer experiences of airlines are not when things go right, but when things go wrong. Learn how airlines, airports and technology partners are using new data sources, data science and predictive analytics to bring customer-choice into disruption management, reduce cost and re-invent the customer experience. Hear from airlines, airports and technology providers on how customer data is also being used to better target information flows to passengers, and to intelligently manage every passenger's individual journey in a disruption.</p> <p><b>Turning Trip Friction into an Opportunity 11:15</b> <b>Scott Gillespie</b>, Head of Analytics, ARC</p> <p><b>How do airports fit into the data landscape? 11:30</b> <b>Simon Wilcox</b> Lead, Automation of the Passenger Journey, Heathrow Airport</p> <p>Speaker to be announced 11:40</p> <p><b>Panel: Intelligent irregular operations – how do we get there? 11:50</b></p> <p><b>David Kershaw</b> Portfolio Director Airport Passenger Processing, SITA</p> <p><b>Uschi Schulte-Sasse</b>, SVP, Aviation Division, Inform GmnH</p> <p><b>Pascal Clement</b>, Head of Travel Intelligence, Amadeus</p> <p><b>Al Tredinnick</b>, Head of Business Development, 15below</p> <p><b>Moderator: Henry Coles</b> Head of Airline Distribution Standards, IATA</p>	<p><b>Opening Remarks 11:15</b> Data sharing for better Airport and ATM operations (A-CDM) <b>Chris Markou</b> Head Operational Cost Management, IATA</p> <p><b>A deep dive into the SESAR views on Digitalization 11:25</b> <b>Marouan Chida</b> Digital Transformation &amp; Innovation Manager at SESAR Joint Undertaking</p> <p><b>Avoiding turbulence and disruptions: A new collaborative approach 11:45</b> <b>Martin Gerber</b> Technical Pilot Airbus A320, Swiss International Air Lines</p> <p><b>The adoption of network-centric data sharing in Air Traffic Management: The case of SWIM 12:05</b> <b>Marina Efthymiou, PhD</b> Course Director for M.Sc. in Aviation Leadership Assistant Professor in Aviation Management DCU Business School</p>	<p><b>Introduction 11:15</b> <b>Marie Masserey</b> Head, Industry Architecture, IATA</p> <p><b>Opening Remarks 11:20</b> <b>Soumit Nandi</b> MD, Customer Technology Platforms, United Airlines</p> <p><b>Panel: How Can Airlines derive value from Data 11:30</b> Join airline technology and digital transformation experts to learn how airlines derive value from data to improve operations and deliver customer service. All speakers on this panel are also active members of the IATA Architecture and Technology Strategy Board, an industry coordination body driving the development of the Airline Industry Data Model and acceleration of industry wide deployment of APIs (Open Air project). This will give us an additional opportunity to explore the benefits and challenges of data sharing and coordinated industry approach to technology deployments.</p> <p><b>Soumit Nandi</b> MD, Customer Technology Platforms, United Airlines</p> <p><b>Andrew Webster</b> Digital Business Transformation Manager - Shop Order Pay, IAG</p> <p><b>Dave Weghorst</b> Business Consultant, Delta Air Lines</p> <p><b>Moderator: Marie Masserey</b> Head, Industry Architecture, IATA</p>
	12:30 – 14:00	Networking Lunch   Workshops to be announced	

# DAY 2 Wednesday 26 June



14:00 – 14:10

- Recapping ADS Tracks
- Innovation Jams Session Opening

**Charles de Gheldere**  
Director, Travel Intelligence, IATA

14:10 – 14:30

**Keynote: Becoming a Data Driven Organization. Enabling Digital Transformation**

**Ido Biger**  
Chief Data Officer, EL AL Israel Airlines

AVIATION DATATHON

**Aviation Datathon 2019: Highlights & Winning Ideas**

Jury Panel: **Juan Oliver**  
Manager BI Projects, IATA

Want to know what happens when you throw in lots of data + data scientists + lots of pizza, chocolate and coke, in one room for a day?

14:30 – 15:00

Moderated by:

**Houman Goudarzi** Associate Partner, Travel Transport & Logistics Practice, McKinsey & Company  
Head of BI & Industry Engagement, IATA

**Nevin Murad**  
Associate Analysis Officer, ICAO

**Nina Wittkamp**

15:00 – 15:15

**Keynote: Moving away from a product-centric flight-driven model to an audience driven value proposition, establishing a holistic multichannel & data-driven marketing approach.**

**Marco Corradino**  
CEO, Lastminute.com

DRAGONS' DEN

**Dragons' Den Live Contest: Aviation start-up entrepreneurs competing on stage with solutions leveraging Data Science and AI.**

The Dragons:

- Finalists pitch on stage for 10 minutes, Dragons provide immediate feedback.
- Audience votes for the: **Aviation Data Start-up of the Year Award.**

**Amir Amidi**  
Managing Partner, Travel & Hospitality, Plug and Play

15:15 – 16:00



Winner gets entry to the 90-day Plug and Play Travel & Hospitality Accelerator (Batch 8), starting on September 17<sup>th</sup> 2019.

Moderated by:

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

**Dominique Perron**  
Partner, PwC

PLUGANDPLAY

**Stephane Cheikh**  
AI Program Director, SITA

16:00 – 16:15

**Closing Remarks**


**Aleksander Popovich**  
SVP. Financial Distribution Services, IATA

# DAY 3

Thursday 27 June |



AI Lab

Sponsored by:  
 OpenJaw

AI Lab MC:  
**Tanya Beckett**  
Presenter, BBC News



<b>09:00 – 09:15</b>	<b>Opening Remarks</b>	<b>Houman Goudarzi</b> Head of BI & Industry Engagement, IATA
<b>09:15 – 09:40</b>	<b>The Air France-KLM case study</b> <ul style="list-style-type: none"><li>The AI strategy and how to make it work.</li><li>Researching multi-domain data analytics infrastructures</li></ul>	<b>Leon Gommans</b> Science Officer, Air France-KLM
<b>09:40 – 10:05</b>	<b>Improving the Operation, One Model at a Time</b> AI is revolutionizing the airline industry. Learn about 3 use cases that show in concrete terms how United has implemented and how they ease the operation and improve customer experience.	<b>Michael Shores</b> Director of Data Science, United Airline
<b>10:05 – 10:15</b>	<b>Leveraging AI for Operation Efficiency and Disruption Management</b>	<b>Speaker</b> To be announced
<b>10:15 – 10:45</b>	<b>Networking Break</b>	
<b>10:45 – 11:00</b>	<b>High-performance Computing: Aviation Use Cases</b>	<b>Massimo Morin</b> Head, Worldwide Business Development, Travel, AWS
<b>PANEL</b> <b>11:00 – 11:55</b>	<b>Panel: Leveraging Data &amp; Machine Learning</b> What is the best approach towards leveraging data & machine learning? What critical strategic decisions, e.g. around in vs. outsourcing data science capabilities, open source or proprietary, and use of cloud?  Moderated by: <b>Tanya Beckett</b> , Presenter, BBC News	<b>Kevin O'Sullivan</b> Lead Engineer, SITA Lab  <b>Ian Painter</b> CEO and Founder, Snowflake Software  <b>Ido Biger</b> Chief Data Officer, EL AL Israel Airlines  <b>Virender Pal</b> Chief Digital & Innovation Officer, flynas
<b>11:55 – 12:15</b>	<b>Data governance, Enterprise data collaboration and sharing platform, necessary ingredients to enable efficient and effective use of AI.</b>	<b>Minna Kärhä</b> Head of Data, Finnair
<b>12:15 – 13:30</b>	<b>Networking Lunch</b>	

# DAY 3

Thursday 27 June |



AI Lab

Sponsored by:



<b>13:30 – 13:50</b>	<b>Predicting Passenger Choices considering Irrational Behavior</b> Prediction of choices using AI techniques boosted by the consideration of cognitive biases, i.e. decisions based on irrational assumptions	<b>Rodrigo Acuna</b> Head of AI Research, Amadeus
<b>13:50 – 14:15</b>	<b>Turnaround Management Optimization using AI</b> SITA will share its work on gathering aircraft turnaround timestamps using image recognition, and turning these into actionable data to improve turnaround and predictive analytics leveraging machine learning.	<b>Stephane Cheikh</b> AI Program Director, SITA
<b>14:15 – 14:40</b>	<b>Alaska's Transition to Real-Time Algorithmic Personalized Experiences</b> Hear about Alaska's journey in becoming data driven and the subsequent impact on various parts of the airline.	<b>Matt Hahnfeld</b> Software Engineering Manager, Loyalty & Revenue Management, Alaska Airlines
<b>14:40 – 15:00</b>	<b>Will the Self-Service AI evolution make building internal data capabilities unnecessary?</b>	<b>Brian Lewis</b> Chief Technology Officer, OpenJaw
<b>15:00 – 15:20</b>	<b>AI driving Revenue streams</b> How has AI delivered value across Copa's revenue streams, looking at two distinct use cases: predicting posted flights in revenue management and co-brand credit card acquisitions in Loyalty.	<b>Jarrett Vaucher</b> Manager, Commercial Intelligence, Copa Airlines
<b>15:20 – 15:35</b>	<b>Key Takeaways and Closing Remarks</b>	<b>Houman Goudarzi</b> Head of BI & Industry Engagement, IATA



**IATA**  
**AVIATION**  
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**SYMPOSIUM** ATHENS, GREECE 25 – 27 JUNE 2019

For more information and registration go to:  
[www.iata.org/ADS](http://www.iata.org/ADS)