ADS 2019 At a Glance

600+ Delegates
98% Satisfaction
100+ Speakers
5 TRACKS
INNOVATION JAMS DRAGONS’ DEN

Airlines, Airports, Tech. providers, OEMs, ANSPs, Ground handlers, Travel agencies
Past editions have had 98% satisfaction rate, and a staggering NPS of 57
Plenary with C-levels from Airlines and Tech Giants (Google, Amazon AWS, IBM)
Passenger, Sales, Distribution, Ops, MRO, FinTech, Data Science & AI
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
Ian Andreas Villa, Vehicle Partner & Strategic Modeling Lead, Uber

ATHENS, GREECE 25 – 27 JUNE 2019
**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, Intelligent Irregular Operations**
- **Data Governance, API Ecosystem & Industry Data Model**
<table>
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<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker</th>
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<tr>
<td>08:50 – 09:10</td>
<td>Welcome and Conference opening</td>
<td>Aleksander Popovich, SVP, Financial Distribution Services, IATA</td>
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<tr>
<td>09:10 – 09:30</td>
<td>Keynote: Opening Address</td>
<td>Dimitris Gerogiannis, CEO, Aegean Airlines</td>
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<tr>
<td>09:30 – 09:50</td>
<td>Keynote: Thriving in the age of Data &amp; Digital Transformation</td>
<td>Alexandre de Juniac, DG &amp; CEO, IATA</td>
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<tr>
<td>09:50 – 10:15</td>
<td>Keynote: Data, Aviation's Most Strategic Opportunity and Greatest Threat</td>
<td>Professor Liberty Vittert, Olin Business School &amp; 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 TEDx speaker</td>
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<tr>
<td>10:15 – 10:20</td>
<td>IATA Legal Brief</td>
<td>Marie Claude Simard, Assistant General Counsel, IATA</td>
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<tr>
<td>10:20 – 11:05</td>
<td>PANEL</td>
<td>载人: Bird's-eye view on how data is shaping the future of travel</td>
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<td>Soumit Nandi, MD, Customer Technology Platforms, United Airlines</td>
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<td>Caroline Gorski, Group Director, R² Data Labs, Rolls-Royce Plc</td>
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<td>Jan Stövesand, Sr. Director Analytics &amp; Data Solutions, Lufthansa Technik AG</td>
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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.

Moderated by: Tanya Beckett, Presenter, BBC News
**DAY 1** Tuesday 25 June

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<tr>
<th>Time</th>
<th>Event</th>
<th>Speaker(s)</th>
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<tr>
<td>11:05 – 11:35</td>
<td>Networking Break</td>
<td>sponsored by: Winsted</td>
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<tr>
<td>11:35 – 11:45</td>
<td><strong>Keynote:</strong> How could airlines of the future be leveraging data and technology in their commercial decision making?</td>
<td>Dr. John Carney, Chief Data Scientist, OpenJaw</td>
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<tr>
<td>11:45 – 11:55</td>
<td><strong>Keynote:</strong> How to become a hyper Customer-centric Airline</td>
<td>Dee Waddell, Global MD, Travel &amp; Transportation, IBM</td>
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<tr>
<td>11:55 – 12:30</td>
<td><strong>Panel:</strong> Top strategic data and technology trends in aviation</td>
<td>Nicolas Forgues, CTO, Air France-KLM; Massimo Morin, Head, Worldwide Business Development, Travel, AWS; Sjoerd Blüm, CIO, Amsterdam Airport Schiphol; Charles de Gheldere, Director, Travel Intelligence, IATA</td>
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<tr>
<td>12:30 – 13:00</td>
<td>▪ Industry Data and ADS Highlights</td>
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<td>▪ 2019 White Paper: Data Science Hype or Ripe for Aviation?</td>
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<tr>
<td>13:00 – 14:30</td>
<td>Networking Lunch</td>
<td>sponsored by: OpenJaw</td>
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<td><strong>Workshop:</strong> (13:00 – 14:30) A Traveler-centric approach to improving network planning &amp; schedule optimization – VIP Room (next to Exhibition)</td>
<td>A Traveler-centric approach to improving network planning &amp; schedule optimization – VIP Room (next to Exhibition)</td>
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## PASSENGER

**Opening Remarks** 14:30
Aleksander Popovich  
SVP, Financial Distribution Services, IATA

### Panel: 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. Learn how airlines can better react to changes in demand and profitability, through new techniques and real-time access to data.

**Eric Nordling**, COO, Revenue Management Systems, Inc, an Accelya Group Company

**Jorga Ahlborn**, Head of Business Development & Analytics, Network Management, Lufthansa Group

**Susana Carrera**, Principal Product Manager, Skyscanner

**Vadim Skritskiya**, Data Scientist, Infare

**Moderator: Henry Coles**  
Head of Airline Distribution Standards, IATA

## 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

**Jan Støvesand**  
Senior Director Analytics & Data Solutions, Lufthansa Technik AG

**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

**Bernd H. Foerster**, Senior Manager, Head of E-commerce Products, 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
Juan Ivan Martin  
Head of Digital Finance, IATA

### The big picture: Facts, Figures, Market trends & regulatory framework 14:50

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

### What can you do with Payment Data? How to extract value from customer transactions 15:10

**Joseph Pabst**  
Vice President, Airline Risk Management, American Express
## DAY 1
Tuesday 25 June

### THE FUTURE OF THE OFFERS AND ORDERS: INDUSTRY OPPORTUNITIES WITH DYNAMIC OFFER

**16:00** NDC and ONE Order programs transform distribution, unlocking the potential of dynamic offer – allowing personalized offers and total revenue optimization.

**Sebastien Touraine**, Head, Dynamic Offer, IATA

**18:00** A deep dive into the SESAR views on Digitalization

**Marouan Chida**

**Digital Transformation & Innovation Manager at SESAR Joint Undertaking**

**Case studies and solutions for data sharing**

**Nigel Howard**

**Partner, Covington & Burling**

**State-of-the-art Auto ID technologies in Aviation**

**Senthil Chinnappa Gounder**

**Director of Research & Technology, Auburn University**

**Use of the Blockchain technology to improve aircraft operations**

**Martin Mitev**

**Captain & Assistant SVP Flight Operations, airBaltic**

**From logistical chains to logistical networks**

The digitalization of air cargo has so far been focusing on electronic documents exchanged sequentially. 2 use cases will be presented illustrating the new paradigm enabled by new technologies.

**ONE Record vision & roadmap AF/KL**

**Thomas Moreau, IT Project Architect, AF/KL**

**Bilal Chakroun, Business Expert, AF/KL**

**TradeLens: An industry network**

Changing the way ocean freight stakeholders communicate leveraging Blockchain

**Juanjo Ruiz**, Head of Strategy and Business Development, TradeLens, IBM Industry Platforms

**Panel 16:40**

**Presenters of the Use Cases**

**Remi Lammartin, IT Cargo Operation Carrier, AF/KL**

**Leveraging IoT to reduce costs and improve value proposition**

Is the dream of end to end visibility in air cargo becoming a reality? 16:55

**Pierre-Stephane Maurice**, Product Manager Aircraft IoT Strategy & Marketing, SITAONAIR

**Blockchain puts the SMART into ULD**

17:15

**Calvin Hui**, eCargo & Digital Enablement Manager, Cathay Pacific Cargo

**Sandy Tsang**, CX Solution Lead, Cathay Pacific Cargo

**Bob Rogers**, VP Nordisk Aviation Products

**Tomorrow’s data heroes 17:35**

Data economy: What is the value of data and what are customer needs? The presentation will provide concrete examples and solutions on how data could be shared and bring value.

**Fabrice Tocco**, Co-Founder, Davex

**Serge Hanssens**, Partner, PwC

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### SAFETY & FLIGHT OPERATIONS

**Opening Remarks 16:00**

Revolutionizing Aircraft Operations by injecting experiences from other fields.

**Chris Markou**

**Head Operational Cost Management, IATA**

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### AIR FREIGHT

**The art of predicting 16:00**

FinTech using data to predict and prevent losses.

**Conrad Lennard**, Sr. Exec, Featurespace

**Open Banking 18:20**

PSD2 in EU is stimulating innovation in payment, but also impacted by GDPR, Cyber Security & data storage.

**Benjamin Madjar**, Director, Deutsche Bank

**Revenue Accounting: final barrier 18:40**

Current Revenue accounting hinders adoption of new forms of payments and real time data exchange. Learn about the latest trends and potential enhancements.

**Mark Costa**, Consultant, Deloitte

**Is Blockchain fit for Data? 17:00**

Blockchain for payment, what’s the impact on data?

**Nicolas Kozakiewicz**, Fellow, Atos

**Panel: Control your Data or someone else will 17:20**

How can companies use data to better manage their business? What are the key dimensions to consider?

**Juliette Ilie**, VP Finance Strategy & ePayments, Emirates Group

**Benjamin Madjar**, Director, Deutsche Bank

**Conrad Lennard**, Sr. Sales Exec, Featurespace

**Nicolas Kozakiewicz**, Fellow, Atos

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

**Moderator: Juan Ivan Martin**, Head of Digital Finance, IATA

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### PASSAGEN

16:00 – 18:00

**The Future of the Offers and Orders: Industry opportunities with Dynamic Offer 16:00**

NDC and ONE Order programs transform distribution, unlocking the potential of dynamic offer – allowing personalized offers and total revenue optimization.

**Sebastien Touraine**, Head, Dynamic Offer, IATA

**Monitoring/Comparing Retailing Offers 16:20**

With increasing fare families and merchandising, can airlines get market insights?

**Nils Gelberg**, CEO, Infare

**Enhancing Airline Offerings 16:35**

Hear how data can help airlines move from offering flights to offering relevant products to customers.

**Daniel Friedli**, MD, Travel in Motion

**Advancing pricing capabilities with data 16:50**

What are the new data required in the future and how could the industry make them more readily available?

**Tom Gregorson**, Chief Strategy Officer, ATPCO

**Panel: Analytics with Offers & Orders 17:00**

Storing offers in NDC enables airlines to improve passenger segmentation. Shopping context increases conversions. Consolidated seat & ancillary records in ONE Order simplifies data collection. Hear from industry experts how data facilitates targeted offers & total offer management.

**Roland Jaggi**, CCO, Aegean Airlines

**Jost Daft**, Manager Revenue Management & Distribution Strategy, Lufthansa Group

**Julia Reichel**, VP Sales t-Data, OpenJaw

**Tom Gregorson**, Chief Strategy Officer, ATPCO

**George Khairallah**, CEO, JR Technologies

**Moderator: Sebastien Touraine**

19:00 – 22:30

**Networking Dinner**
### DATA SCIENCE & TECHNOLOGY

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<td>09:00 - 10:45</td>
<td><strong>Opening Remarks</strong> 09:00</td>
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<tr>
<td></td>
<td>Houman Goudarzi</td>
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<td>Head of BI &amp; Industry Engagement, IATA</td>
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<td><strong>Building a Data Science capability in an Aviation company 09:15</strong></td>
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<td>Describing the building blocks required to establish a world-class Data</td>
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<td>Science capability across an aviation company, aiming for scale and</td>
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<td>automation and driving value across all business units leveraging the</td>
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<td>greatest and latest methods and tech. Examples will be provided in the</td>
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<td>context of velocity and what can be achieved when the Foundation is</td>
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<td><strong>Eliano Marques</strong></td>
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<td>VP Enterprise Analytics, Data Science, Emirates Group</td>
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<td><strong>Bigger Data 09:40</strong></td>
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<td></td>
<td>Data has enabled AFKL to improve both service and insights on</td>
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<td>customers, yet many activities are impeded by lack of coordination or</td>
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<td><strong>Charles Girard</strong>, Customer Data Officer – Air France KLM</td>
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<td>**How a leading airport has built a wide spectrum of data (AI/data</td>
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<td>science/B) capabilities 10:05</td>
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<td><strong>Sjoerd Blüm</strong>, CIO, Amsterdam Airport Schiphol</td>
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<td><strong>The Dawn of Urban Aerial Ridesharing 10:25</strong></td>
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<td>Fast-forwarding to a Future of on-demand urban air transportation, and</td>
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<td>how operations research and machine learning are shaping the ecosystem.</td>
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<td><strong>Ian Andreas Villa</strong></td>
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<td>Vehicle Partner &amp; Strategic Modeling Lead, Uber</td>
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Intelligent Irregular Operations
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.

Turning Trip Friction into an Opportunity 11:15
Scott Gillespie, Head of Analytics, ARC

New data and new processing capability. What is the future for irregular operations recovery? 11:30
Pascal Clement, Head of Travel Intelligence, Amadeus

Panel: Intelligent irregular operations – how do we get there? 11:45
David Kershaw, Portfolio Director Airport Passenger Processing, SITA
Uschi Schulte-Sasse, SVP, Aviation Division, Inform GmH
Pascal Clement, Head of Travel Intelligence, Amadeus
AI Tredinnick, Head of Business Development, 15below

Moderator: Henry Coles
Head of Airline Distribution Standards, IATA

Opening Remarks 11:15
Chris Markou
Head, Operational Cost Management, IATA

Digital Collaboration - From insights to scalable value 11:25
Andrew Hutson-Smith
Director of Business Development, R² Data Labs, Rolls-Royce Plc

Using data technologies to keep airline schedules on time 11:45
Margrét S. Otterstedt
Data Analyst, Operations Support, Icelandair

Avoiding turbulence and disruptions: A new collaborative approach 12:00
Martin Gerber
Technical Pilot Airbus A320, Swiss International Air Lines

The adoption of network-centric data sharing in Air Traffic Management: The case of SWIM 12:15
Marina Efthymiou, PhD
Course Director for M.Sc. in Aviation Leadership, Assistant Professor in Aviation Management, DCU Business School

Workshop (12:30 – 14:00)
Get personal: How to sweat your biggest asset, your customer data – VIP Room (next to Exhibition)

DATA SCIENCE & TECHNOLOGY

Introduction 11:15
Marie Masserey
Head, Industry Architecture, IATA

Opening Remarks 11:20
Soumit Nandi
MD, Customer Technology Platforms, United Airlines

Panel: How Can Airlines derive value from Data 11:30
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.

Soumit Nandi
MD, Customer Technology Platforms, United Airlines
Andrew Webster
Digital Business Transformation Manager - Shop Order Pay, IAG
Dave Weghorst
Business Consultant, Delta Air Lines

Moderator: Marie Masserey
Head, Industry Architecture, IATA
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<tr>
<td>14:00 – 14:10</td>
<td>Recapping ADS Tracks, Innovation Jams Session Opening</td>
<td>Charles de Gheldere, Director, Travel Intelligence, IATA</td>
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<tr>
<td>14:10 – 14:30</td>
<td>Keynote: Becoming a Data Driven Organization. Enabling Digital Transformation</td>
<td>Ido Biger, Chief Data Officer, EL AL Israel Airlines</td>
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<td>14:30 – 15:00</td>
<td>Aviation Datathon 2019: Highlights &amp; Winning Ideas</td>
<td>Jury Panel:</td>
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<td>Modulated by: Houman Goudarzi, Head of BI &amp; Industry Engagement, IATA</td>
<td>Juan Oliver, Manager BI Projects, IATA</td>
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<td>Moderated by: Nevin Murad, Associate Analysis Officer, ICAO</td>
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<td>15:00 – 15:15</td>
<td>Keynote: Moving away from a product-centric flight-driven model to an audience driven value proposition, establishing a holistic multichannel &amp; data-driven marketing approach.</td>
<td>Marco Corradino, CEO, Lastminute.com</td>
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<td>15:15 – 16:00</td>
<td>Dragons’ Den Live Contest: Aviation start-up entrepreneurs competing on stage with solutions leveraging Data Science and AI.</td>
<td>The Dragons:</td>
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<td>• 4 Finalists pitch on stage for 5 minutes, Dragons provide immediate feedback.</td>
<td>Amir Amidi, Managing Partner, Travel &amp; Hospitality, Plug and Play</td>
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<td>• Audience votes for the: Aviation Data Start-up of the Year.</td>
<td>Dominique Perron, Partner, PwC</td>
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<td>Winner gets entry to the 90-day Plug and Play Travel &amp; Hospitality Accelerator (Batch 8), starting on September 17th 2019.</td>
<td>Stephane Cheikh, AI Program Director, SITA</td>
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<tr>
<td>16:00 – 16:15</td>
<td>Closing Remarks</td>
<td>Aleksander Popovich, SVP, Financial Distribution Services, IATA</td>
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<td>Opening Remarks</td>
<td>Houman Goudarzi</td>
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<td>09:10 – 09:30</td>
<td>The Air France-KLM case study</td>
<td>Leon Gommans</td>
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<td>09:30 – 09:50</td>
<td>Improving the Operation, One Model at a Time</td>
<td>Michael Shores</td>
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<td>Google’s application of Machine learning for Flights Data</td>
<td>Allan Fraser</td>
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<td>Improving the Operation, One Model at a Time</td>
<td>Jaime Zaratiegui</td>
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<td>Networking Break</td>
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<td>High-performance Computing: Aviation Use Cases</td>
<td>Massimo Morin</td>
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<td>11:00 – 11:55</td>
<td>Panel: Leveraging Data &amp; Machine Learning</td>
<td>Kevin O'Sullivan</td>
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<td>Ido Biger</td>
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<td>Ian Painter</td>
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<td>11:55 – 12:15</td>
<td>Ingredients to enable efficient and effective use of AI</td>
<td>Minna Kärhä</td>
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<td>Networking Lunch</td>
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<td>13:30 – 13:50</td>
<td>Predicting Passenger Choices considering Irrational Behavior</td>
<td>Rodrigo Acuna</td>
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<td>Prediction of choices using AI techniques boosted by the consideration of cognitive biases, i.e. decisions based on irrational assumptions.</td>
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<td>13:50 – 14:10</td>
<td>Turnaround Management Optimization using AI</td>
<td>Stephane Cheikh</td>
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<td>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.</td>
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<td>14:10 – 14:35</td>
<td>Alaska’s Transition to Real-Time Algorithmic Personalized Experiences</td>
<td>Matt Hahnfeld</td>
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<td>Hear about Alaska’s journey in becoming data driven and the subsequent impact on various parts of the airline.</td>
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<td>14:35 – 14:50</td>
<td>Will the Self-Service AI evolution make building internal data capabilities unnecessary?</td>
<td>Brian Lewis</td>
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<tr>
<td>14:50 – 15:00</td>
<td>Project DeepSky: a playful approach towards Reinforcement Learning in Aviation</td>
<td>Dr. Dr. Mussie Beian</td>
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<td>To understand how reinforcement learning can benefit the aviation industry, zeroG built an AI that outperforms humans in playing an airline management simulation game. Now applying this to OPS and revenue management.</td>
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<td>15:00 – 15:20</td>
<td>AI driving Revenue streams</td>
<td>Maria Toso</td>
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<td>How has AI delivered value across Copa’s revenue streams, looking at two distinct use cases: predicting posted fights in revenue management and co-brand credit card acquisitions in Loyalty.</td>
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<td>15:20 – 15:35</td>
<td>Key Takeaways and Closing Remarks</td>
<td>Houman Goudarzi</td>
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For more information and registration go to: www.iata.org/ADS