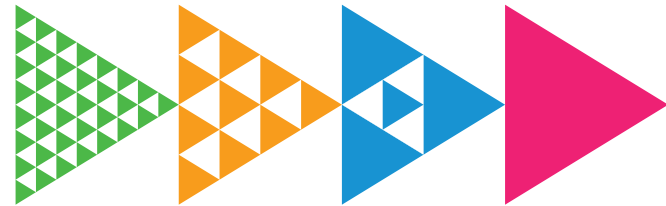


AIR



SYMPOSIUM



TUESDAY 23 OCTOBER

The Big Picture
Should Airlines Be Retailers?
Who's Best at Retailing?
Creating Relevant Offers

WEDNESDAY 24 OCTOBER

Getting the Offer to Market
Ordering, Delivering and Servicing Part 1
Ordering, Delivering and Servicing Part 2
Payment: Pure Financial Asset or
Commercial Advantage?
To Retail, You Must Disrupt Your
Organization, Too!
What Could It Look Like Tomorrow?

THURSDAY 25 OCTOBER

Innovation With Speed!
The AIR Innovation Gems
Digital Marketing Workshop

