



# IATA 5<sup>th</sup> Airline Cost Conference

## PROGRAM

November 13-14, 2017

Eden Roc Hotel

Miami | USA



## DAY ONE Monday, 13 November

13:00 - 13:30 Registration & Welcome Coffee

13:30 - 13:45 Non-Competition Rules, Governance Structure

**Mr. Daniel KANTER**  
Assistant General Counsel - IATA

13:45 - 14:00 Welcome address by IATA Senior Vice President - Financial and Distribution Services

**Mr. Aleksander POPOVICH**  
Senior Vice President, Financial and Distribution Services - IATA

14:00 - 14:30 Keynote Presentation - Airline industry financial health: current situation and future issues

**Mr. Jesper VENEMA**  
Senior Statistician, Business Intelligence Services - IATA

14:30 - 15:00 The new vision for ACMG

**Mr. Charles DE GHELDERE**  
Director, Travel Intelligence, FDS -IATA  
**Mr. Josua DU PLESSIS**  
Chief Strategy Officer - South African Airways/Chair ACMG

15:00 - 15:30 Coffee Break

15:30 - 16:00 ACMG Chairman's Report - ACMG in review and Way Forward (reinforcement of the importance of ACMG)

**Mr. Josua DU PLESSIS**  
Chief Strategy Officer - South African Airways/Chair ACMG

16:00 - 16:30 Panel discussion 1: How airlines have used ACMG benchmark data to bring efficiencies to their operations (discussion to be led and moderated by SC members)

ACMG Steering Committee Members

16:30 - 17:00 Big data - How will it affect your Airline Bottom line

Have airlines learned from the mistakes of the past? How OEM consolidation and data control can change the industry?

**Mr. Alex de GUNTEN**  
Business Development Manager - Heico

## DAY TWO Tuesday, 14 November

8:00 - 9:00 Exclusive session with 2017 ACMG data contributing airlines - *By invitation only*

IATA/ACMG Steering Committee Members

9:00 - 10:00 Panel discussion 2: How airlines have used ACMG benchmark data to bring efficiencies to their operations (discussion to be led and moderated by SC members)

ACMG Steering Committee Members

10:00 - 10:30 Coffee Break

10:30 - 11:00 Another Successful ACMG year

The presentation will focus on key highlights of FY2016 ACMG Benchmarking Report

**Dr. Chris MARKOU**  
Head, Operational Cost Management, SFO - IATA  
**Mr. Babber PERVEZ**  
Project Manager, ACMG, FDS - IATA

11:00 - 11:30 Using data to improve the industry - a case study on IATA Direct Data Solution (DDS)

11:30 - 12:00 The new ACMG Business Intelligence (BI) Tool

**Ms. Jean RUIZ**  
Head, Industry Data Management, FDS - IATA

11:30 - 12:00 Lunch Break

13:00 - 13:30 Long-term feasibility of long-haul low-cost operations from a cost and profitability stand point

The presentation will focus on what strategic cost savings initiatives low cost carriers deploy to compete with full service carriers on long-haul routes.

**Mr. Edward J. WEGEL**  
President - World Airways

13:30 - 14:00 Airframe Material Maintenance Costs Discussion

What is the magnitude of materials costs relative to operating costs and total maintenance costs? What is the split between labor and material costs for specific maintenance events? A discussion about how airlines can track and account for the cost of materials consumed in airframe maintenance? What can airlines do to effectively manage their costs in the future?

**Mr. Alexander PHILIP**  
Director, Marketing, Airline Economic Analysis - Boeing

14:00 - 14:30 Customer inconvenience cost and what strategies airlines are pursuing to manage it?

14:30 - 15:00 How more and more automation is enabling reduction in costs for airlines

The presentation will focus on how the usage of technology solutions such as 'apps for mechanics' (for quick and easy access to crucial information about parts, maintenance records); 'drones' (to inspect the aircraft and anomalies in the frame after a flight) is enabling airlines to become more cost efficient.

15:00 - 15:30 Panel discussion: How airlines can minimize overheads through outsourcing?

ACMG Steering Committee Members/ACMG Airlines

15:30 - 16:00 Coffee Break

16:00 - 16:30 "Minimum Cost of Delivery" in Crew Management

Crew related costs usually rank in the Top 3 of airline's operational spending. Today's management goals usually focus on maximizing productivity of resources. In our view, this approach is too short sighted - driving productivity to the limits comes at the price of operational instability and thus costs. The implementation of this concept will increase the contribution of manpower planning on the airline's business decisions and allow better steering of crew and ops related costs.

**Ms. Marina LÜTZENBERGER**  
Managing Consultant - M2P Consulting GmbH

16:30 - 17:00 Innovative ways and ideas to combat the rapid decline in cargo operations - A perspective from airline cargo leaders

AIR CARGO is suffering from a deepening global slump, with major long-haul airlines reporting volume drops of around five per cent on many key trade lanes across the world. Ironically, it is the success of booming airline passenger departments which is fueling their cargo divisions' profitability crises'. In light of the above, the presentation will focus on the strategy airline cargo leaders are pursuing to manage and combat the decline in cargo operations.

17:00 - 17:15 Concluding remarks

**Mr. Josua DU PLESSIS**  
Chief Strategy Officer - South African Airways/Chair ACMG

18:00 - 19:00 Steering Committee Meeting - By invitation only

Conference debrief  
IATA/SC Members/ACMG Steering Committee Members'



Thank you to our Sponsors



**HEICO**