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**12<sup>th</sup> WORLD CARGO  
SYMPOSIUM**

**1 3 - 1 5 M a r c h**

**DALLAS, TEXAS**

**Baggage Track**



**Baggage Track Summary:**

The half day track is aiming to broaden the minds of the WCS audience regarding key developments and innovation in the area of baggage and baggage shipped as cargo.

14:00 - 14:05	<b>Opening Remarks</b> Chairman
14:05 - 14:15	<b>Welcome Address</b> An overview of where we are regarding baggage, tracking, technology and the future. <b>Andrew Price</b> , Head, Global Baggage Operations, IATA
14:15 - 14:40	<b>Freedom for Baggage:</b> Freedom for baggage is all about meeting the needs of passengers for their journey whilst enabling the airline the best chances to deliver the bag effectively and efficiently. <b>Mark Matthews, American Airlines' Director Customer Planning Operations</b> will describe what Freedom for Baggage means.
14:40 - 15:05	<b>NEXTT:</b> Baggage as part of the NEXTT program – what is happening in the big picture? <b>Andrew Price</b> , IATA
15:05 - 15:30	<b>What is IATA doing to support our members?</b> An overview of what IATA is doing to support members in their baggage activities. We cover everything from the end to end baggage program, through workshops and into technology development. <b>Andrew Price</b> , IATA
15:30 - 16:15	<b>Networking Break</b>
16:15 - 16:35	<b>RFID in Baggage and Cargo.</b> Learn from the world's largest RFIDF implementation why investing in the technology made sense for Delta Airlines and how to become a fast-follower <b>Joseph P. Jensen</b> , Delta Airlines
16:35 – 17:00	<b>How baggage as cargo impacts the airport</b> Michael Webber, Landrum-Brown. Michael brings his consultancy project experience to bear upon the impact to airports when baggage starts moving through other channels in volume.
17:00 – 17:25	<b>The Big Panel</b> All our speakers from the day will be available to answer your questions. You can submit these on the day via Sli.do, in person or even now to:PriceA@iata.org
17:25 – 17:30	<b>Cabin Bag Raffle and Closing of session</b>

