



IATA World Passenger Symposium

Innovate Together: Greater value. A better experience.

Abu Dhabi > 16 - 18 October 2012

Hosted by:



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Table of Contents

Welcome Letter **2**

Program At-A-Glance **3**

IATA Industry Meetings **5**

Program Agenda **6-14**

Exhibitor List & Floor Plan **16**

Hotel Floor Plans **17**

Sponsor Listings **19-22**

Important Conference Information **24**



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Dear Colleagues,

Our industry has been in survival mode for as long as we can remember. Today's environment is no exception, as we struggle to contend with a deepening economic crisis and oil price uncertainty. To put ourselves on a path towards sustainable profitability, we must innovate together to come up with new, efficient ways of doing business and providing better service.

The IATA World Passenger Symposium 2012 provides a unique opportunity to do just that. It is the only event that brings the entire passenger value chain together – from airlines and travel agents to airports and governments – to look at common solutions to industry challenges.

The WPS 2012 builds on the success of the first event in 2011. This year's event will cover the transformation already taking place in the industry in the areas of distribution and passenger experience. Delegates will have the opportunity to listen and engage with panelists and keynote speakers. They will hear first-hand the 2012 findings of the StB think tank, and benefit from a unique networking opportunity.

My team and I look forward to meeting with you in Abu Dhabi. We are convinced that your experience at the IATA World Passenger Symposium will provide you with valuable insights and productive networking opportunities with both old and new colleagues.

With warm regards,
Eric Léopold

A handwritten signature in blue ink that reads "E Léopold". The signature is written in a cursive, flowing style.

Director, Passenger
IATA

Program At-A-Glance

16 October 2012 – Opening Plenary



➤ Keynote speech from **His Highness Sheikh Abdullah bin Zayed**, Minister of Foreign Affairs of the UAE



➤ Opening address by **Tony Tyler – IATA** Director General & CEO – who will share the latest economic trends and IATA's achievements in supporting the industry.



➤ Keynote speech by **James Hogan – Etihad Airways** President and Chief Executive Officer – who will provide his personal and always captivating insights about the region.



James E Bennett
CEO
Abu Dhabi Airports Company



Olivier Bijaoui
Executive Chairman,
President and CEO
Worldwide Flight Services



Montie Brewer
Former CEO
Air Canada



John S. Pistole
Administrator
United States Transportation Security Administration



Dr. Mustafa SaniŞener
CEO and
Executive Board Member
Tav Airports Holding



Nawal Taneja
Professor Emeritus
Ohio State University



Willie Walsh
CEO
International Airlines Group

➤ Panel discussion with CEOs covering the entire Air Travel Value Chain. It will focus on distribution, Airline Products, Passenger Data, Real Time Interaction, Hassle Free and Seamless end-to-end Journey. The panelists will share their views on the ongoing transformation taking place across the industry and the challenges that lie ahead.

16 October 2012 (afternoon) and 17 October 2012 (full day)

Profit - What you can't afford to miss!

Get exclusive insight into the New Distribution Capability (NDC) which is expected to bring significant change to the industry. IATA will present the much anticipated results of its work with its airline members, GDSs, trade partners and IT providers. Benefit from expert opinion on the new distribution landscape and the evolving roadmap for the future.

Customer - Pivotal changes for a better passenger experience!

Shining a spotlight on the entire journey. Look at the initiatives that are transforming the passenger processes and learn how the industry is innovating to deliver a better customer experience.

16 October 2012 – Welcome Reception in Exhibition – hosted by



17 October 2012 – Gala Dinner at Emirates Palace – hosted by



18 October 2012 – Closing Plenary

WPS 2012 will wrap up with a final set of panel discussion on the following topics:

- Deep Dive on the Middle East
- Future Consumer Trends
- The 2012 “StB think tank”

ADOPT FAST, ADAPT FASTER

Is your airline equipped for today's fast-changing world?

Can you switch services and applications on and off instantly? Are smartphones all your passengers need to book, check in and board? Can you communicate and exchange operational information with your pilots around the globe? And can you seamlessly share real-time information and help people collaborate, wherever they are? Working together with SITA, you can say "yes" every time.

Discover SITA's intelligent airline vision at www.sita.aero/airlines



SITA
Create success. Together



Reinventing the Airport Ecosystem

A new airline industry report



Twenty years from now, the airport environment will be unrecognisable

The aviation industry has always been a leader in development and innovation. As the industry has matured, a finely balanced ecosystem has been built. This ecosystem, which comprises all the players in the airport environment, has supported tremendous growth in low-cost travel and has met the needs of an ever increasing and diverse number of travellers.

The next 10-20 years hold great potential for airports and all those involved in air travel. We expect a rapid pace of development as social change and new technology propel the airport from its current focus of serving passengers for air travel to encompass a far wider existence that provides a greater breadth of services.

In this research, 43% of travellers told us they wanted to restore the 'wonder and magic' associated historically with air travel. Every player in the airport ecosystem must re-examine what tomorrow's travellers will demand and plan to meet those needs in conjunction with other companies and organisations.

"Reinventing the airport ecosystem" provides an independent, expert, perspective about future strategies and models. The ideas and predictions in the report give us optimism that the airport experience will remain relevant and that airport operations can achieve improved levels of profitability for all organisations that support them into the future.

Download the full report in www.amadeus.com/airporecosystem or find out more at our booth (#20)

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IATA Industry Meetings

Sunday | 14 October

08:30–10:00 **PSG/81 (by Invitation only)**

11:00–18:00 **PAPGJC/17 (by Invitation only)**

Monday | 15 October

09:00–18:00 **PACConf/35 (IATA Member Airlines only)**

Tuesday | 16 October

09:00–18:00 **PACConf/35 (IATA Member Airlines only)**

09:00–18:00 **PSSG (by Invitation only)**

Wednesday | 17 October

09:00–12:00 **PACConf/35 (IATA Member Airlines only)**

14:00–18:00 **COMP Meeting (by Invitation only)**

Thursday | 18 October

09:00–12:00 **COMP Meeting (by Invitation only)**

14:00–18:00 **JPSC (by Invitation only)**

Friday | 19 October

09:00–18:00 **JPSC (by Invitation only)**

TPSG = Passenger Agency Conference Steering Group

PAPGJC = Passenger Agency Program Global Joint Council

PACConf = Passenger Agency Conference

JPSC = Joint A4A/IATA Passenger Services Conference

COMP = Passenger Tariff Composite Conference

PSSG = Passenger StB Steering Group

Opening Plenary

Day 1 Tuesday | 16 October

9:00 – 10:20

Welcome Address by His Highness Sheikh Abdullah bin Zayed, Minister of Foreign Affairs of the UAE

Welcome Address by Host Airline Etihad Airways President And Chief Executive - James Hogan

James Hogan will open WPS 2012 with the welcoming address; he will take a regional perspective on traffic growth, its relationship with airport development, and the possible impact on profitability. Mr. Hogan will share his views on how he manages Etihad's network and why the right product is vital. He will give an insight into what he sees as Etihad's priorities, and look to the challenges of the future. He will also describe to the audience his experiences of doing business in the region and the importance of cultural understanding.

Keynote Address by IATA Director General and CEO - Tony Tyler

Tony Tyler's keynote address will clearly demonstrate that aviation is a force for good that it supports jobs for 57 million people, uniting families and friends in a global community, facilitating access to global markets and spreading wealth and prosperity. To maintain this vital role the industry must increase revenues, keep processes efficient and continue to improve the customer experience. The WPS should serve as an opportunity for strengthening partnerships and serve as an arena for innovation.

Setting the Scene for WPS 2012 – Eric Leopold, Director Passenger, IATA

Eric Leopold will be setting the scene for WPS 2012, he will present to the conference progress on the StB think tank's five goals that were set at the first WPS in 2011. Eric will talk through the three days of the WPS 2012, the challenges, and the expectations of this year's ambitious agenda.

10:20 – 11:20

NETWORKING BREAK - Sponsored by Infare Solution A/S

11:20 – 11:40

Economic Outlook - Brian Pearce, Chief Economist, IATA

Where is the Value in the Chain?

11:40 – 13:00

Air Travel Value Chain panel

This panel will cover the entire air travel value chain. It will focus on Airline Products, Passenger Data, Real Time Interaction, Hassle Free and Seamless end-to-end Journey. The panelists will share their views on the ongoing transformation taking place in distribution as well as the relationship between airlines, airports, travel agents and consumers.

Moderator:

Nina Dos Santos, Anchor 

Panelists:

James E. Bennett, CEO, Abu Dhabi Airports Company

Oliver Bijaoui, Executive Chairman President and CEO, Worldwide Flight Services

Montie Brewer, Former CEO, Air Canada

James Hogan, President and CEO, Etihad Airways

John S. Pistole, Administrator United States Transportation Security Administration

Dr. Mustafa Sani Şener, CEO and Executive Board Member, TAV Airports Holding

Nawal Taneja, Professor Emeritus, Ohio State University

Willie Walsh, CEO, International Airlines Group

13:00 – 14:00

NETWORKING LUNCH - Sponsored by Etihad Airways

Profit Stream The new distribution model

Day 1 Tuesday | 16 October – Sponsored by Sabre Airline Solutions

14:00 – 14:30

Panel: Setting the Scene

IATA will introduce the challenges airlines face today and why they wish to see a new model. This will be followed by an external perspective on the current distribution landscape which will describe the need for change, the opportunities, but also the challenges that lie ahead.

Moderator:

Yanik Hoyles, Head, Business Development, IATA

Panelists:

Claude Muller, Head of new Distribution capability, IATA

Richard Clarke, Founder, Travel Technology Research (T2RL)

14:30 – 15:00

Panel: What's Being Done About It ?

A panel of three airline members of the Passenger Distribution Group will examine the main features of the New Distribution Capability model and where it is heading. This will give an insight into what is new. This fresh approach engages all stakeholders will and certainly change the way airlines do business and inevitably bring challenges ahead.

Moderator:

Yanik Hoyles, Head, Business Development, IATA

Panelists:

Dr. Karl Isler, Head of Revenue Management Strategy and OR, Swiss International Air Lines

Aleksander Von Bernstorff, Manager Distribution Strategy and Sales Costs, Lufthansa

Keith Wallis, Business Development Manager, Distribution, Air Canada

15:00 – 15:45

Keynotes: A GDS and Trade Partners Point of View

We now need to take a reality check and find out what some of the value chain partners think about the changes that lie ahead and how they think it could impact their business.

Cyril Tetaz, Head of Marketing, Airline Distribution, Amadeus

Tony Berry, Director, Hogg Robinson Group

Greg Schulze, SVP, Tour and Transport, Expedia Inc.

15:45 – 16:45

NETWORKING BREAK

16:45 – 18:00

Panel: The Value Chain in the Spotlight

We now open up the floor and give you the audience the opportunity to engage in the debate. We will call upon the panelists to challenge each other, to find the gaps and identify areas of potential impact.

Moderator:

Marc Rosenberg, President, Marsalyn Creative

Panelists:

Tony Berry, Director, HRG

Richard Clarke, Founder, Travel Technology Research (T2RL)

Greg Schulze, SVP, Tour and Transport, Expedia Inc.

Cyril Tetaz, Head of Marketing, Airline Distribution

Paul Tilstone, European Managing Director, GBTA

18:30 – 20:00

WELCOME RECEPTION - Sponsored by Panasonic Avionics Corporation

Day 2 Wednesday | 17 October – Sponsored by Sabre Airline Solutions

9:00 – 9:30

Keynote: Profit From Innovation: Airlines All Over The World Benefit From Ancillary Revenues.

Ancillary revenue activity is on track to break last year's record of \$32.5 billion. Airlines are boosting their a la carte results through product, pricing, and marketing innovations. But it hasn't stopped there, others have joined the revolution too such as Disney, Norwegian Cruise Line, and Chrysler Corporation. Apply the latest ideas from Air France, AirAsia, United, and WizzAir and boost your carrier's bottom line and don't be left behind.

Jay Sorensen, President, IdeaWorks Company

9:30 – 10:30

Panel: Fear, Loathing, Or Being Frugal – The Consumer Reaction To A La Carte Pricing

This panel discussion brings together a comprehensive group, from leading consumer activists and reporters to those with ancillary revenue knowledge from outside the airline industry. We will review how consumers have been affected by the ancillary revenue revolution and whether they will embrace or fight it in the future.

Moderator:

Jay Sorensen, President, IdeaWorks Company

Panelists:

Scott Mayerowitz, Airlines Reporter, Associated Press

Paul Tilstone, European Managing Director, GBTA

Jochen Schnadt, Commercial Director, Monarch Airlines

Mark Lankester, CEO, Tune Hotels

Roberta Jacoby, President and Owner, Jacoby Advisors

David Bruner, Vice President, Panasonic Avionics Corporation

10:30 – 11:15

NETWORKING BREAK

11:15 – 11:45

Keynote: An Airline View on Ancillaries

The airline perspective on ancillaries :

➤ Do ancillaries really make money for the airlines?

➤ How does the customer feel about unbundling?

➤ Is the direct channel the right way forward?

Robin Hayes, Chief Commercial Officer, JetBlue

11:45 – 12:00

Keynote: How To Support Airline Ancillary Strategies from an IT Provider Perspective

The view from an IT provider on how ancillary sales are impacting the industry

Chris Kroeger, Senior Vice President, Sabre Travel Network Marketing

12:00 – 13:00

Panel: Ancillaries Across the Value Chain

➤ What are the challenges, the cost implications and opportunities across the value chain?

➤ What is the latest on EMD deployment status?

➤ Should airlines remain with the direct channel for selling ancillaries?

➤ And how does this new approach to distribution support the airline's retail strategy?

Moderator :

Sebastien Touraine, Project Manager, e-Services, IATA

Panel:

Tony Berry, Director, HRG

Montie Brewer, Former CEO, Air Canada

Joelle Cuvelier, Director Product Management, Sabre

Onur Dedekoylu, Marketing Director, Pegasus Airlines

Marc Nasr, Managing Director, eCommerce | Marketing, United Airlines

Paul Tilstone, European Managing Director, GBTA

13:00 – 14:00

NETWORKING LUNCH

14:00 – 14:15

IATA Launches Direct Data Service

First ever market intelligence based upon both agency and direct sales.

Bryan Wilson, Project Director DDS, IATA

14:15 – 14:35

Keynote: The Conflict Between Ancillaries and Revenue Management

Peter Belobaba, Principal Research Scientist, Massachusetts Institute of Technology

14:35 – 15:30

Panel: How Do We Mix Apples And Oranges? Optimizing All Revenue Potential – Can It Be Done?

Airlines have invested millions of dollars in their revenue management systems to manage the sales of seats. But the value of an ancillary product is significantly different to that of a seat. How can airlines ensure they are making the right decisions?

Moderator: **Marc Rosenberg**, President, Marsalyn Creative

Panelists:

Peter Gabrielsson, VP Revenue Management, Finnair

Peter Belobaba, Principal Research Scientist, Massachusetts Institute of Technology

Jochen Schnadt, Commercial Director Monarch Airlines

Aidan Brogan, Chief Executive Officer, Datalex

Sachin Goel, Chief Executive Officer, Optiontown

Roberta Jacoby, President and Owner, Jacoby Advisors

15:30– 16:15

NETWORKING BREAK

16:15–17:00

Panel: Revenue Management: Where Do We Go From Here?

Revenue Management as we know it today is a science built on many proven and tested theories. As we move forward into a new world influenced by novel ways of revenue generation and new distribution technologies, what will the new model look like? What has experience taught us in the past that can help us shape the future of RM? We are asking experts to talk about their world in a new environment and to predict Revenue Management's future.

Moderator: **Marc Rosenberg**, President, Marsalyn Creative

Panel:

Dr. Karl Isler, Head of Revenue Management Strategy and OR, Swiss International Air Lines

Peter Belobaba, Principal Research Scientist, Massachusetts Institute of Technology

Stephen Beleliev, Head of Product Management Commercial Airline Solutions, LH Systems

Scott D. Nason, President - SDN TT&H Consulting, LLC

Surain Adyanthaya, Senior Vice President Product Management, PROS, Inc.

17:00 – 18:00

Panel: Loveless Triangle

To close the day we will gather a group of experts who will discuss the issues arising between GDS, Airlines and Travel Agents. This panel will cover topics such as access to passenger sales data, travel agencies' access to ancillary sales capabilities.

Moderator: **Gary Doernhoefer**, General Counsel, IATA

Panelists:

Jackson Pek, General Counsel, Amadeus

Jim Callaghan, General Counsel, Etihad, Airways

Jim Davidson, President and CEO, Farelogix

Christoph Klenner, Secretary General, ETCAA

Day 1 Tuesday | 16 October – Sponsored by Amadeus IT Group

14:00 – 14:35

An Overview of the Passenger Experience at the WPS

Self-managed travel has arrived: how the consumer is changing the face of airline and airport processes.

Paul Behan, Head, Passenger Experience, IATA

Andrew Price, Head, Baggage Services, IATA

14:35 – 15:35

Global Passenger Survey 2012 - The Results

In the summer of 2012, IATA surveyed nearly 3000 travelers across the globe. This session will go beyond the headlines of the survey to give full results and independent analysis of its fascinating conclusions.

Paul Behan, Head, Passenger Experience, IATA

Andrew Price, Head, Baggage Service, IATA

John Thomas, LEK Consulting

15:35 – 15:45

The Future Is No Longer What It Was

A window into the future

Patricia Simillon, Head of Airlines Operations Strategy, Amadeus

15:45 – 16:45

NETWORKING BREAK

16:45 – 17:45

BIP in Action

Learn how IATA has worked with over 200 airports around the world and identified and recommended solutions to address over 50% of the worldwide baggage mishandling. View a video of a typical bag journey through an airport. Take the BIP interactive quiz and win..!

Moderator:

Andrew Price, Head Baggage Services, IATA

Panelists:

Nick Morocco, Connections Manager, Star Alliance

David Hosford, Manager of Baggage Performance, Delta Air Lines

Rick Nagy, Manager –Ground Ops Product Development, Alaska Airlines

17:45 – 18:00

Middle East Aviation Face to Face

A one on one interview with Etihad on what's driving Middle East aviation

Paul Behan, Head, Passenger Experience, IATA

Lee Shave, VP Guest Experience, Etihad Airways

18:30 – 20:00

WELCOME RECEPTION - Sponsored by Panasonic Avionics Corporation

Day 2 Wednesday | 17 October- Sponsored by Amadeus IT Group

9:00 – 10:30

Passenger Experience: Get Ready

It's all about great preparation. How passengers can prepare for their journey to make the experience a better one. Learn how the industry is tackling challenges including passenger data, visas and baggage. Obtain insight into a possible future travel experience based on biometrics, and how the industry can learn from other sectors like banking or retail.

Keynote:

Stephan Copart, Project Manager, Fast Travel Program, IATA

Speakers:

Matthias Koch, Customer Ground Experience, Air France

Rob Broere, VP - IT PSS and Passenger Experience, Emirates

Tyler Craig, Vice President and General Manager, NCR Travel and Gaming

10:30 – 11:15

NETWORKING BREAK

11:15 – 12:15

Passenger Experience: Set

Security with shoes off, laptops out and liquids restrictions in place is proving to be the major airport bottleneck. See how the industry is tackling the issue today with the current checkpoint and what the Checkpoint of the Future will bring.

Moderator:

Paul Behan, Head, Passenger Experience, IATA

Speakers:

Lisa Angiolelli, Project Manager, Passenger Facilitation, IATA

Guido Peetermans, Project Manager, Checkpoint of the future, IATA

12:15 – 13:00

Passenger Experience: Go

How do you connect with your customer during their journey? What tools are needed to inform them of good news and bad? Learn the plans the industry has in place to be always connected to the traveller.

Speakers:

Stephan Copart, Project Manager, Fast Travel Program, IATA

Debbie Arnold, Director General, NFC Forum

13:00 – 14:00

NETWORKING LUNCH

Day 2 Wednesday | 17 October- Sponsored by Amadeus IT Group

14:00 – 14:45

Passenger Experience: Arrive

How passenger frustration on arrival can be reduced through leveraging identity management and new technology to expedite the immigration process. Plus, how to ensure passengers' bags arrive as quickly as possible

Moderator:

Lisa Angiolelli, Project Manager, Passenger Facilitation, IATA

Speakers:

Bert Wezenberg, Dep. Programme Director, Programme Identity Management and Immigration Ministry of the Interior and Kingdom Relations in the Netherlands

David Hosford, Manager of Baggage Performance, Delta Air Lines

14:45 – 15:45

Giving Passengers "Control" Of Their Baggage

Passengers are in charge, but how can airlines provide a sense of confidence and control to the passenger when it comes to their baggage? Hear how the baggage quality program provides tools and techniques to do this.

Moderator:

Andrew Price, Head of Baggage Services, IATA

Panelists:

Jim O'Neil, Manager, Baggage Services, Star Alliance

What has STAR done to improve efficiency and demonstrate confidence to the passenger?

Mark Van Gaalen, Baggage Strategic Advisor, Amsterdam Airport Schipol

The Amsterdam Airport Baggage Quality Program

Rob Broere, VP - IT PSS and Passenger Experience, Emirates

Future baggage products and opportunities

15:45 – 16:30

NETWORKING BREAK

16:30 – 17:30

Technology To Support Our Customers' Dream For Travel

Is current R&D meeting the customer demand for the future passenger experience? Hear the views from two leading technology suppliers on how to make an air traveler's dreams come true.

Moderator:

Paul Behan, Head, Passenger Experience, IATA

Panelists:

Patricia Simillon, Head of Airlines Operations Strategy, Amadeus

Jim Peters, CTO and Head of SITA Labs, SITA

17:30 – 18:15

Passenger Experience: The Customer's Own Vision

While industry stakeholders develop the tools to allow the traveller to self-manage, do we really know how these are impacting our customers? In this session, we will hear directly from a passenger what they think of the current experience and what they see as a vision for the future of air travel.

Moderator:

Paul Behan, Head, Passenger Experience, IATA

Panelists:

IATA Passenger Experience and Baggage Teams

Technology Providers (**Amadeus, SITA, NCR**)

Day 3 Thursday | 18 October

9:00 – 9:45

Panel: Deep Dive on the Middle East

The Middle East has become the most dynamic aviation region in the world. And the growth this region has experienced has come from carriers following various business models such as LCCs at one end of the spectrum and full service carriers with an exceptionally high quality product at the other end. This panel discussion will look at some of the reasons for the above average growth as well as the commercial success carriers in this region are enjoying. All aspects of the WPS can be discussed here, from revenue management and distribution, to merchandizing, and a top notch airport experience for the customer. How do they do it? Why can't other carriers follow suit?

Moderator:

Dr Majdi Sabri, Former Regional Vice President Middle East, IATA

Panelists:

Peter Baumgartner, Chief Commercial Officer, Etihad Airways

Mohammed A. Al Bulooki, Chief Commercial Officer, Abu Dhabi Airport Company

Glenn Morgan, Head Business Transformation, British Airways

9:45 – 10:30

Panel: What Are The Next Big Trends That Will Impact The Consumer?

The environment in which we operate is already undergoing significant change. But there is a lot more to come. This panel will open with two keynotes looking at how the business will engage with the customer in the future, and also how the consumer behavior will change.

Speakers:

Nawal Taneja, Professor Emeritus, Ohio State University

Nicola Simionato, General Manager EMEA & APAC, Google/ITA

10:30 – 11:15

NETWORKING BREAK

11:15 – 11:30

Keynote: The Role "We" Play In Driving Change

New technologies, new models, new processes Let's not forget the main drivers that make change happen: People and Leadership. IATA will provide the audience with a few hints and reminders in order to bring us back to the basics of change management

Speaker:

Ismail Albaidhani, Head, Global Partnership and Learning Innovation, IATA

11:30 – 12:30

StB Think Tank

The StB think tank will present on its work during 2012. It will reveal several new programs that will contribute to further transformation of the industry with the aim to come up with new, efficient ways of doing business and providing better service.

Moderator:

Eric Léopold, Director, Passenger, IATA

Panelists:

Matthias Koch, Director Customer Ground Experience, Air France - KLM

Todd Grace, Strategy Manager, Air New Zealand

Glenn Morgan, Head of Service Transformation, British Airways

Stephanie Yen, Manager Industry Affairs, Delta Air Lines

Rob Broere, Vice President IT – Passenger Services Systems & Passenger Experience, Emirates

12:30 – 13:00

Closing Session

Aleks Popovich, SVP, Industry Distribution and Financial Services, IATA

13:00 – 14:30

NETWORKING LUNCH - Sponsored by Optiontown & Amadeus IT Group

14:00 – 18:00

Passenger Claims Workshop

Most day-to-day passenger claims are not covered by insurance and airlines have to bear such costs directly themselves. A better knowledge of developments in the applicable legal regimes will allow airlines to improve the claims handling process. This will have a direct cost impact by helping airlines to defend against invalid claims while streamlining the processing of appropriate claims.

The objective of the workshop is to examine the various aspects of the handling of passenger claims:

- Flight Delay
- Cancellation
- Denied Boarding
- Personal Injury
- Lost and Delayed Baggage

The workshop will explore the different legal regimes that are applicable to the carriage of passengers, such as the Warsaw and Montreal Conventions, EU Regulation 261-2004 and other passenger rights regimes around the world. A “Judges’ Bench” session where experts will analyse specific case studies submitted by delegates, and a session on customer relations issues to look at best practices in claims handling.

Seminar on

Post-Sale Ancillary Revenues

Oct 18, 12:30-18:00

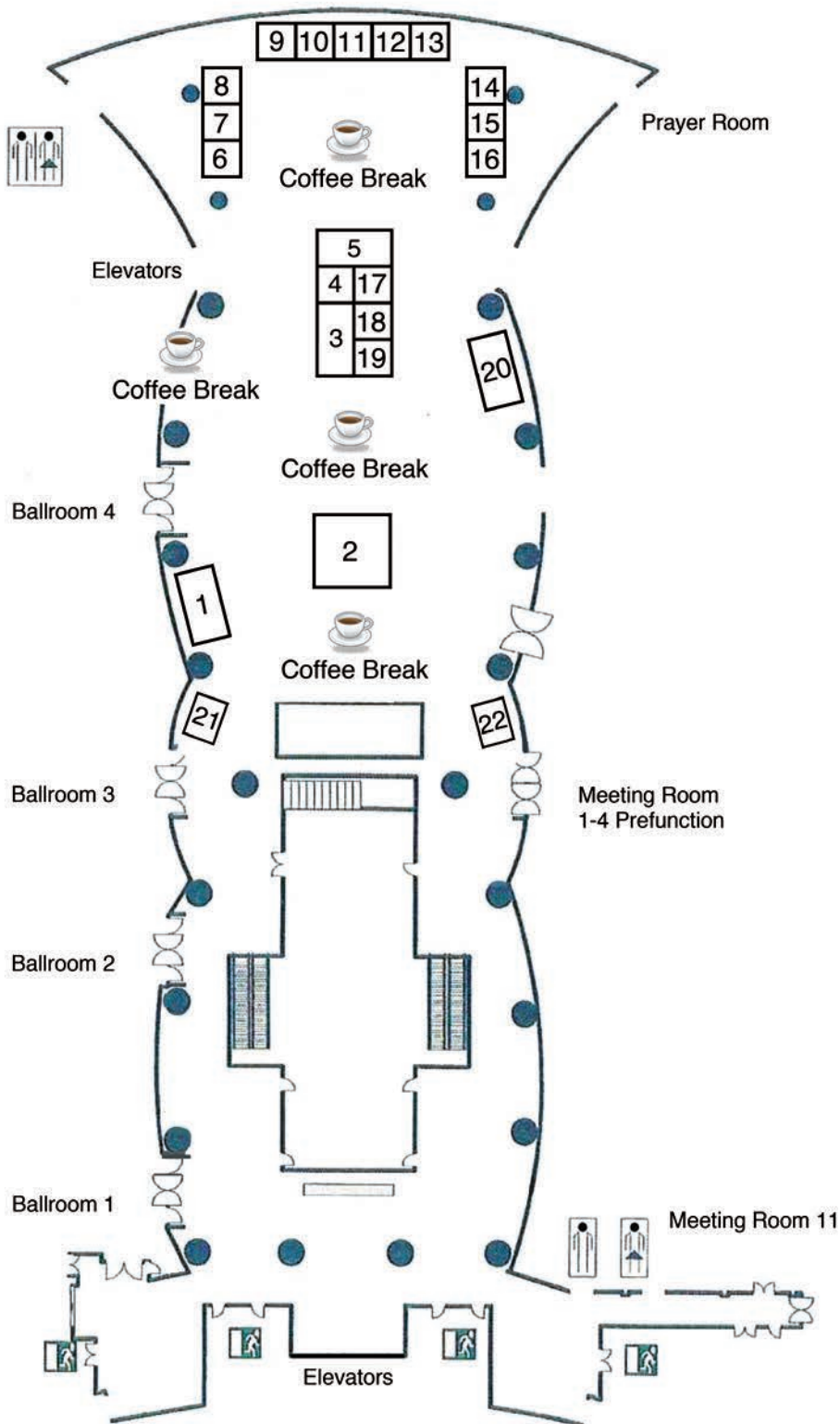


Discover how patented technology developed from MIT science can help your airline to successfully sell Dynamic Travel Options and generate 5-7% of incremental revenues – without cash investment or complex IT work.

Visit booth 18 at the WPS exhibition area.



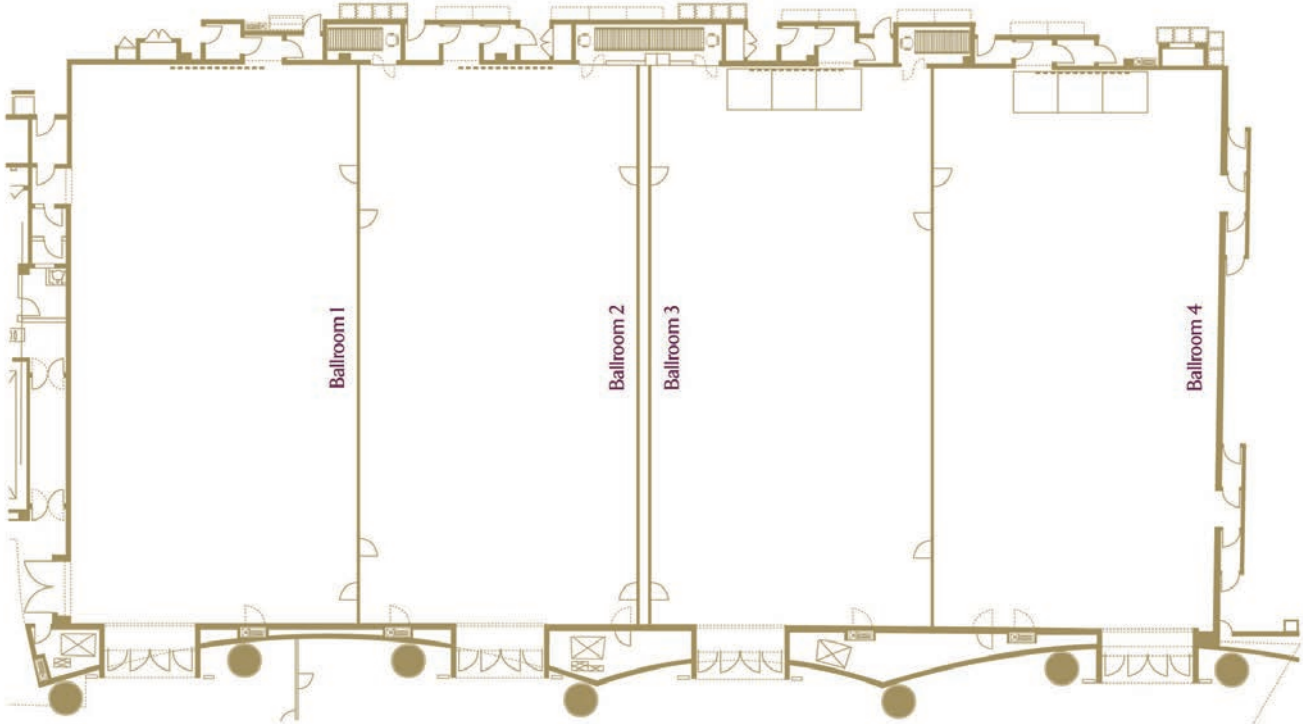
Exhibitors



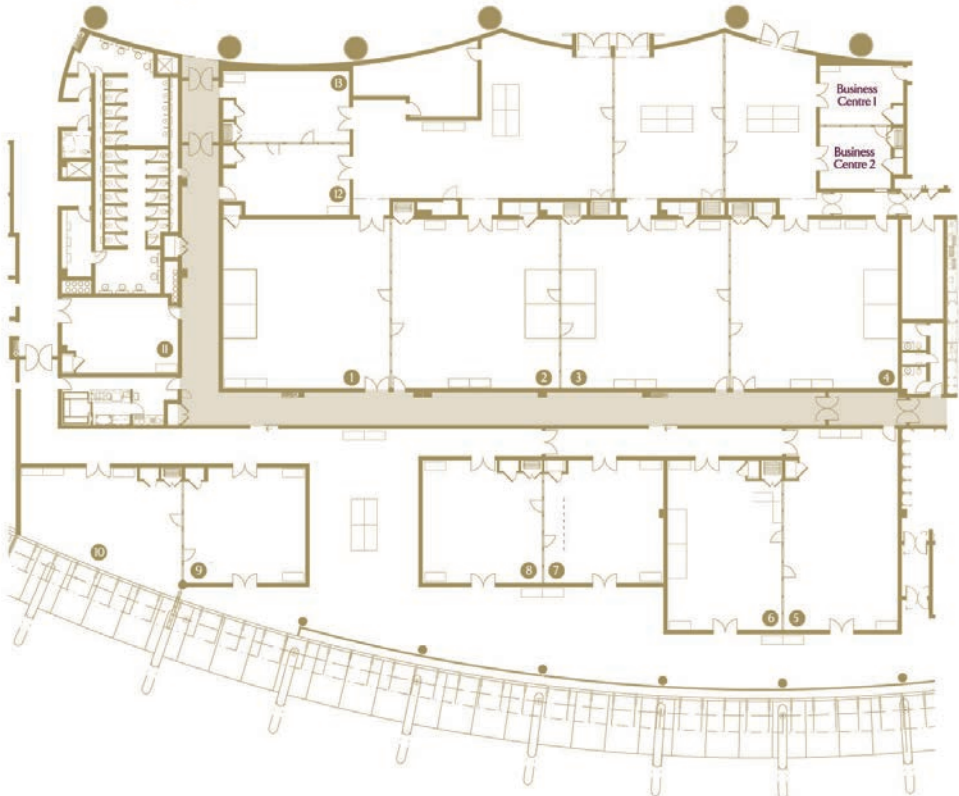
Company	Booth Number
15Below Ltd.	4
Amadeus IT Group	20
Datalex	19
Etihad Airways	2
HomingPIN	14
IATA	7
INDRA	10
Infare Solution	6
Kaba Gallenschütz GmbH	9
Lufthansa Systems AG	17
mercator	13
Mobile Travel Technology	21
NCR Corporation	15
Optiontown	18
Panasonic Avionics Corporation	1
PROS, Inc.	8
QL2 Software LLC	12
Radixx International	22
Sabre Airline Solutions	3
SITA	5
UATP	11
WNS Global Services (P) Ltd.	16

Hotel Floor Plans

Podium Level 4-Ballroom



Podium Level 4-Meeting Rooms





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PROFITS SOAR BY \$120 MILLION.
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Amadeus is a leading transaction processor and provider of advanced technology solutions for the global travel and tourism industry. The group operates a transaction-based business model, processing more than 947 million billable travel transactions in 2011.

Amadeus has central sites in Madrid (corporate headquarters), Nice (development) and Erding (operations – data processing centre) and regional offices in Miami, Buenos Aires, Bangkok and Dubai. At a market level, Amadeus maintains customer operations through 73 local Amadeus Commercial Organisations covering 195 countries.

The Amadeus group employs 10,000 people worldwide, with 123 nationalities represented at the central offices.

Find out more at www.amadeus.com.



Datalex is a leading provider of travel distribution software and solutions which enable global travel industry suppliers and distributors to deliver increased content and choice to their customers across multiple sales channels, while enabling significant reductions in distribution costs. Datalex customers represent the elite of the travel industry and include Air China, United Airlines, Delta Air Lines, Frontier Airlines, Aer Lingus, Philippine Airlines, Air Malta, STA Travel, South African Airways, Air Pacific and Copa Airlines.

Founded in 1985, the company is headquartered in Dublin, Ireland, and maintains offices across Europe, the USA and Asia-Pacific. Visit www.datalex.com



Etihad Airways, the national airline of the United Arab Emirates, has in just eight years established itself as the world's leading airline. "Etihad" is the Arabic word for "union". Set up by Royal (Amiri) Decree in July 2003, Etihad commenced commercial operations in November, 2003, and has gone on to become the fastest growing airline in the history of commercial aviation.

Abu Dhabi, the capital of the United Arab Emirates, is the airline's hub. Etihad's fleet of 66 aircraft operates more than 1000 flights per week, serving an international network of 84 passenger and cargo destinations in the Middle East, Africa, Europe, Asia, Australia and North America. Etihad Airways also owns nearly 30 percent of airberlin, Europe's sixth largest carrier and 40 percent of Air Seychelles.

The airline seeks to reflect the best of Arabian hospitality – cultured, considerate, warm and generous – as well as enhance the prestige of Abu Dhabi as a centre of hospitality between East and West. Etihad Airways has received a range of awards that reflect its position as the leading premium airline brand in the world, including 'World's Leading Airline' at the World Travel Awards in 2009, 2010 and 2011.

Sponsors



HomingPIN will increase your profit and improve customer relationships. Isn't that why you came?

HomingPIN reduces the cost and complexity of baggage repatriation, and improves customer relationships through improved communication. Passengers simply attach tags to their baggage and text the serial number of each tag to us. If it's reported as found using the new UIS field (or online), a text is sent to the passenger saying where their bag is and what to do. The tag provides 100% match between OHD and AHL so repatriation is faster (thus cheaper) and your customers will love you for that.



INFARE Solutions is the leading provider of competitive airfare data to the airline industry. Combining "intelligent searching" with comparative analysis, Infare provides competitive insights far beyond simple fare comparison. Some examples are:

Fare availability by flight number by day-of-week

- Advance purchase requirements based on observation, not fare rules
- Competitor fare steering strategies
- Competitor schedule changes

Users can access competitor fare information through Infare's web-based application or it can be automatically fed into existing RM, pricing, or business intelligence applications.



L.E.K. is a global strategy consulting firm with offices across Europe, the Americas and Asia-Pacific. We counsel our clients on their key strategic issues, leveraging our deep industry expertise and using analytical rigour to help them make informed decisions more quickly and solve their toughest and most critical business problems. We are the leading strategic advisor to the airline industry, combining deep global market and industry insight with local experience in each region to help clients address challenges, forge new opportunities and create value across their entire operations.



NCR, the global leader in multi-channel consumer self-service solutions, is helping airlines, airports, hotels, car rental agencies and other travel providers transform the travel experience for their customers at home, en route and once they reach their destination. We are redefining how travel providers interact with their customers throughout the journey, applying our retail, financial and hospitality expertise to further drive revenue, efficiency and loyalty. Visit ncr.com/travel to learn how we can help you design, deliver and support a self-service strategy that meets the needs of tomorrow's traveler.

September 13, 2023

Symposium NEWS

HomingPIN saved the Travel Industry \$1 Billion in 2022!

Mishandled bags cost airline industry 25% of profits just a decade ago

Mishandled bags cost the travel industry \$2.6Bn in 2012. To put that in proportion, total airline profits in the same year were £7.9Bn, so mishandled bags cost the airlines a shocking 25% of profits. Something had to happen...

Along came HomingPIN. Its difficult to believe that they started just 10 years ago, near London in Adidasland (previously called England before President Boris Johnson's sponsorship deal). Its aims were to attack the outrageous waste of money the industry lost in mishandled and lost baggage, and help passengers get mishandled bags back far more quickly than before.

Simple solutions often work best

The HomingPIN solution uses tags with a unique serial number. To activate the tags, passengers simply text the serial number to the short code provided. No complex registration online, or forms to fill out. HomingPIN thus could communicate with the owner of every tag (and thus bag) by text. It also meant that there is a unique identifier on baggage - removing the need for complex 'matching' that wasted time and effort in lost luggage departments throughout the world.

Now, when a bag is lost, the finder (i.e. lost luggage department at the receiving airport) puts the serial number (ID UIS) onto the report screen (OHD). That provides 100% matching to the owner and automatically sends the information to HomingPIN. HomingPIN then automatically translates the information in the report into a text that is sent instantly to the owner. The owner is told where their bag is and how to be re-united with it. Indeed, if the bag took a shorter journey than intended, often the owner will be advised that it has been found even before they reach the baggage carousel at their destination!

Think global, act local

SITA and World Tracer have implemented

the UIS system that the clever people at HomingPIN pioneered in 2010. Effectively that means that all 2200 airports that use the World Tracer system to repatriate mishandled baggage can add a field onto their system for the HomingPIN codes. But its better than that - unlike ordinary existing systems any finder can go online, put in the code for the bag they've found and, just like an airport, they're instantly connected to the owner. So it works for anything, anywhere - on trains, in taxis, buses, ships, anywhere in the world.

But how did the Travel Industry save \$1Bn?

Each day that a bag is not returned to the passenger, principled airlines compensate passengers, and where a bag is lost in 2012 compensation ran up to circa. \$1200. Additionally and perhaps more importantly, mishandled baggage ruins the relationship between customer and airline. With nearly 1% of bags being mislaid per trip, that is perhaps the worst thing that an airline can do to its customer base, and a massive reason for passengers switching to alternative airlines. Relationship cost is not included in the \$2.6Bn cost of mishandled bags stated above.

The World Tracer matching system takes a range of matchable criteria ('black, small bag with zip' etc.) and progressively searches for a match between the lost bag report from the passenger, and the found bag reports from lost luggage departments. Where a bag's bar code tag is missing it can take several days to complete the process before the bag starts its journey back to the passenger, and in 2012 2.5% were lost permanently.

But with HomingPIN the tag code provides an instant 100% accurate match. And tells the owner where the bag is. So repatriation can happen more or less immediately the tag code is entered at each end. Keeping passengers informed, and getting their bags back much quicker means fewer nightmare stories and angry blogs.

The action that the travel industry took

To support the HomingPIN in 2013 the travel industry really made a fantastic effort:

- Airlines sold tags at every opportunity to their passengers - sending them out with tickets, selling them on websites, even attaching them to repatriated bags. They asked all handling agents to ensure that the UIS ID code identifier was added to the matching list on both the PIR and OHD screens so that an instant 100% match was achieved.
- Handling agents throughout the world trained their lost luggage staff to input the HomingPIN codes into the system as soon as a mishandled bag is reported or found.
- IATA re-issued the Baggage Identification Chart to show the UIS ID code (e.g. HomingPIN code) as an alternative to the outdated and unreliable matching process.
- The Matching Committee decided to recognise the UIS ID code (e.g. HomingPIN code) as providing an instant 100% match - which of course it does.
- Airports sold and distributed tags both land and airside, and on their websites.
- Travel agents sold HomingPIN tags instore, and through their websites.
- Travel insurance companies distributed tags and provided reduced rates for HomingPIN tag users (HomingPIN practically removed lost baggage claims).

By senior reporter Geddit Bak



NEW PALACE HOTEL OPENS
Buckingham Palace Hotel
is Latest and Greatest in London

*Win Luxury Dinner**

*Win a luxury evening with Prince Harry and Princess Katie Price-Windsor

**Travel
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Lost Property Back Fast

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Post-Sale Ancillary Revenues - Driven by Desire

Optiontown is the leader in Dynamic Travel Options. Patented post-sale revenue management and ancillary revenue technology is based on the principle of 'Concurrent Optimization', developed during research at the MIT Centre of Transportation & Logistics. Transport operators like airlines, railways, etc. can generate up to 5 - 7% incremental revenues without cash investment while enhancing utility and satisfaction for their customers. More than a dozen international airlines use the innovative suite of Dynamic Travel Options. Optiontown is headquartered in Massachusetts, USA and has offices in Europe, India and Malaysia.



Panasonic Avionics Corporation

For more than 30 years, Panasonic Avionics Corporation has strengthened the connection between the world's leading airlines and their passengers. In partnership with these airlines, Panasonic Avionics designs and implements breakthrough in-flight entertainment and connectivity (IFEC) solutions that engage and delight passengers. The company's solutions give airlines the power to increase the value of their brand, foster passenger loyalty, generate additional ancillary revenue, and reduce their operating costs, giving them a competitive advantage. With IFEC as its exclusive focus, Panasonic Avionics is recognized globally for its experience and leadership in product innovation and customization, system reliability, and customer care.



PROS (NYSE: PRO) is a leading provider of prescriptive pricing and revenue management software for companies in the manufacturing, distribution, services and travel industries. PROS gives customers far greater confidence and agility in their pricing strategies by providing data-driven insights into transaction profitability, by forecasting demand, by recommending optimal prices for each product and deal, and by streamlining pricing processes with enhanced controls and compliance. With more than \$460 billion in revenues under management, PROS has implemented more than 500 solutions in 54 countries. To learn more, visit <http://www.prospricing.com>.



Sabre Airline Solutions provides technology to the aviation industry. It operates the industry's largest Software-as-a-Solutions (SaaS) business, with its reservations system and operations software used by nearly 400 airlines and airports around the world. More than 360 million passengers are put on airplanes every year using Sabre technology.

Sabre Airline Solutions is part of Sabre Holdings, a global travel technology company serving the world's largest industry-travel and tourism. For more information please visit: www.sabreairlinesolutions.com.



SITA are the world's leading specialists in air transport communications and IT solutions. We deliver and manage business solutions for airlines, airports, GDSs, governments and other customers over the world's most extensive network, which forms the communications backbone of the global air transport industry.

Created and owned by the air transport community, SITA is the community's dedicated partner for information and communications technology. As a team of industry experts, our know-how is based on working with customers across the global air transport community. Almost every airline and airport in the world does business with SITA.

For further information go to www.sita.aero.



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At Panasonic Avionics, we combine IFE systems and broadband connectivity to create business platforms that maximize your bottom line.

From creating an immersive passenger experience, to providing advertisers, merchants and business partners new opportunities, to offering new ways to drive revenues, it's how we help you generate more value for your business.

At Panasonic, it's all about connecting the business and pleasure of flying.

Important Conference Information

Conference Venue

Jumeirah at Etihad Towers, with great views of the Arabian gulf and the Corniche, is part of a new iconic five-towers complex in the capital of the UAE.

Bordered by the sea on one side and the fashionable Corniche on the other, it is easily accessible from the airport and close to the city's shopping malls, the central business district and Ministries' area.

Registration Desk and Assistance

At any time during the conference you have questions or require any assistance, please visit the IATA World Passenger Registration Desk, located in the Jumeirah at Etihad Towers.

Monday, October 15 (Pre-Registration)

12:00 – 18:00 Foyer, Podium Level 3

Tuesday, October 16

08:00 – 18:00 Foyer, Podium Level 3

Wednesday, October 17

08:00 – 18:00 Foyer, Podium Level 3

Thursday, October 18

08:00 – 18:00 Foyer, Podium Level 3

Internet

Complimentary wifi internet will be available in the meeting rooms, public areas of the conference centre and sleeping rooms at the Jumeirah at Etihad Towers.

WPS Networking Functions

Day 1, Tuesday, 16 October

- 10:20 – 11:20 Networking Break
Sponsored by Infare Solutions A/S
- 13:00 – 14:00 Networking Lunch
Sponsored by Etihad Airways
- 15:45 – 16:45 Networking Break
- 18:00 – 19:30 Welcome Reception
Sponsored by Panasonic Avionics Corporation

Day 2, Wednesday, 17 October

- 10:30 – 11:15 Networking Break
- 13:00 – 14:00 Networking Lunch
- 15:45 – 16:30 Networking Break
- 19:00 – 23:00 Gala Dinner at Emirates Palace
Sponsored by Etihad Airways

Day 3, Thursday, 18 October

- 10:30 – 11:15 Networking Break
- 13:00 – 14:30 Networking Lunch
Sponsored by Optiontown & Amadeus IT Group



Gala Dinner Sponsored by Etihad Airways

19:00 - 23:00 at Emirates Palace

Prepare yourself for a memorable evening of fine dining and entertainment at the majestic Emirates Palace. A real iconic Abu Dhabi landmark, this luxurious hotel blends Arabian splendor with the latest technology to create a magical experience.

The evening's main entertainment will be The Bloomfields, winner of the 24th Aliw Awards Best Performer of the Year (2011) in a group category. The Bloomfields have been entertaining people, young and old alike, with good old '60s music.

It will be a night to remember. Additional details on dinner will be provided to delegates at the registration desk.



FREEDOM TO FLY



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