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Singapore > 10 - 14 October 2011
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Dear Colleague,

Welcome to the IATA World Passenger Symposium in Singapore, one of the fastest growing economies in the world and where IATA launched its Simplifying the Business program in 2004.

Our industry remains fragile. 2010 was the best year of the decade but still on unreasonably low margins. 2011 has tested us once more with more shocks: from disasters in Japan to unrest in the Middle East and oil reaching record highs.

For the first time, we are bringing together industry leaders, IATA experts and partners to set the direction for sustainable profitability while improving the customer experience, in line with IATA’s “Vision 2050”.

There will be a number of industry CEOs who will share their views on these challenging times.

The event will be structured around two themes:
- The “Profit Stream” will give us a unique insight into the revolution currently taking place in terms of distribution and ancillary sales with experts from all areas. It will also cover how the revenue management function is adapting to these changing times; and of course we will not forget to share views about how social media is influencing travel purchases.
- The “Customer Stream” will follow and we will share views on the changes currently taking place around the Passenger Experience and the revolutions that lie ahead of us. Experience walking through security without stopping! Understand the impact of bags having a unique permanent identification...

The conference will close with the views from the IATA Simplifying the Business Think Tank, which will share the top priorities that will radically change the way we do business over the next decade.

My team and I look forward to meeting with you in Singapore. 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 contacts.

With warm regards,

Eric Léopold

Director, Passenger
IATA
Keynote Speakers and CEOs

Dr. Peter P. Belobaba, Massachusetts Institute of Technology (MIT)

Peter P. Belobaba is Principal Research Scientist at the Massachusetts Institute of Technology (MIT), where he teaches graduate courses on The Airline Industry and Airline Management. He is Program Manager of MIT’s Global Airline Industry Program and Director of the PODS Revenue Management Research Consortium. Dr. Belobaba holds a Master of Science in Transportation and a Ph.D. in Flight Transportation Systems from MIT. He is lead author and editor of the recently released book, The Global Airline Industry.

Dr. Belobaba has been involved in research related to airline economics, pricing, competition and revenue management since 1985. He has worked as a consultant on the development and implementation of revenue management systems at over forty airlines and other companies worldwide. He has also published articles dealing with pricing, revenue management and airline competition in Airline Business, Operations Research, Transportation Science, Journal of Revenue and Pricing Management, Transportation Research and the Journal of Air Transport Management.

Montie Brewer, Air Canada from 2004 - 2009

Montie Brewer was President & CEO of Air Canada from December 2004 till April of 2009. Under Mr. Brewer’s leadership, Air Canada became an industry innovator in pricing, sales, distribution and onboard product.

Mr. Brewer joined Air Canada in April 2002 as Executive Vice President, Commercial. An industry veteran, Mr. Brewer has held senior positions at United Airlines, Northwest Airlines, Republic Airlines, Braniff and Trans World Airlines. He has planned and developed over 20 hub operations worldwide, managed low cost airline operations as President of United Shuttle and successfully restructured the route networks of three carriers.

While at United Airlines, Mr. Brewer acted as a key negotiator in the founding of Star Alliance, of which Air Canada was also a founding member.

Mr. Brewer is a Member of the Board of Allegiant Travel Company and Aer Lingus and is also Vice-Chair of the Canadian Tourism Commission.

Lars Denlew, Gulf Air

Lars Denlew spent almost 20 years at various positions with Scandinavian Airlines, SAS. SwissAir Group, EDS and Internet Service Providers, mainly within Product Development and IT.

In Gulf Air I have had the responsibility of Distribution and e-Commerce Strategy with the ultimate goal to significantly reduce cost of sales and improve the way Gulf Air do business with Travel Agencies, Partners and Direct to customers. In the current role I lead the team of marketing, PR, Product and Loyalty.

Rob Fyfe, Air New Zealand

Rob Fyfe has held the role of Chief Executive Officer of Air New Zealand since October 2005.

Since that time the airline has consolidated its strong financial position, undertaken a significant fleet and route expansion and been recognized by numerous international awards, particularly for its uniquely Kiwi experience and pursuit of delivering customers inspiring journeys.

Prior to joining Air New Zealand in 2003 where he has also held the roles of Group General Manager Airlines and Chief Information Officer Mr Fyfe held senior roles globally. These include roles with National Australia Bank, Telecom NZ, Bank of New Zealand and ITV Group in the UK.

He began his career as an engineer with the Royal New Zealand Airforce and is married with two children.
Keynote Speakers and CEOs

**Paul Griffiths, Dubai Airports**

Paul Griffiths is Chief Executive Officer of Dubai Airports, with the responsibility for the operation and development of Dubai International as well as the upcoming Dubai World Central – Al Maktoum International, which will be the world’s largest airport with a capacity to handle 120 million passengers annually.

Prior to moving to Dubai in October 2007, Paul was Managing Director of London’s Gatwick Airport, the second largest airport in the UK and the 6th largest international airport in the world.

Before joining airport operator BAA in 2004, he spent 14 years with the Virgin Group, working closely with Sir Richard Branson as a Board Director of the Virgin Travel Group, embracing the commercial activities of both Virgin Atlantic Airways and Virgin Trains. Prior to this, in the 1980s, he spent four years in Hong Kong developing the marketing, commercial planning and technology functions for the then start-up airline Dragonair.

Paul is married to Joanna and has three children between the ages of 4 and 17.

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**Damien Horth, UBS Securities Asia**

Damien Horth is head of Asian & Japan research at UBS Securities Asia a role he has held since late 2010. Previously, he was head of Japan research and led the Japan team to top 3 rankings in the Institutional Investor, Greenwich and Extel surveys. Prior to moving into research management, he was Head of Asian Transport research and the global coordinator for transport sector.

Damien moved to Asia in June 2005 and before that he was a key member of UBS’s number 1 rated European transport team (focused on covering the European airlines). He led the Asian team to a #1 ranking in the Institutional Investor survey within six months of his arrival and the team achieved a #1 ranking in a number of investor surveys between 2008 and 2010 (including Asiamoney and Institutional Investor).

Damien joined UBS from ABN AMRO in 2002. His experience in the equities research stretches back 20 years. He started his career in Australia, where he covered the local transport sector for both ABN AMRO and BT Alex Brown. He holds a Bachelor of Commerce (finance and accounting) degree from the University Of New England, Australia.

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**Garry Kingshott, Cebu Pacific**

Educated in Adelaide, South Australia and the Wharton Business School, Garry is an experienced Senior Executive and Company Director. He has achieved strategic and financial objectives by providing strong leadership and developing sound customer based strategic plans in a variety of businesses in different parts of the world. A successful change agent, he has managed a number of business turnarounds and organizational wide change programs to achieve sustainable business improvements. He was involved in sales and marketing from 1974 to 1990, having worked with Johnson and Johnson Pty Ltd, Safcol Holdings Limited, Young and Rubican and South Australian Brewing Company Ltd., he moved to Ansett Australia Ltd. where he worked his way up from Director-Marketing to Chief Executive Officer from 1990 to 2001. He was asked to join Jet Airways as Chief Commercial Officer in 2006 and was later named Chief Executive Officer of Jet Lite (India) Ltd. in 2007. He joined Cebu Pacific Air as Chief Executive Adviser in May of 2008.
Keynote Speakers and CEOs

**Marc Rosenberg, Marsalyn Creative**
Marc Rosenberg is a strategic advisor and consultant to numerous stakeholders in the travel industry with a focus on airline distribution strategy as well as channel management revenue acquisition.

Previously, Marc was Vice President Sales and Product Distribution for Air Canada a position he retired from in the Fall of 2008.

Marc also held numerous positions including President and CEO, Galileo Canada, Chairman of the Board, Galileo Canada, Director, Apollo Travel Services, Galileo International, and Galileo Japan. He also served on the Board of the Airline Reporting Committee, was President and CEO Air Canada Vacations, and chair of various marketing boards for the Canadian Tourism Commission.

In his sales portfolio Marc created and managed Air Canada’s integrated Passenger Sales functions including Agency Sales, Corporate Sales, Leisure Sales, Area Sales, Multi-National Sales and Sales Development & Support.

**Emersyah Satar, Garuda Indonesia**

Appointed as President & CEO of Garuda Indonesia since 2005. Previously assumed various key managerial positions at Citibank NA., Jakarta, Jan Darmadi Group, Niaga Factoring Corporations and Niaga Finance in Hongkong. He first joined Garuda Indonesia in 1998 as an EVP Finance, overlooking the Company’s entire financial restructuring process, Emirsyah Satar left the Company in 2003 and was appointed as Deputy CEO of Bank Danamon, before rejoining Garuda Indonesia as President & CEO.

Emirsyah Satar has a Degree in Accounting from Universitas Indonesia and finished diploma programs at Sorbonne University in Paris.

**Tan Sri Bashir Ahmad Abdul Majid, Malaysia Airports**

Tan Sri Bashir Ahmad, aged 62 and a Malaysian is the Managing Director/CEO of Malaysia Airports Holdings Berhad since 2003. Malaysia Airports is a public listed company and operates KL International Airport and 38 other airports in Malaysia.

He began his career with Malaysia Airlines, the National carrier of Malaysia. He held various senior positions in Malaysia Airlines during the 29 years of service. From Management trainee he rose up the ranks to become Director of Corporate Planning, Senior Vice-President of Commercial and Executive Vice-President of the airline.

In 2001 Tan Sri Bashir was appointed as the Aviation Advisor of the Ministry of Transport Malaysia and he held the position until he became the CEO of Malaysia Airports.

Apart from Malaysia Airports Main Board and Committees, he also sits on the Boards of Hyderabad International Airport, Delhi International Airport and Sabiha Gokcen International Airport Istanbul, Turkey.

Tan Sri Bashir, in his course of work has been a member of Industry Affairs Committee of IATA, Committee member of AAPA, Board member of ASEAN Tourism Association, member of British/Malaysia Business Council, Board member of Malaysian Tourism Promotion Board and Vice president of Malaysian Hockey Federation. He is the President of ACI Asia-Pacific Region and sits on the Executive Committee of the World Governing Board of ACI.
Jayson Westbury, Australian Federation of Travel Agents (AFTA)
Jayson Westbury has been the Chief Executive of the Australian Federation of Travel Agents (AFTA) since 2009.

With over 20 years of experience in the hotel/tourism/hospitality industry, Jayson has a track record in leading successful organisations. While his formal training and background comes from the 5 star hotel industry his experience has included working for hotel technology companies, hotel labour service provider companies, and more recently he was the CEO of a Corporate Travel and Business Events management company in Australia.

With a keen interest in politics, Jayson’s background also extends to industry associations and lobby groups and he has been involved at both a state and federal level negotiating with governments and other authorities on a range of legislation and policies. He has served in management and policy positions and at board level of various industry associations over the past 17 years.

Jayson is the current Treasurer of the World Travel Agents Association Alliance (WTAAA) and a serving board member. WTAAA includes within its members countries; Australia, United States of America, Canada, South Africa, India, New Zealand and Europe. Jayson also serves as a member of the Passenger Agency Program Global Joint Council (PAPGJC) as an agent delegate, the important dialog platform of the IATA agency program.

Mak Swee Wah, Singapore Airlines
Mr Mak joined Singapore Airlines in 1983 as Tariffs Systems Executive and has held senior management positions in Singapore as well as overseas.

Among the overseas stints, Mr Mak served as Sales Manager Indonesia in 1989 and General Manager Italy in 1990. He returned to Singapore in 1992 and served as Manager Market Planning & Projects. In 1993, he was appointed Area Manager Singapore and became General Manager SilkAir in 1997.

Mr Mak was posted to Sydney as Senior Vice-President South West Pacific on 19 October 2000 and returned to Head Office as Senior Vice-President Marketing in February 2004. He became Senior Vice-President Planning on 19 April 2004 and was promoted to Executive Vice-President for Operations and Services on 1 January 2008. On 1 February 2011 he was appointed Executive Vice-President Commercial and took charge of all commercial areas, including marketing, sales, product development and customer service.

Mr Mak is Chairman of SilkAir.

Jay Sorensen, Ideaworks
Jay Sorensen’s research and reports have made him a leading authority on frequent flier program development and the ancillary revenue movement. His published works are relied upon by airline executives throughout the world. The 2010 Guide to Ancillary Revenue was the third edition of this popular report; it is regarded as a global resource on the topic of a la carte pricing. IdeaWorks also published its first Guide to Loyalty Marketing in 2010. Mr. Sorensen is a veteran management professional with 27 years experience in product, partnership, and marketing development. As president of the IdeaWorks consulting firm, he has enhanced the generation of airline revenue, started loyalty programs and co-branded credit cards, developed products in the service sector, and helped start airlines and other travel companies. His career includes 13 years at Midwest Airlines where he was responsible for marketing, sales, customer service, product development, operations, planning, financial analysis and budgeting. His favorite activities are hiking, exploring and camping in US national parks with his family.
Chris Tarry, CTAIRA

Chris Tarry established CTAIRA in December 2002 to provide research, consulting services and advice on and to the transport and aviation industries in the areas of business planning, including strategy and strategic development; industry and market forecasting and performance measurement and evaluation. These services are provided to a broad and still growing spectrum of clients from amongst: airlines, manufacturing companies, airport owners, government bodies and banks and other financial institutions, covering a wide range of strategic, financial and market related issues. He is and has been an advisor to government departments and the UK Parliament on aviation issues including the review of air transport arrangements for the Royal Family and senior Government ministers; he was a member of the UK CAA’s advisory group in respect of the charging regime for the UK’s regulated airports.

Aaron Heslehurst, BBC

Aaron joined the BBC in February 2002. He has since covered some of the world’s major news events. He currently continues covering the global credit crisis and subsequent global economic recession across all of the BBC television news outlets including: the acclaimed BBC Breakfast program, the BBC News channel and BBC World News TV. Aaron has interviewed some of the world’s biggest corporate leaders, as well as members of the World Bank, the International Monetary Fund (IMF), the European Union and the World Trade Organisation. An area in which Aaron is particularly interested is the global aviation and airline industry which he covers for the BBC’s Business Travel program. He has interviewed the heads of almost every major airline in the world, including the leaders of the airline governing bodies.

After graduating Magna Cum Laude from University in the USA, Aaron began his journalistic career as a news reporter for Prime Television/Seven Network in Sydney and Canberra. A landmark in the initial stage of his career was the recognition of his work and a prestigious award by the Australian National Press Club. Following his work in Australia, Aaron was appointed European Bureau Chief in London for Paramount Picture’s Real TV News and then as a senior news anchor with CNBC/NBC Nordic. Aaron’s work has taken him all over the world and he has lived in several cities including Manila, San Francisco, Paris and Copenhagen.

Yanik Hoyles, IATA

Yanik Hoyles joined IATA in May 2011 as Head, Business Development, Passenger. His role is to drive the innovation cycle and he is accountable for leading and coordinating the development of new solutions and new industry services.

He has over 20 years’ experience in the travel industry, most of which at British Airways, and has lived in several European countries as well as the US. He is currently based in Geneva, Switzerland.

Yanik began his career at TAT European Airlines as sales representative, based in France. He joined British Airways France in 1994 and then quickly moved to their head office where he held senior positions in the Revenue Management department looking after Pricing and Inventory across Europe and the Americas. From 1999 to 2009 he held several positions as Area Commercial Manager for British Airways, covering all Sales and Marketing activities across Nordics, East Europe & Mediterranean and finally North and West Europe based in Paris. During this period he engaged in revenue growth activities as well as cost reduction strategies e.g.: call center consolidation, channel segmentation, organization redesign etc … In 2009 he returned to the UK where he headed the Catering and Supply Chain contract management team and his last position at British Airways was Head of Worldwide Catering, based in London.
Rob Broere, Emirates

Rob Broere, who originates from the Netherlands, started his career in 1981 at KLM working on the IT side of the RES/DCS system. He has always been involved in the core airline systems and during his career of over 30 years supported many airlines across the world with their systems. He joined Emirates in 1995 and is as Vice President IT – Passenger Services Systems & Passenger Experience, responsible for the running and expanding the Passenger systems and driving forward the customer experience from an IT point of view. He combines his knowledge of the Airline Industry with the knowledge of what IT can do and uses that to support the airline driving forward the customer experience. In 2010 he joined the IATA StB Steering Group and was appointed Chairman of both the Steering Group and IATA StB Think Tank with as aim driving forwards the industry.

Tony Berry, Hogg Robinson Group

Tony Berry joined HRG in 1999 as Director of Product Management; was Operations Director, EMEA, and was appointed Industry and Fare Distribution Director in 2007.

His career in the travel industry started in 1979 when he joined Gulf Air, holding operational and sales roles in the UK and Middle East; followed by appointments with Amadeus in France and Hertz Europe in the UK and US. In his current role Tony has responsibility for airfare distribution and supplier development and works with relevant trade bodies, lobby groups, regulators and industry influencers, to help shape the worldwide corporate travel industry

Chris Amenechi, United Airlines

Chris Amenechi is a 17-year veteran of the new United Airlines. In his current role as the VP of E-Commerce and Merchandising, he is responsible for leading, developing, and managing United's e-commerce platforms, direct to consumer, and ancillary revenue business. He brings a wealth of revenue generation and innovation leadership experience from previous roles at the Continental Airlines subsidiary.

Chris started his airline career with the Continental Airlines subsidiary in 1993 as a Senior Analyst in the Domestic Revenue Management group. He became the Director of Pricing and Revenue Management of Continental Micronesia in 1997 based in Guam and then moved to Tokyo to assume the position of Director of Asia-Pacific Pricing and Revenue Management and Reservations in 1998. In 2001, he became the Managing Director of Asia-Pacific Pricing and Revenue Management based in Houston. In 2003, his role expanded to include all International Revenue Management. In 2004, he led the efforts to introduce Africa to Continental Airlines as the MD of Nigeria/Africa based in Lagos. He returned to Houston to focus on International E-commerce and Distribution in 2005. He went on to establish and lead the Merchandising and E-Commerce practice until the merger.

Surain Adyanthaya, Pros Pricing

Surain Adyanthaya joined PROS in 1993. He is responsible for the Product Management and Marketing of PROS Transportation software products. He has worked closely with various customers in multiple industries in the development of pricing and revenue optimization solutions that address their business challenges.

Since joining PROS, he has served in numerous positions in product development and strategic business planning; including serving as Senior Vice President Strategic Business Development, where he was responsible for pursuing business opportunities in new industries and fostering strategic alliances. He has also served as Senior Vice President Software Development, responsible for the development of all software products at PROS. He has presented pricing and revenue optimization concepts and strategies at global industry conferences, and has had articles published in widely distributed trade journals.

Surain received a Bachelor of Science degree in Mechanical Engineering (highest honors) from the University of Houston and a Masters of Science in Operations Research from Stanford University.
Darren Carbine, ZUJI APAC

Darren is the Operations Director for ZUJI APAC, responsible for the regional delivery of Customer Service for ZUJI and for the Flights line of business, based in Sydney, Australia.

Darren started his travel career at Dial-A-Flight, the UK’s largest independent travel company, in 1997 as a Travel Consultant and Sales Trainer, where he worked for 4 and a half years, before leaving to travel and see the world. After travelling extensively through Europe, Asia and the Pacific throughout 2001/2002, Darren arrived in Australia. Darren then worked from 2002-2008 for Best Flights - including as a Sales Manager, Head of E-Commerce and ultimately as General Manager. Darren helped in taking Best Flights from a fledging business to one of the top 3 online companies in Australia with key responsibilities in growing and managing the sales team to begin. He then moved on to developing, delivering and maintaining the Best Flights booking engine and entire e-commerce platform in close partnership with Stella Travel Services both nationally and internationally, before finally taking overall responsibility for the entire Best Flights business and staff.

John Chapman, Amadeus Asia

John first joined Amadeus in 2006 and was appointed Vice President for the Airline Group in 2009. Prior to this assignment, he held roles focusing on sales of Amadeus’ IT suite.

Based at the Amadeus Asia Pacific Regional Headquarters in Bangkok, he has overall responsibility for all of Amadeus’ airline business in the region, including both its Global Distribution System services, and its Airline IT product portfolio, namely the Altéa Customer Management System and Amadeus’ highly successful suite of e-commerce solutions.

Prior to joining Amadeus, John held senior sales positions with another airline technology and consulting services provider, focused on reservations, departure control, e-Commerce and loyalty solutions for carriers in the Asia Pacific region.

John’s extensive experience in both airline technology and travel distribution, together with many years of focus on the Asia Pacific marketplace, enables him to show airlines how Amadeus’ unique IT solutions can help them to achieve their business objectives now and in the future.

Susanne Dahlberg, SAS

Susanne Dahlberg, born in Stockholm 1959, has been working for SAS since 2005, covering a variety of positions within the company, such as Head of Commercial SAS Sweden, Head of Sales SAS Sweden, Head of Revenue Management SAS Global and Head of Commerce & Distribution SAS Global.

In late 2010 she was appointed President SAS Ground Services Sweden AB and Station Manager at Arlanda International Airport, with responsibility for all SAS’ ground activities at the airport as well as ground handling of the STAR Alliance carriers and other contracted carriers.

Guy Doron, ICTS Europe System

Guy Doron as Head of Sales and business development of ICTS Europe Systems is responsible for our flagship product SmartQ. Prior to joining ICTS he spent many years in the operational side of aviation security.
Christian Herzog, Air France

Born in 1956, Christian Herzog is a graduate of the HEC School of Management. He began his career at Air France in 1982 where he successively held the positions of Product Manager for Domestic Routes, Sales Manager for the Central France District, Sales and Marketing Manager for UK and Ireland, Principal Private Secretary to the Air France Chairman, General Manager for the Benelux and Commercial Vice President for Europe.

Appointed Vice President for International Commercial Affairs in 1998, he was in charge of International Sales, Keys Accounts, Distribution and Commercial Coordination with SkyTeam partners and Commercial Projects on the internet. Appointed General Manager UK and Ireland in 2002, then Senior Vice President for the Americas in 2003, he has been Senior Vice President Marketing, Air France KLM since September 2010.

Christian Herzog has also been a member of Air France’s Management Board since 1998.

Otto Gergye, Malev

Otto Gergye started his carrier in his native Australia as a travel consultant 15 years ago, and since then has amassed considerable experience in the international aviation industry. Otto is currently the Chief Commercial Officer at MALEV Hungarian Airlines. Previous to this he was Sales Manager at British Airways, where he was responsible for the German, Austrian and Swiss markets.

Other roles in the past have included being Sales and Account Manager at American Express in Budapest as well as Sales & Account Manager at KLM Royal Dutch Airlines based in Sydney Otto also spent some years in China building up the corporate arm of the highly successful Australian Flight Centre group (FCM) as Director of Sales China and Hong Kong. He also worked as Global Key Account manager at Amadeus Airline Business Group, first in Madrid and later in Frankfurt.

Besides his native English and Hungarian he also speaks fluent German. Otto Gergye holds an MBA from the OU Business School in the UK.

Sachin Goel, Optiontown

Sachin Goel is the Founder & CEO of Optiontown, a pioneer in the world of dynamic travel options. Optiontown has developed ground-breaking patented post-ticket-purchase technologies based on the principle of concurrent optimization. Without investment or launching IT infrastructure, airlines can generate up to 5-7% incremental revenues, while enhancing utility for their customers. The Optiontown product portfolio includes Upgrade Travel Option (UTO) and Flexibility Reward Option (FRO). Mr. Goel has extensive experience in optimization software & management consulting; he is the chief architect of the Optiontown technologies, which are based on research on mass optimization and collaboration at the Center of Transportation Studies at MIT (Massachusetts Institute of Technology), Boston. He holds a Masters in Supply Chain Management from MIT and has done his Bachelors in Engineering from Indian Institute of Technology (IIT), India. Optiontown is head-quartered in Boston, Massachusetts and operates branches in Canada, India and Europe.

Todd Grace, Air New Zealand Ltd

Todd Grace is currently working as a Strategy Manager in the area of Strategic Development at Air New Zealand. His role focuses on our airport business, in particular operations, service development and airport company commercial relationships.

He is responsible for identifying areas for creating value in airports through effective use of technology, strategic partnerships and improved operating and customer service processes. It also focuses on managing the commercial relationship between the airline and the airports and inputting into the charging process as required by legislation.

The role entails delivering travel solutions for our customers, and developing a suite of innovative products and services based on our customer’s needs. This has seen the development and implementation of Air New Zealand’s self service product for New Zealand airports including the use of mobile and NFC technology.

Christian Herzog, Air France

Born in 1956, Christian Herzog is a graduate of the HEC School of Management. He began his career at Air France in 1982 where he successively held the positions of Product Manager for Domestic Routes, Sales Manager for the Central France District, Sales and Marketing Manager for UK and Ireland, Principal Private Secretary to the Air France Chairman, General Manager for the Benelux and Commercial Vice President for Europe.

Appointed Vice President for International Commercial Affairs in 1998, he was in charge of International Sales, Keys Accounts, Distribution and Commercial Coordination with SkyTeam partners and Commercial Projects on the internet. Appointed General Manager UK and Ireland in 2002, then Senior Vice President for the Americas in 2003, he has been Senior Vice President Marketing, Air France KLM since September 2010.

Christian Herzog has also been a member of Air France’s Management Board since 1998.
Speakers

David Holm, Cox Architects

David Holm is the Director responsible for Transport and Infrastructure projects. With over 25 years experience leading teams on aviation projects, he has completed numerous projects in Australia and internationally.

David’s design focus is in the provision of memorable and successful public built form.

His key projects include Singapore’s Changi Terminal 3 new terminal and Terminal 1 remodelling, Sydney Airport’s Terminal 2 Retail re-development, Chek Lap Kok International Airport Hong Kong - East Hall Retail, New Delhi International Airport India and Sydney Airport International “Forum” development.

David F. Hoppin, Diio, LLC

David Hoppin is the Chief Financial Officer of Diio LLC, a company that specializes in developing business-intelligence tools for the global airline and travel industries. Mr. Hoppin is actively involved in Diio’s strategic-planning and business-development activities.

Mr. Hoppin has more than twenty years of experience in advising clients on a wide range of strategic issues, including business strategy, mergers and acquisitions, bankruptcy and restructuring, customer segmentation, price elasticity, network strategy, capital investment decisions and operational improvement.

Mr. Hoppin’s experience is global in scope, as he has directed client engagement teams in North America, Latin America, Europe, the Middle East and Asia. In the air freight space, he has worked with clients including All Nippon Airways, Atlas Air, Cargolux, DHL, Polar Air Cargo and Saudia, as well as various leasing companies, airports, and real-estate investors.

David Hosford, Delta Airlines

David Hosford is the Manager of Baggage Performance for Delta Airlines.

David has worldwide responsibility for baggage performance and is responsible for baggage performance metrics, technology, and process improvement initiatives. David is active in the IATA and ATA baggage working groups and is a member of the IATA BSG.

Dr. Karl Isler, Swiss International Air Lines

Dr. Karl Isler is Head of Operations Research and Strategy at the Revenue Management and Pricing department of Swiss International Air Lines. He developed the concepts for the integrated O&D pricing and inventory control strategy used by Swiss since 2003. In this context he is author of several articles dealing with dynamic pricing and airline revenue management. He received his Ph. D. degree in Theoretical Physics from ETH Zurich. Before joining Swiss Air in 1993, he was a post-doctoral research fellow in particle physics and quantum field theory at the universities of Montreal and Utrecht, Netherlands.

Hasse Joergensen, Copenhagen Airports

Hasse Joergensen is the Business Development Manager at Copenhagen Airports. Architect by profession, dedicated to airline/airport industry for more than 16 years working within all areas of expertise ranging from operational management to master planning. Currently heading a 5 year terminal development plan at Copenhagen Airport covering all aspects of the airline/passenger process, from check-in to boarding (capacity, fast travel, operational excellence) and physical frames of the departure lounges. For a number of years, Hasse has been involved with various strategic initiatives launched and managed by IATA and is now holding a position as Vice Chair in IATA passenger facilitation group, working closely together with airports, airlines, government authorities, and technology providers on product development.
Speakers

**Peeter Kivestu**, Teradata

Peeter Kivestu joined Teradata in 2004 with responsibility for travel, transportation and aerospace initiatives in customer and operations management.

Peeter has over 30 years of airline and information technology leadership experience including positions at American Airlines, Canadian Airlines International and most recently at Northwest Airlines, collectively covering finance, marketing, operations, information technology, corporate development and cargo. Peeter joined Teradata from Northwest Airlines where he held VP positions in distribution technology and technical operations.

Throughout his career Peeter has helped large international airlines conceive and implement solutions involving information assets, including electronic ticketing, self-service check-in and B2B e-commerce. Peeter was Northwest’s Managing Director Business Solutions for new information technology and held technology planning positions at other carriers.

Peeter has an undergraduate degree in Engineering from Brown University, and an advanced degree from Massachusetts Institute of Technology where he studied Aeronautics at Flight Transportation Lab and Finance at Sloan School of Management.

**Steve Klimek**, SimpliFlying

Steve Klimek is a Principal at SimpliFlying, the leading strategy firm that is helping airlines and airports around the world drive profits by engaging customers better. SimpliFlying.com is one of the Top 3 blogs on aviation, and one of the Top 5 most influential on airlines on Twitter (@simpliflying).

Klimek himself is an experienced airline strategist and blogger with aviation and journalism background. Having previously worked in distribution, strategy, marketing and e-commerce for Singapore Airlines, Qatar Airways and ATPCO (Airline Tariff Publishing Company), he is quickly establishing a reputation throughout the industry for his innovative insights on customer engagement. He is @AIRticulate on Twitter.

Klimek holds a Masters degree in International Management from the University of California, San Diego, a Bachelors in Journalism from the University of North Carolina at Chapel Hill, and has been featured in several publications globally.

**Matthias Koch**, Air France and KLM

Matthias Koch, Director Research and Development Passenger Ground Experience in the Marketing Department of Air France and KLM, has been working in the airline industry for over twenty years. He has a strong background in the Marketing, Sales, Revenue Management, Pricing and Ground Services aspects of the airline business with a particular emphasis on Innovation and Product Development. Working today on new business solutions and the future travel experience on the ground he is also a member of the IATA Symplifying the Business Steering Group and the recently created IATA Think Tank. Based today in Paris, Matthias has lived and worked in countries like Germany, Venezuela and Mexico.

**Harris Markopoulos**, Aegean Airlines

Harris Markopoulos has been working with the airport business since 1992 when he was hired by T.W.A. as a security personnel, later on became a Security Coordinator and dealt with ramp services and load control as well. 1997 Harris joined British Airways as a customer service agent. Worked for three years until British Airways outsourced the handling in Athens.

2000, hired by Cronus airlines as a Deputy Station Manager and Security manager, Cronus airlines later on (2003) merged with Aegean Airlines, where he remained in the position of Athens deputy Station Manager and dealt – organized the Airline’s Emergency Response as well.

Harris currently hold the position of Athens Station Manager and Emergency Response Manager for Aegean Airlines. He also manage load control procedures for Aegean airlines, Station control procedures, analyze Ground handling delays for the whole network, and of course Baggage Handling for the whole company. He is representing Aegean airlines to Star alliance committee and he was responsible for the implementation of BiP to Aegean airlines.
**Speakers**

**Glenn Morgan**, British Airways

Glenn is seen as a thought leader in the travel, aviation, & technology sectors, plugged into emerging digital trends and innovation in behavior and technology.

If it’s new, cutting edge and interesting, Glenn can tell you how to exploit it.

Glenn has worked across range of industries where IT is a boardroom issue, including telecommunications, utilities, oil and gas, government, and airlines and prior to his current role, was Technology & Service Partner at British Airways Plc.

As Head of Service Transformation, Glenn will develop and refine the business strategy by understanding market trends, develop external customer insight and business innovations, seek opportunities for competitive differentiation and reengineer and develop new sales and distribution channels.

**Finn Hovalt Mathiassen**, Lyngsoe Systems A/S

Finn Mathiassen, owner and Chief Executive Officer of Lyngsoe Systems A/S in Denmark, is one of the aviation industry’s foremost experts on complex logistics chain environments. Mathiassen works closely with the industry to develop a unique, RFID-based Automatic Baggage Quality Network, which enables stakeholders to improve baggage quality significantly. Finn Mathiassen has more than 35 years of management level experience related to complex logistic systems in airports, private supply chain and postal businesses.

He holds a B.S. in Electrical Engineering from Aalborg University in Denmark.

**Jim L. Martin**, ARINC

Mr. Martin has over 25 years experience in the airport/airline industries in various operations, marketing, sales and IT positions. He joined ARINC in 2002 and has held a wide range of management and business development positions within the company.

Jim is responsible for all corporate business in Asia Pacific, including the expansion of ARINC’s presence and technical infrastructure in the region. He held the position of Asia Pacific Managing Director since January 2010 and now manages the firm’s offices and operations in 11 countries throughout the region.

**Rick Nagy**, Alaska Air Group

Served for 25 years within the Alaska Air Group.

The first 15 years with Horizon Air I served in numerous positions including: Ground Service Agent, Passenger Service Agent, Trainer, Supervisor, Station Manager, Corporate Safety Chairman and Ground Service Manager in Seattle Hub.

At Alaska Airlines, I’ve served as Manager - Baggage Performance, Manager – Baggage Performance and Technology, Manager – Ground Operations Technology Development, IATA Baggage Working Group – 9 Years (Currently serving as Chairman, IATA Baggage Working Group – 8 Years and Active in the IATA Fast Travel Initiative with focus on Self-Tagging.)
Speakers

Patrice Ouellette, Air Canada

Patrice Ouellette joined the e-Commerce/IT department in 2004 after spending the first 10 years of his career at Air Canada with the Airport department. He has performed many roles during that period from an agent check-in to General Manager Customer Service Eastern Canada, responsible for all the Air Canada operations at more than 10 airports.

In 2005 he created the Customer Service Platform within Air Canada taking the responsibility for the self service applications and Customer facing Airport innovations. His team has lead the introduction of many innovations like mobile applications for smart phones, mobile check-in, the electronic boarding pass and a complete re-architecting of the Kiosk and Web Check-in Self Service product. The CSP team introduced self tagging in selected stations and smart drop a quick baggage drop solution for airport.

He is currently Director Customer Solutions and Innovations within the IT department. The role consists of developing new and maintaining actual customer facing application and at the same time promoting and often demonstrating the use of new and innovative technologies direct into the business.

Paul Pemberton, American Airlines

Mr. Paul Pemberton joined American Airlines over 20 years ago, and is currently serving the role as Director of Ramp & Baggage Operations. Paul has been appointed to oversee major projects such as RampLink Plus (Baggage Scanning), TLink, G.E.T. (Ground Event Tracking), Miami RFID, and Ramp Advisor. His primary responsibilities include system baggage performance and baggage automation tools.

Prior to his current position he served as General Manager for SEA where he improved frontline employee engagement, modified local procedures that ensured effective outcomes, and created and enhanced culture surrounding baggage performance. He was also the GM for MSP, as well as DFW – where he demonstrated consistent quality leadership.

Before joining the American Airlines team, Paul received his BBA in Marketing, with highest honors, from the University of Texas at Arlington.

Helen Piper, Expedia Affiliate Network

Helen Piper is Head of Nordics for Expedia Affiliate Network (EAN). EAN is Expedia’s business-to-business division, providing large and small-scale affiliates with Expedia’s state of the art booking and marketing solutions.

She has run online retailing relationships with some of Europe’s largest hotel retailers (including a significant focus on airlines) and is leading delivery of EAN’s next generation solutions in the Nordic region.

Prior to joining Expedia, Helen Piper spent 7 years with Procter & Gamble in the sales and marketing division. Helen Piper holds a Master’s Degree from University of Berkeley, California. In her spare time she enjoys playing golf and sailing.

Ruggero Poli, Aeroporti di Roma

Ruggero Poli from 2008 Airport infrastructure and facilities Manager in ADR, managing company of Rome Fiumicino and Ciampino Airports.

From 2004 to 2008 General Manager SAVE Engineering Spa, Venice Airport. The Group is managing Venice, Treviso and Padova airports and granted joint control of Centostazioni Spa (managing 103 train station in Italy).

From 2000 to 2007 IATA, consultant in airport projects worldwide.

From 1996 to 2004 SAGAT Spa Turin Airport, Infrastructure and facilities Manager. Project Manager of Turin Winter Olympic Games 2006 airport expansion project.
**Marco Sbrenni, Aeroporti di Roma**

Marco Sbrenni is at present, since 2009, the Aeroporti di Roma Terminal Operations Manager and Key Responsible for Baggage Handling System at Leonardo da Vinci - Fiumicino Airport in Rome. He is also Member of the Fiumicino Baggage and Landside Committee.

Presently he is the Administrator of the operational systems and Airport infrastructural management.

Marco Sbrenni began his activity in the Aviation Industry as Ground Handling Chief in 1980. After a successful career, in many airport fields, such as Ramp Services Manager and Airport Services Training, from 2005 to 2007 he held the position as Handling Director at Ciampino Airport, the other roman Airport.

In 2008 he was the Project Manager of Baggage and Terminal operational services.

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**Marjan Rintel, KLM**

Mrs Marjan Rintel - Vice President Marketing and Brand KLM, Deputy Vice President Marketing AF KLM.

Marjan Rintel has 11 years of experience in managerial positions within KLM, working as Vice President in various KLM departments since 2003. She currently leads the Marketing and Brand Department at KLM.

Rintel started working for KLM in 1999. In 2003 she was appointed as Vice President of the Hub Control Ground Services, and later of the Hub Operations Ground Services. After that she worked as Vice President Sales and Services KLM Nederland. In this position, Rintel leads several sales units, develops the distribution policy, negotiates contracts with large market parties, and maintains relations with corporate clients within the industry.

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**Phil Ryan, US Airways**

Phil Ryan is the Manager of Policy & Procedures for Ground Operations at US Airways. Phil began his aviation career with the US Marines as an Avionics Technician on KC-130 aircraft, later becoming a Flight Engineer.

He began his airline career in 1992 as a ramp agent and has worked in all facets of airport operations, including check-in, gate, operations and cargo. He is also responsible for the implementation of the Safety Management System for Ground Operations at US Airways and oversaw 2 IATA Operational Safety Audits, the most recent in May of 2011, which validated the carriers’ commitment to the SMS program.

Phil is the Chairman of the ATA Baggage Committee, a member of the IATA Baggage Working Group and the Baggage Steering Group and the US Airways Baggage Champion to Star Alliance. He is an ardent supporter of the Baggage Improvement Program.

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**Bashuli Sane, Cathay Pacific**

Bashuli Sane joined Cathay Pacific in 2007 and leads the customer research & insights team. In her role she is responsible for understanding customers and making the insights relevant for various business functions. She has successfully led research & insights for several strategic product launches & marketing initiatives. Ms. Sane brings over 14 years of experience in Research, Insights, Strategy and Media across Asia Pacific markets. She holds a Bachelor of Science in Statistics and Master of Management Studies from the prestigious Bombay University in India. She is passionate about travel and has visited over 35 countries.
Speakers

David Stoyle, Amadeus
David heads up Amadeus’ Revenue consulting practise. His industry experience over the past eighteen years has seen him working on many different revenue issues for airlines all over the world, including strategic engagements on ancillary revenue, sales channel mix, and revenue optimisation. The Revenue consulting mission is to help airlines as a business partner, reviewing all aspects of revenue to drive profit.

Cyril Tetaz, Amadeus
Based at the corporate headquarters in Madrid, Cyril Tetaz is responsible for marketing Amadeus’ distribution services to over 490 airline customers.

He plays a pivotal role in the evolution of Amadeus’ airline distribution commercial proposition. Amongst Cyril’s responsibilities, he also drove the market launch of the Amadeus Airline Retailing Platform, a new proposition designed to transform the GDS proposition from a pure distribution offer to a more comprehensive retailing platform, for both airlines and travel agencies.

Cyril joined Amadeus in 2004, primarily responsible for global account management with a large Travel Management Company. Prior to joining Amadeus, Cyril held the position of Business Development Manager for a T&E software company and as a senior strategy consultant for Bain & Company.

John Thomas, L.E.K. Consulting
John Thomas is a Vice President at L.E.K. Consulting and heads L.E.K.’s global Aviation & Travel practice and he is also active in our Private Equity practice. John has more than 21 years experience in strategy, financial, commercial, operational and organizational consulting to the aviation industry and has worked with most of the leading airlines around the world (both legacy and LCC) on a broad range of major issues e.g. he has been instrumental in the adaptation of merchandising (ancillary revenue) to the airline industry, and has advised on many of the major merger and acquisition deals in the industry. He has also worked with OEMs, CNS/ATMs, airports, tour operators, travel destinations, cruise lines, hotels, resorts, loyalty programs, caterers, as well as having extensive experience in the GA and Corporate Aviation industries. He has worked with clients in North and South America, Europe, the Middle East and the Asia Pacific region.

Before joining L.E.K., John was a consultant with Booz Allen Hamilton. He had seven years industry experience in accounting, marketing, and management roles prior to his consulting career. John received a Bachelor of Commerce, majoring in accounting and financial management from the University of New South Wales. He was also awarded a Master of Business Administration from INSEAD, where he was on the Dean’s list. John is a commercial instrument rated pilot.

Niueni (Weni) Tugaga, Air New Zealand
Niueni is known by her friends and family as Weni and currently works in Airport Performance and Standards as Air New Zealand’s WorldTracer Coordinator and IATA baggage champion. She started her career in the airline industry in 2000 as a Passenger Coordinator (PAXCO) in the field of disrupt handling.

She has since held several other roles within the company including training and development of trainee engineers, Baggage Manager (Ramp baggage and baggage tracing units) at Auckland International airport.

In 2008 she moved to her current role as Air New Zealand’s lost luggage specialist as NZ’s SITA WorldTracer subject matter expert.

Weni sits on the SITA/IATA WorldTracer Coordinators Committee holding the role of “Vice Chairperson” Management module and is primarily responsible for driving Air New Zealand’s pursuit towards total reduction of mishandled baggage. The work over the last three years has seen positive changes within Air New Zealand including the recent involvement in IATA BIP project.
Cormac Whelan, Datalex

Cormac Whelan has served as Datalex CEO since 2005 where he and his team oversee the delivery of the company strategy. He also serves on the Datalex board. Previously Cormac ran Worldwide Operations at PeopleSupport (NASDAQ: PSPT), a Los Angeles and Manila based online support and customer management services company established in 1999, with 5,000 employees. Cormac also held positions of V.P., G.M. and Finance Director at Epicor Software Corp (NASDAQ: EPIC), an Irvine, CA-based ERP provider. He was responsible for teams in 25 countries and part of a management team that changed the strategy and direction of the company in 1995 and quadrupled revenues over the next three years. Cormac is also a board member at Ocado Technology Ltd and 1969 Records. Cormac holds a BA in Accounting and Finance from Dublin City University.

Gert Weyers, Samsonite

Gert Weyers is Belgian, educated in the UK, Russia and Belgium with a focus on languages and communications. Gert started work for Samsonite in 2005 to set up a joint venture in the Russian market. After having successfully done so, Gert moved to South Africa to set up another joint venture, but a significantly different model, with similar commercial success.

In 2009 Gert was called back to the Samsonite Europe HQ in Belgium to run the European Marketing Department. In 2010 Gert became VP Marketing Europe, his current position.

Terry Wall, Australia CBP

Terry Wall is the National Manager of the Passenger Operations Branch of Australian Customs & Border Protection, responsible for all policy issues relating to the clearance of air and sea passengers. Terry has been working in policy areas of the Passengers Division of Customs & Border Protection since 2005, prior to which he managed the conduct of the SmartGate Trial. The SmartGate Trial successfully trialled the use of face recognition technology to enable self-service border control in airports. The SmartGate technology is now operating in all international airports in Australia and in New Zealand.

Terry is also the Chair of the Passenger Data Harmonisation Taskforce within the IATA Passenger Facilitation Working Group (PFWG). The Taskforce has been charged with working towards developing a single data message, for airlines and ground handlers, which would meet all government requirements and standardise and simplify data provision.

Mark A. van Gaalen, Amsterdam Airport Schiphol

Mark is a Strategic Advisor to the management team of the Baggage department of Amsterdam Airport Schiphol. The Baggage department is responsible for developing, building, maintaining and operating automated baggage handling systems throughout the airport. Their aim is to ensure an optimal and carefree baggage handling process for our customers.

Mark’s role is to advise on methodologies, processes and means for improving the performance of our services, driving a program called ‘Baggage in control’ and advising on innovative approaches and technologies that may help overcome the issues of baggage handling.

Mark has a firm background in process improvement, spiced with knowledge on information technology. He is been working for Amsterdam Airport Schiphol for over 15 years. He has an active member of the IATA Baggage Working Group, and works closely together with colleagues and airlines on activities from other IATA groups and initiatives. Mark is 47 years old, father of two boys and live in the Netherlands.

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IATA Speakers

Lisa Angiolelli, IATA

Lisa Angiolelli is Project Manager Passenger Facilitation and joined IATA in February 2007. Her role is to work with industry stakeholders to drive change throughout the end-to-end passenger journey focusing on regulatory areas to provide a seamless, secure and efficient passenger experience.

Prior to joining IATA she was part of easyJet Switzerland Senior Management Team, substantially involved in the start up of the business at its headquarters in Geneva. As Head of Cabin Operations she was responsible for the development and implementation of management strategies, standards, and policies with a focus on safety, cost, punctuality and customer experience. Lisa holds a post graduate in executive management and leadership from the University of applied science in Basel, Switzerland.

Paul Behan, IATA

Paul is Head, Passenger Experience for the International Air Transport Association. Paul is responsible for the strategic direction of how IATA is working to improve the experience of the passenger through process and technology enhancement. Paul leads the industry initiatives for improving the passenger experience through the Fast Travel and Passenger Facilitation projects. Paul also leads various industry standards bodies tasked with delivering change in airline and airport processes.

Prior to his current role, Paul created the IATA Common Use self-service and Fast Travel projects and has been in the aviation industry for sixteen years.

Paul joined IATA in December 2004 from BAA at London Heathrow where he had several roles including Project Manager, BAA Common Use Self-service programme; IT Project Manager for various BAA IT programmes; Supply Chain Programme Manager for BAA's 100% Hold Baggage Screening and IT Procurement Manager. Paul holds a BA (Hons) Degree in English from the University of Reading in the UK.

Stephan Copart, IATA

Stephan Copart joined IATA in 2008. Based in the Geneva office, Stephan is responsible for managing the Fast Travel program globally. The program is one of the ‘Simplifying the Business’ initiatives mandated by IATA’s Board of Governors and represents US$ 2.1 billion in potential annual savings for the airline industry.

Before joining IATA, Stephan held a number of senior management positions at IER in France and the UK, including General Manager Northern Europe, Vice President Marketing and Vice President Software Sales.

Prior to IER, Stephan started his career with Air Promotion Group (APG), one of the world leader General Sales Agents for airlines.

Born in France, Stephan holds a Master degree in Marketing and International Management from Lincoln International Business School and University of North Carolina at Wilmington (UNCW).

Eric Léopold, IATA

Eric Léopold joined IATA in 2005. Based in the Executive Offices in Geneva, Eric is the Director, Passenger. His team manages 200+ industry standards in Ticketing, Reservations, Messaging, Scheduling, Passenger and Baggage Handling; leads four Simplifying the Business projects representing billions of dollars in annual savings for the airline industry; and runs a portfolio of industry services, including the IATA codes and tariffs. Prior to this role, Eric was project manager, e-travel, covering ancillary services and mobile boarding passes. Prior to joining IATA, Eric held various management positions in France and in the US, in the information technology and publishing industries.

Born in France, Eric Léopold holds a Master of Science degree in Electrical Engineering from Supelec and Georgia Tech and an MBA from ESSEC.
IATA Speakers

Andrew Price, IATA

Andrew Price is currently the head of IATA’s Baggage Services group, which includes the IATA Baggage Improvement Programme. Launched in 2007, the programme aims to provide solutions that will cut baggage mishandling in half by 2012 and save the industry US$1.9 billion every year. Prior to launching BIP, Andrew was the IATA RFID Project Manager. During this time, IATA won the RFID Breakthrough Awards in 2006 for its work on the business case for baggage handling in the aviation industry. Prior to joining IATA, Andrew spent nearly 10 years at British Airways, progressing through a series of positions in customer relations, baggage and aircraft engineering. In 1998, he ran the British Airways RFID baggage trials. Mr Price started his career with Siemens in the air traffic management field. Andrew has a bachelors degree in electrical engineering and a post graduate degree in information systems engineering from the UK.

David Rosen, IATA

David Rosen currently directs IATA’s Global Marketing and Sales Teams as well as two lines of business, Strategic Partnerships and Commercial Events. IATA provides aviation solutions in Business Intelligence, Training, Consulting and Publications.

Mr. Rosen is a transportation and hospitality industry executive who has worked with numerous airlines and consulting groups across a host of disciplines including distribution planning, market management, revenue management, labor negotiations, information technology and joint venture business development.

David has held key positions with several airlines including United and USAirways and has also had tenures with United Business Media (OAG), American Express (Rosenbluth International) and The Air Line Pilots Association. He holds an MBA in Marketing and a BA in Economics from Babson and Hobart Colleges respectively. Mr. Rosen resides in Montreal.

Sebastien Touraine, IATA

Sebastien leads IATA e-services project, an IATA Simplifying the Business major initiative aiming at supporting airlines ancillary revenues growth with the implementation of IATA’s electronic miscellaneous document (EMD) standard. Before managing this project, he served as senior consultant in various IATA Consulting projects related to network planning, pricing & revenue management and airline distribution.

Prior to this, Sebastien worked in Network Planning & Strategy department at Swiss and Pricing & Revenue Management at Swissair in Zurich. Before his carrier at Swissair/Swiss, Mr Touraine was a pricing analyst at Air France in Paris.

Sebastien holds a degree in Aeronautical Engineering from École Nationale de l’Aviation Civile in Toulouse (France) with a specialization in Air Transportation Economy.
Solutions for the Whole Airport

Keeping people moving at the airport – from curb to curb – is what keeps the flow of airport operations and its dependent businesses moving too. ARINC is the world leader in airport IT solutions. We’ve been helping airports keep people moving for decades. All of our passenger processing technology, systems and network integration expertise is focused on that goal. The more efficiently you keep people moving, the greater you can streamline operations, reduce costs, strengthen security, and enhance the customer experience.

To learn more visit us at arinc.com and watch our video Curb-to-Curb on youtube.com/arincmedia to see all of the innovative ways ARINC keeps passengers moving.
## Industry Meetings Agenda

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<thead>
<tr>
<th>Mon 10 Oct</th>
<th>Tue 11 Oct</th>
<th>Wed 12 Oct</th>
<th>Thu 13 Oct</th>
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<tbody>
<tr>
<td>Passenger Agency Conference Steering Group (PSG /78) Meeting 09:00 - 10:00</td>
<td>Passenger Agency Conference (PAConf/34) Meeting 09:00 – 12:30</td>
<td>Passenger Simplifying the Business Steering Group (PSSG) Meeting 09:00 – 12:30</td>
<td>JPSC Meeting 09:00 - 12:30</td>
<td>Passenger Tariff Composite Conference (COMP) Meeting 10:30 - 12:30</td>
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<tr>
<td>Baggage Working Group (BWG) Meeting (At IATA Office in Singapore) 09:45-10:30</td>
<td>PSSG Meeting 14:00 - 18:00</td>
<td>JPSC Meeting 14:00 - 18:00</td>
<td>JPSC Meeting 14:00 - 18:00</td>
<td>COMP Meeting 14:00 - 18:00</td>
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### Lunch Break

<table>
<thead>
<tr>
<th>Passenger Agency Program Global Joint Council (PAPGJC/15) Meeting 12:00 - 18:00</th>
<th>PAConf/34 Meeting 14:00 - 18:00</th>
<th>JPSC Meeting 14:00 - 18:00</th>
<th>JPSC Meeting 14:00 - 18:00</th>
<th>COMP Meeting 14:00 - 18:00</th>
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<tr>
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<td></td>
<td>BWG Meeting 14:00 - 18:30</td>
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### Program At-A-Glance

<table>
<thead>
<tr>
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<tbody>
<tr>
<td><strong>Managing The Information And Distribution Challenges From An Airline’s Perspective</strong></td>
<td><strong>Welcome Address</strong></td>
<td><strong>The Customer Experience Part 2: Driving Self-Managed Travel</strong></td>
<td><strong>Customer Experience Part 4: The Customer Viewpoint</strong></td>
<td><strong>Preventing For Tomorrow’s Customer – StB Think Tank</strong></td>
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<tr>
<td><strong>Sales Channel Management The Old Model Is Not Dead</strong></td>
<td><strong>Keynote Address</strong></td>
<td><strong>IATA Industry Priorities And Trends</strong></td>
<td><strong>Preparing For Tomorrow’s Customer – StB Think Tank</strong></td>
<td><strong>Closing Session: Vision For Tomorrows Passenger And Commitments For 2012</strong></td>
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<tr>
<td><strong>Merchandizing Across The Travel Value Chain: Maximize The Revenue Per Passenger</strong></td>
<td><strong>Air Travel Value Chain CEO Panel</strong></td>
<td><strong>The Customer Experience Part 3: Streamlining Government Processes At The Airport</strong></td>
<td><strong>IATA’s Direct Data Services</strong></td>
<td><strong>Innovative Distribution Channels: An Industry Transition?</strong></td>
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<tr>
<td><strong>Put The Revenue Analyst Truly In The Driving Seat Of Airline Revenue</strong></td>
<td><strong>Networking Lunch</strong></td>
<td><strong>Baggage Quality – What’s In The Bag?</strong></td>
<td><strong>In parallel</strong></td>
<td><strong>Exhibition Open</strong></td>
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<tr>
<td><strong>Opening Keynote: Innovate! To Avoid Becoming Just Another Unprofitable Airline</strong></td>
<td><strong>Ancillary Revenue Trends To Boost The Bottom Line</strong></td>
<td><strong>Ancillary Revenues: What Does The Customer Value?</strong></td>
<td><strong>Customer Experience Part 1: Creating A Great Experience</strong></td>
<td><strong>IATA Baggage Improvement Program – Make The Savings Work For You</strong></td>
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<tr>
<td><strong>Policy And Market Risks On The Route To Profitability</strong></td>
<td><strong>Flying High Above Commoditization</strong></td>
<td><strong>Excellence In Baggage Performance – Turning Costs Into Profits</strong></td>
<td><strong>IATA Baggage Improvement Program – Make The Savings Work For You</strong></td>
<td><strong>Profit Stream</strong></td>
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<tr>
<td><strong>Looking To The Year Ahead</strong></td>
<td><strong>Networking Reception</strong></td>
<td><strong>IATA Industry Priorities And Trends</strong></td>
<td><strong>Customer Experience Part 1: Creating A Great Experience</strong></td>
<td><strong>Customer Stream</strong></td>
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<tr>
<td><strong>Technology For The New Revenue Manager</strong></td>
<td><strong>Ancillary Revenues – Why Bother?</strong></td>
<td><strong>The Customer Experience Part 1: Creating A Great Experience</strong></td>
<td><strong>Customer Satisfaction Trends In The Airline Industry</strong></td>
<td><strong>Networking Break</strong></td>
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<td><strong>Ancillary Revenues – Why Bother?</strong></td>
<td><strong>Removing the Middle Man In The Airline-Customer Interaction</strong></td>
<td><strong>Let The Customer Find You, Delivering The Right Distribution Mix</strong></td>
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<td><strong>Gala Evening</strong></td>
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Consistent and real-time decision making which takes into account the customer dimension is critical to profitable revenue management.

Amadeus has addressed the revenue challenges of airlines by creating a revenue management solution which is fully integrated with Altéa Inventory in order to bring unique benefits such as maximum data integrity and accuracy.

Come and see us in the exhibition hall at IATA WPS or visit us at www.amadeus.com/altearevenuemanagement and let us demonstrate the powerful decision making tools which allow you to track and fine tune automated optimisation, increase revenues and streamline your business.

What seemed unachievable is now a reality with Altéa Revenue management.
### Program Agenda

**Day 1 Monday | 10 October**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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| 14:00 – 14:30 | **Opening Keynote: Innovate! To Avoid Becoming Just Another Unprofitable Airline**  
**Montie Brewer**, President & CEO, Air Canada from 2004 - 2009 |
| 14:30 – 15:00 | **Policy And Market Risks On The Route To Profitability**  
- Update on the prevailing economic climate and its implications for the commercial aviation industry  
- Special focus on the region Asia Pacific  
**Keynote:**  
**Damien Horth**, Managing Director, Head of Asian and Japan Research, UBS Securities Asia |
| 15:00 – 16:00 | **Looking To The Year Ahead**  
- What are the lessons that can be learned as airline managers strive to apply best practice in all areas, especially in revenue generation, revenue management and distribution?  
- What do passengers consider as good value and will they pay for it?  
- How strong do airline brands need to be in the light of market segments converging?  
- Will different airline business models remain viable?  
- US airline performance in 2010 was also driven by bag, change and other charges, increasingly resulting in consumer resistance and outcry - it will be interesting to consider what scope there is for new sources of revenue which are truly discretionary for the passenger.  
**Moderator:**  
**Chris Tarry**, International Aviation Research and Advisory, CTAIRA  
**Panelists:**  
**Montie Brewer**, President & CEO, Air Canada from 2004 - 2009  
**Otto Gergye**, CCO, Malev Hungarian Airlines  
**Garry Kingshott**, Chief Executive Advisor, Cebu Pacific  
**Marjan Rintel**, Deputy VP Marketing, Air France / KLM and VP Marketing and Brand, KLM |
| 16:00 – 17:00 | **NETWORKING BREAK** |
| 17:00 – 17:45 | **Technology For The New Revenue Manager**  
- LCC competition and simplified fare structures have affected the ability of airline RM systems to maximize revenue, contributing to higher load factors and lower yields  
- New developments in RM forecasting and optimization models are designed to focus on passenger willingness to pay, and reverse the “spiral down” effects of less restricted fare structures  
- The next generation of airline RM systems will use network optimization based on the estimated value of each passenger, taking into account factors such as currency differences, alliance revenue contributions, and frequent flyer loyalties  
**Dr. Peter Belobaba**, Principal Research Scientist, Department Of Aeronautics And Astronautics, Massachusetts Institute Of Technology |
| 17:45 – 18:30 | **Ancillary Revenues - Why Bother?**  
- What does a successful ancillary revenue strategy deliver for an airline?  
- What can a full service carrier learn or adopt from the LCC’s approach?  
- How can full service carriers leverage some of the advantages they have in the ancillary revenues game?  
**Garry Kingshott**, Chief Executive Advisor, Cebu Pacific |
| 18:30 – 20:00 | **NETWORKING RECEPTION**  
Sponsored by [AmaDEUS](https://www.iata.org/events/passenger-symposium)  
[Your Technology Partner]
### Day 2 Tuesday | 11 October

**09:00 – 09:45**
**Managing The Information And Distribution Challenges From An Airline’s Perspective**
- Finding the right mix of how to best manage your distribution strategy in highly diverse market
- Finding the right partners to support a medium sized airline that still has the need for breath of products and solutions
- What is IT all about in an airline? Where is that platform that does it all?
- What does your customers expect from you and how you need to interact and give them what they expect

*Lars Denlew*, Director Marketing, Product & Distribution, Gulf Air

**09:45 – 10:30**
**Sales Channel Management, The Old Model Is Not Dead**
- Today new distribution channels are on everybody’s radar. But traditional channels continue to dominate most airlines’ revenue source
- The old model is not dead: how can traditional sales channels be optimized?
- What is an appropriate resource allocation to manage these channels?

*Marc Rosenberg*, President, Marsalyn Creative

**10:30 – 11:30**
**NETWORKING BREAK**
Sponsored by

**11:30 – 12:30**
**Merchandizing Across The Travel Value Chain: Maximize The Revenue Per Passenger**
- What other approaches exist to maximize the revenue per passenger?
- Merchandizing across the travel value chain helps allow airlines to get a larger piece of the pie
- Why is it important to merchandize to your client?

*Moderator: Marc Rosenberg*, President, Marsalyn Creative

*Panelists:*
- **Chris Amenechi**, Senior Director Merchandising, Ancillary Revenues, and E-Commerce, Continental
- **Helen Piper**, Head Of Northern Europe, Expedia
- **Cormac Whelan**, CEO, Datalex
- **Jay Sorensen**, CEO, Ideaworks and leading authority on ancillary revenues
- **Sachin Goel**, Founder & CEO, Optiontown

**12:30 – 13:00**
**Put The Revenue Analyst Truly In The Driving Seat Of Airline Revenue**
- Revenue management has traditionally been limited by finite computing power, and very complex expert systems
- Effective decision making is difficult to impossible given the lack in real time visibility on results
- It is now possible to rethink the traditional revenue Management Process

*David Stoyle*, Head of Amadeus Revenue Consulting Practice

**13:00 – 14:30**
**NETWORKING LUNCH & EXHIBITION OPENING**
### Program Agenda

**Day 2 Tuesday | 11 October**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tr>
<td>14:30 – 15:15</td>
<td><strong>Ancillary Revenue Trends To Boost The Bottom Line</strong></td>
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<tr>
<td></td>
<td>➤ Ancillary revenue is coming to every corner of the aviation world in the form of check bag fees, pre-order meals, and the sale of frequent flier miles and points.</td>
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<td>➤ Know what your competitors are planning and how your customers will likely react.</td>
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<td>➤ Build up your knowledge of how ancillary revenue can remove some of the relentless emphasis on cutting costs by providing a boost to the battered bottom line.</td>
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<td><strong>Jay Sorensen</strong>, CEO, Ideaworks and leading authority on ancillary revenues</td>
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<tr>
<td>15:15 – 15:45</td>
<td><strong>Flying High Above Commoditization</strong></td>
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<td>➤ For a growing number of customers, the quality of the digital experience, and the degree of control over the exact product features they purchase, are increasingly important factors in the selection of one carrier over another.</td>
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<td>➤ For airlines, digitization offers the chance to precisely calibrate the choices and services offered to individual customers, thereby driving sustainable increases in revenue, customer loyalty and long-term profitability.</td>
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<td>➤ In this session, we will review the ways in which airlines around the world are leveraging digitization to shape the customer experience, and discuss what may be the highest-payoff investments in high-definition customer service going forward.</td>
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<td><strong>Peeter Kivestu</strong>, Director Global Industry Solutions, Teradata</td>
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<td><strong>David Hoppin</strong>, Chief Financial Officer, Diio, LLC</td>
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<tr>
<td>15:45 – 16:15</td>
<td><strong>NETWORKING BREAK</strong></td>
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<td><strong>Sponsored by</strong></td>
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<tr>
<td>16:15 – 16:45</td>
<td><strong>Removing the Middle Man In The Airline-Customer Interaction</strong></td>
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<td>For decades airlines have had intermediaries such as travel agents and GDS's standing between them and their customer. With the rapid evolution of web distribution there is a strong desire for airlines to talk and sell directly with their customer. This talk explores the advantages of removing the middle man and the viability of doing so with current technology.</td>
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<td><strong>Surain Adyanthaya</strong>, Senior Director Airline Solutions, Pros Pricing</td>
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<td>16:45 – 17:45</td>
<td><strong>Let The Customer Find You, Delivering The Right Distribution Mix</strong></td>
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<td>➤ What innovative distribution concepts exist today?</td>
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<td>➤ How can social media be leveraged to drive impulse purchases</td>
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<td>➤ What hybrid distribution channels exist today and how do you manage them in parallel</td>
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<td>➤ Why should an airline sell more than just seat?</td>
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<td><strong>Moderator:</strong> <strong>Marc Rosenberg</strong>, President, Marsalyn Creative</td>
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<td><strong>Panelists:</strong> <strong>Steven Klimek</strong>, Head Of Business Development, SimpliFlying</td>
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<td><strong>John Chapman</strong>, VP Airline Group Asia Pacific, Amadeus</td>
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<td><strong>Cormac Whelan</strong>, CEO, Datalex</td>
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<td><strong>Darren Carbine</strong>, Operations Director, ZUJI APAC</td>
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<td><strong>Lars Denlew</strong>, Director Marketing, Product &amp; Distribution, Gulf Air</td>
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</tbody>
</table>
Day 3 Wednesday | 12 October

09:00 – 09:30  Welcome Address By Mak Swee Wah, CCO, Singapore Airlines

09:30 – 10:00  Keynote Address By Robert Fyfe, CEO, Air New Zealand

1000 – 10:30  IATA Industry Priorities And Trends
   Simplifying the Business, Check Point of the Future
   Economic, technological and regulatory trends
   Eric Leopold, Director, Passenger, IATA

10:30 – 11:30  NETWORKING BREAK

11:30 – 13:00  Air Travel Value Chain CEO Panel
   This panel of CEOs represents the entire air travel value chain Topics transformation in distribution and the airport experience
   Moderator:
   Aaron Heslehurst, Business News Presenter, BBC
   Panelists:
   Edgardo Badiali, CEO, Senegal Airlines
   Tan Sri Bashir, CEO, Malaysia Airports Berhad
   Rob Fyfe, CEO, Air New Zealand
   Paul Griffiths, CEO, Dubai Airports
   Emirsyah Satar, CEO, Garuda Indonesia
   Jayson Westbury, CEO, Australian Federation of Travel Agents
   Jean-Marie Betermier, CEO, IER

13:00 – 14:30  NETWORKING LUNCH

14:30 – 15:30  Ancillary Revenues: What Does The Customer Value?
   Ancillary revenues: the only way to drive airline profitability?
   Highlight different ancillary strategies and reasons for low airline profitability
   Moderator:
   Sebastien Touraine, Project Manager, E-Services, IATA
   Panelists:
   Chris Tarry, International Aviation Research and Advisory, CTAIRA
   Christian Herzog, SVP Marketing - Air France and KLM
   John Thomas, Vice President and Head of Global Aviation & Travel Practice, L.E.K. Consulting
   Jay Sorenson, CEO, Ideaworks and Leading Authority on Ancillary Revenues
   Cyril Tetaz, Head of Marketing Airline Distribution, Amadeus
Day 3 Wednesday | 12 October

15:30 – 16:30  Excellence In Baggage Performance – Turning Costs Into Profits
- Discover how the baggage infrastructure will change over the next 5 years
- Having been a cost center for many years, baggage is now a revenue stream. Learn the impact of that change
- Get insight into the exciting new products and processes that will revolutionize the world of baggage handling
Moderator: 
Andrew Price, Head, Baggage Services, IATA
Panelists: 
Rick Nagy, Manager - Ground Ops Product Development, Alaskan Airlines
David Hosford, Manager of Baggage Performance, Delta Airlines
Mark van Gaalen, Strategic Advisor Baggage, Amsterdam Airport Schiphol

16:30 – 17:00  NETWORKING BREAK

17:00 – 18:30  The Customer Experience Part 1: Creating A Great Experience
- From design to delivery, through people, process and infrastructure
- Show the end to end experience spanning the entire value chain of the air journey
- What’s the industry doing to tie it all up strategically for all stakeholders
Moderator: 
Paul Behan, Head, Passenger Experience, IATA
Panelists: 
David Holm, Director, Cox Architects
Bashuli Sane, Product Manager, Performance Measures, Cathay Pacific Airways

19:30 – 22:00  Gala Evening
Registered delegates will be invited to a gala dinner on Sentosa Island. The evening will be a unique opportunity for further networking in one of Singapore’s unique venues. It will be a wonderful night of dining, entertainment and enjoying the beauty of Singapore.
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Panels</th>
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</table>
| 09:00 – 10:30 | **The Customer Experience Part 2: Driving Self-Managed Travel**  
Delivering a better passenger experience through Fast Travel  
Learn what aspects self-service entails and how this is speeding up and improving the passenger experience | Moderator:  
**Stephan Copart**, Project Manager, Fast Travel Program, IATA  
Panelists:  
**Todd Grace**, Strategy Manager, Air New Zealand  
**Hasse Jørgensen**, Business Development Manager, Copenhagen Airports  
**Jim L. Martin**, Managing Director Asia Pacific, ARINC |
| 10:30 – 11:30 | NETWORKING BREAK | |
| 11:30 – 13:00 | **The Customer Experience Part 3: Streamlining Government Processes At The Airport**  
Delivering a better passenger experience through Passenger Facilitation  
Creating a better experience in security, immigration and customs  
The IATA Checkpoint of the Future | Moderator:  
**Lisa Angiolelli**, Manager, Passenger Facilitation, IATA  
Panelists:  
**Terry Wall**, National Manager Passenger Operations Branch, Australia CPB  
**Rob Broere**, VP Management Of IT - Pss & Passenger Experience, Emirates Airlines  
**Paul Behan**, Head, Passenger Experience, IATA  
**Guy Doron**, Head of Sales and Business Development, ICTS |
| 13:00 – 14:30 | NETWORKING LUNCH | |
| 14:30 – 15:30 | **Baggage Quality – What’s In The Bag?**  
Our industry has talked about RFID for 20 years - what’s making it happen now?  
Understand how RFID is being used as a permanent baggage identity without compromising privacy  
Learn about the benefits SAS is already deriving from the IATA baggage quality program and how these increase passenger satisfaction  
Discover the steps needed to catch up | Moderator:  
**Andrew Price**, Head Baggage Services, IATA  
Panelists:  
**Finn Mathiassen**, CEO, Lyngsoe Systems  
**Susanne Dahlberg**, President SAS Ground Services Sverige AB & Vice President SAS Ground Services Arlanda Airport  
**Paul Pemberton**, Director of Ramp & Baggage Operations, American Airlines  
**Gert Weyers**, VP Marketing, Samsonite Europe |
Program Agenda

Day 4 Thursday | 13 October

In Parallel

14:30 – 15:30 Direct Data Service (DDS)
- Airlines need to take control of their data again
- IATA DDS is the next generation business intelligence tool giving you access to indirect as well as direct sales

**Bryan Wilson**, Project Director, Direct Data Services, IATA

15:30 – 16:30 Innovative Distribution Channels: An Industry Transition?
- What are the requirements for future industry systems?
- What are the latest trends in airline distribution strategies (Direct Connect)?
- Where can new revenue opportunities be found?

Moderator:
**Sebastien Touraine**, Project Manager eServices, IATA
Panelists:
**Tony Berry**, Director, Hogg Robinson Group
**Montie Brewer**, President & CEO, Air Canada from 2004 - 2009
**Dr. Karl Isler**, Head Of Revenue Management Strategy And Operations Research, Swiss Airlines
**Cyril Tetaz**, Head of Marketing Airline Distribution, Amadeus

16:30 – 17:00 NETWORKING BREAK

17:00 – 18:00 IATA Baggage Improvement Program – Make The Savings Work For You
- The IATA BIP is making the difference in the baggage world
- IATA Has identified savings of over $474 million through the IATA baggage improvement program
- Learn how to benefit from the best practices implemented around the globe today

Moderator:
**Andrew Price**, Head Baggage Services, IATA
Panelists:
**Harris Markopoulos**, Station Manager, Aegean Airways
**Phil Ryan**, Manager, Ground Operations- Policy And Procedures, US Airways
**Marco Sbrenni**, Director Aviation E-Security, Aeroporti Di Roma
**Ruggero Poli**, Infrastructure Maintenance and Investment Manager, Energy Manager ADR, Aeroporti di Roma
**Niueni (Weni) Tugaga**, World Tracer Coordinator and Airport Performance & Standards, Air New Zealand

18:00 – 18:30 Customer Satisfaction Trends In The Airline Industry
- Find out what the part of the market thinks that you don’t reach: the competition’s customers
- See how your service quality compares to the benchmark that counts: your competition

Keynote:
**David Rosen**, Director Sales and Marketing, IATA
Day 5 Friday | 14 October

09:00 – 10:00  The Customer Experience Part 4: The Customer Viewpoint
- Bringing it all together
- Wrap up of the previous three sessions
- Panel discussion with all speakers of the previous sessions
Moderator:
Paul Behan, Head Of Passenger Experience, IATA
Panelists:
Lisa Angiolelli, Manager, Passenger Facilitation, IATA
Rob Broere, VP Management Of IT - PSS & Passenger Experience, Emirates Airlines
Stephan Copart, Project Manager, Fast Travel Program, IATA
Guy Doron, Head of Sales and Business Development, ICTS
Todd Grace, Strategy Manager, Air New Zealand
David Holm, Director, Cox Architects
Jim L. Martin, Managing Director Asia Pacific, Arinc
Terry Wall, National Manager Passenger Operations Branch, Australia CPB

10:00 – 10:30  NETWORKING BREAK

10:30 – 12:00  Preparing For Tomorrow's Customer – StB Think Tank
Leveraging on the successes of the Simplifying the Business program, the StB think tank has explored the next generation of industry transformation projects.
- What are the key industry trends in the areas of Airline Distribution and Airport Experience?
- What are the key challenges airlines and passengers are facing?
- What initiatives will IATA lead to further transform the airline industry in the next decade?
Moderator:
Eric Leopold, Director, Passenger, IATA
Panelists:
Rob Broere, VP Management Of IT - PSS & Passenger Experience, Emirates
Patrice Ouellette, Director Customer Solutions & Innovations, Air Canada
Glenn Morgan, Head Of Service Transformation, British Airways
Todd Grace, Strategy Manager, Air New Zealand
Matthias Koch, Marketing - R&D Ground Services, Air France
Program Agenda

Day 5 Friday | 14 October

In Parallel

09:00 - 12:00

IATA Expert Corner

- Coding
- MITA
- Ticket Taxes
- Ticketing ET/EMD and general ticketing applications
- EDIFACT/XML
- Involuntary rerouting processing
- Fare Construction and Flex Fares
- US Regulatory Issue
- Mileage Products

Experts:
Marie Zitkova, Manager, Messaging Standards, IATA
David McEwen, Manager, Passenger Interline Standards, IATA
Alban Sato, Manager, Interline Tariffs, IATA
Cristina Rotor, Manager, Tariff Solutions & Distribution, IATA
Rosanna Iannantuono, Manager, Mileage Products

- Specifics of card payment in the airline industry
- Card fraud prevention
- PCI DSS compliance of airline shared industry infrastructures

Expert:
Christophe Kato, Assistant Director, Industry Card Services, IATA

12:00 – 13:00

Closing Session: Vision For Tomorrows Passenger And Commitments for 2012

This is an interactive panel summarizing the discussions and commitments made during the symposium; panelists will also discuss and share ideas for the 2012 IATA World Passenger Symposium themes.

Moderator:
Eric Leopold, Director, Passenger, IATA
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Succeeding in aviation demands strategic vision, sound data and superior execution.

L.E.K. Consulting is the leading strategic advisor to the global airline industry. We understand the market’s unique challenges, and we don’t just advise. We partner with our clients to help them address their big challenges and make the best decisions.

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<td>Amadeus IT Group, S.A.</td>
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<td>AOPTIX</td>
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<td>ARINC Incorporated</td>
<td>A5</td>
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INNOVATION IS ON THE HORIZON.

You know us as the world leader in revenue management. But, have you taken a recent look at what PROS has to offer? We’re committed to helping our customers maximize profitability with our industry-leading revenue management software solutions that help you manage passenger demand, optimize pricing, and identify hidden revenue leaks and opportunities. If you haven’t evaluated what PROS software can do for you, now’s the time to consider the possibilities.

PROS is enhancing the efficiency, visibility and analytics of our offerings to deliver even greater value and increase the impact on your bottom line. The unbeatable return on investment that we are known for is getting even greater!

Visit the PROS booth to get a sneak peek into the future of our revenue management solutions.
Amadeus is a world-leading technology and distribution solutions provider, delivering leading-edge solutions that cover airlines’ unique business needs, independent of their size, business model or location.

Amadeus offers a fast-growing portfolio of Airline and Airport IT solutions, including the new Altéa Customer Management Solution contracted by over 110 airlines, and a range of fully integrated revenue management solutions designed to increase airline profitability.

In over 20 years of innovation, Amadeus has heavily invested in the latest technology to ensure superior performance and reliability for its customers. Today, its open architecture systems facilitate rapid integration of new services and applications, supporting airlines as they adapt to changing business environments.

For more information, please see: www.amadeus.com/airlineIT

ARINC is the world leader in transportation communications and systems engineering solutions, including Airline Communications, Airport IT services and Security for the aviation industry. Headquartered in Annapolis, Maryland with regional headquarters in London and Singapore, ARINC is global in reach with employees in more than 100 offices around the world providing over 150 value-added solutions to customers in 104 countries.

Changi Airport is the world’s most awarded airport having garnered more than 370 accolades. It handled 42 million passenger movements in 2010 and serves some 100 airlines flying to over 200 cities in 60 countries and territories worldwide. A flight takes off or lands at Changi once every two minutes.

With multiple industry awards, Datalex is a respected, proven and agile provider of travel retail solutions to major suppliers and distributors worldwide who lead the industry with innovative, progressive and pioneering merchandizing and retail strategies.

Our customers include: Air China, Aer Lingus, Air Malta, Affinion Group, Copa Airlines, Continental Airlines, Delta Airlines, Frontier Airlines, Philippine Airlines, South African Airways, Spanair, United Airlines and United Mileage Plus.

The Datalex Travel Distribution Platform is a comprehensive multi CRS/GDS portfolio that enables advanced air and ancillary pricing, shopping, merchandizing, loyalty and personalization across multiple sales channels. TDP enables the retailer to inspire, personalize and optimize content, value and choice to customers driving over 75 million travel bookings each year.

Diio is a business intelligence tools and technology company, specializing in the aviation and travel-related markets. Diio stands for Data In, Intelligence Out-transforming large datasets into actionable decision information. We combine technological prowess with deep airline-industry expertise in order to create and continuously improve BI tools designed by aviation professionals, for aviation professionals. Our solutions are easy-to-use, fast, flexible, highly reliable and expertly supported. Thanks to our strategic partnerships with IATA and ARC, Diio’s tools and technology are used by airlines that account for more than 70% of global passenger capacity. www.dio.net
PROS Holdings, Inc. (NYSE: PRO) is a leading provider of pricing revenue optimization software products, specializing in scientific analytics, forecasting and optimization. By using PROS’ software, customers gain insight into pricing strategies, optimize decisions, and improve business processes as well as financial performance.

PROS helps Airlines fully utilize their aircraft with the best mix of both passengers and cargo. The ultimate focus of the PROS solutions is to maximize revenue across the airlines’ entire network.
Samsonite, the world’s leading global luggage brand, celebrated ‘100 years strong’ at the forefront of luggage innovation in 2010. With a longstanding history of breakthroughs in luggage development the brand has always been a leader in making suitcases. Today Samsonite continues to develop a wide range of ground-breaking designs: including B-Lite, its lightest ever softside suitcase; and Cosmolite, made with exclusive Curv® technology, making it the lightest and strongest hardside Samsonite suitcase ever. Cosmolite is currently the fastest selling line and winner of the Red Dot Design Award ‘Best of the Best 2010’ proving that the ‘future is light’. Today, Samsonite continues to diversify and offers hundreds of product lines; including business bags, backpacks, camera bags, fashion bags and travel accessories. Samsonite operates in 55 countries in EMEA and in over 120 countries across the world.

Teradata Corporation (NYSE: TDC) is the world’s leading analytic data solutions company focused on integrated data warehousing, big data analytics, and business applications. Teradata’s innovative products and services provide airlines and travel related companies with greater insight into their customers, channels, and operations so that they can make smarter and faster decisions. Teradata gives you the ability to not only leverage your data assets to gain strategic insight about your business, but also recognize emerging trends, and respond quickly. Visit teradata.com for details.

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Important Conference Information

Registration Desk and General Assistance
At any time during the conference you have questions or require any assistance, please visit the IATA World Passenger Registration Desk, located in Shangri-La Hotel.

Monday, October 10
08:00 – 19:00 Mezzanine Foyer, Mezzanine Level

Tuesday, October 11
08:00 – 18:00 Tower Ballroom Foyer, Lobby Level

Wednesday, October 12
08:00 – 18:00 Tower Ballroom Foyer, Lobby Level

Thursday, October 13
08:00 – 18:00 Tower Ballroom Foyer, Lobby Level

Friday, October 14
08:00 – 13:00 Tower Ballroom Foyer, Lobby Level

Security
All attendees are asked to be vigilant at all times and take extra care of their personal belongings, such as laptops. Entrance into the conference rooms will only be permitted to those displaying their badges. You are therefore asked to ensure that your badge is with you and visible at all times.

Internet
Complimentary wifi internet will be available in the meeting space at the Shangri-La Hotel.

Networking Luncheons & Coffee Breaks
PROFIT STREAM: Monday, October 10
Networking Coffee Break
16:00 – 17:00 Mezzanine Foyer, Mezzanine Level

Welcome Reception
Sponsored by amadeus
18:30 – 20:00 Pavilion, First Floor, Garden Wing

PROFIT STREAM: Tuesday, October 11
Networking Coffee Break
Sponsored by optiotown
10:30 – 11:30 Mezzanine Foyer, Mezzanine Level

Networking Luncheon & Exhibition Opening
13:00 – 14:30 Tower Ballroom, Lobby Level
Please join us for lunch and the exhibition opening in the Tower Ballroom, Lobby Level at the Shangri-La Hotel.

Networking Coffee Break
Sponsored by T eradata dlo
15:45 – 16:15 Tower Ballroom, Lobby Level

CUSTOMER STREAM: Wednesday, October 12
Networking Coffee Break
Sponsored by
10:30 – 11:30 Tower Ballroom, Lobby Level

Networking Luncheon
13:00 – 14:30 Tower Ballroom, Lobby Level

Networking Coffee Break
16:30 – 17:00 Tower Ballroom, Lobby Level

CUSTOMER STREAM: Thursday, October 13

Networking Coffee Break
10:30 – 11:30 Tower Ballroom, Lobby Level

Networking Luncheon
13:00 – 14:30 Tower Ballroom, Lobby Level

Networking Coffee Break
16:30 – 17:00 Tower Ballroom, Lobby Level

CUSTOMER STREAM: Friday, October 14

Networking Coffee Break
10:30 – 11:30 Tower Ballroom, Lobby Level

Symposium Gala Event
Wednesday, October 12 19:30 – 22:00
The Coliseum at Resorts World Sentosa
This symposium dinner is included in your symposium registration fees. Reservations are required and space is limited. Additional tickets can be purchased at the Registration Desk before 18:00 on Tuesday, October 11. Transportation to and from the Shangri-La Hotel will be provided.
Have you ever lost your baggage?

Lyngsoe Systems helps the air transport industry solve operational and quality challenges within baggage handling processes and services.

We focus on baggage handling quality and efficiency. By taking a holistic view on the processes involving all parties from check-in to reclaim in a network between airlines and airports, we are able to deliver detailed quality process data serving as an information platform.

This information platform provides a large number of possibilities:
- process inefficiencies can be spotted
- baggage handling management in airlines, airports, and handlers can get factual data and analysis as basis for decisions and agreements
- and passengers can be provided with information about their baggage up front

Visit the World Passenger Symposium 2011 in Singapore and learn more about how we can help you.

Contact Lyngsoe
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