

IATA

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Chicago, USA
25 – 26 October 2023

WFS: VALUE CREATION



Co-host Airlines:



IATA WORLD FINANCIAL SYMPOSIUM

IATA WORLD PASSENGER SYMPOSIUM

Thursday, 26 October

WFS: Value Creation

09h00 – 09h05

Track opening and welcome

- **Erik Swelheim**, Managing Director and CFO KLM Royal Dutch Airlines and Chair of Industry Financial Advisory Council

09h05 – 09h15

Rethinking your organization to integrate payment and distribution

A well thought distribution strategy must include payment. Why did the LH group take the decision to reorganize its payment function and where does it sit today? What are the first outcome of that reorganization?

- **Kai Schilb**, Head of Payment, Lufthansa Group

09h15 – 09h25

Last year's learnings and today's problems

Last year 2 seminal studies from EDC and McKinsey put precise figures on the new revenue potential for airlines. But only if challenges are recognized, measured and addressed. What are the airline challenges observed by payment consultants? And we will hear today in a very concrete way how such challenges are being addressed.

- **Shanta Paratian**, Senior Manager, Edgar, Dunn & Company

09h25 – 09h55

What do the client and the payer want?

Join us for this interactive session with the leaders in payment industry and discover what the client and payer really want, and how to meet these needs. Hear from EDC, which has conducted research for acquirer Nuvei on what travel customers want. And listen to what American Express and Diners Club have to share, each drawing from their vast experience in the consumer and corporate travel markets. Also, the latest edition of the IATA Global Passenger Survey takes stock of what the traveler says and does in terms of payments.

Moderator: **Alicia Lines**, Regional Director Financial & Distribution Services, IATA

- **Jessica Püttmann**, Product and Marketing Director, Diners Club Spain
- **Shanta Paratian**, Senior Manager, Edgar, Dunn & Company
- **Veronique Raynaud**, Vice President Global Client Group International, American Express

IATA WORLD FINANCIAL SYMPOSIUM

IATA WORLD PASSENGER SYMPOSIUM

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09h55 – 10h15

Securing the foundation: how are airline card transactions faring on payment conversion?

Payment conversion rate has a direct impact on airline's financial health and control of money. Anything that makes the customer abandon their shopping process and leave, is a wasted opportunity to make a sale and add to the loyal customer base.

Hear from the leading providers on how you can increase payment conversion, contributing to increased customer satisfaction, top line and providing for better control of payment flows.

- **Callie McKill**, Senior Director - T&E Product and Payment Experience, Visa
- **Chiara Quaia**, Senior Vice President Market Development Travel, Mastercard

10h15 – 10h25

But is the foundation secured?

Is it enough what providers are doing to secure the foundation to allow for better conversion and for airlines to control their payment flows more efficiently? And what are the current payment landscape disruptors?

Moderator: **Monica Muski**, Commercial Strategy & Partnerships, Group Payments, Qantas

- **Callie McKill**, Senior Director - T&E Product and Payment Experience, Visa
- **Chiara Quaia**, Senior Vice President Market Development Travel, Mastercard

10h25 – 10h35

Cultivating Payment Management - a practical approach

Take control of your payments and learn about various techniques to stimulate customers to use your preferred payment methods based on your strategic goals. Discover best practices for efficient customer payment flows and increased conversion. Diversify your payment mix and increase conversions by making more effective use of Open Banking/ Request to Pay schemes. Learn how to control of your payment costs and manage payment risks efficiently by designing the right payment methods mix and direct customer payments traffic accordingly.

- **Javier Orejas**, Global Head Banking, IATA

10h35 – 11h15

NETWORKING BREAK

IATA WORLD FINANCIAL SYMPOSIUM

IATA WORLD PASSENGER SYMPOSIUM

Thursday, 26 October

WFS: Value Creation

11h15 – 11h45

Airline global acquirers, facts, and calls for action

Acquirers are payment enablers. How can an airline reach more customers by offering the right payment instrument at the right time, including recovery after first refusal? What is their experience with airline transaction success rates and how do they make them better? How does the industry fare with an abundance of payment regulations?

Join us as we put leading acquirers on the spot.

Moderator: **Christophe Kato**, Head, Payment Services, IATA

- **Brett Turner**, SVP, Head of Airline Acquiring, Elavon
- **Damien Cramer**, Global Head of Airlines and Travel - Digital Commerce, Worldline
- **Thomas Helldorff**, VP Airlines, Travel & Hospitality, Worldpay from FIS

11h45 – 12h05

Is the industry getting organized?

Last year's World Financial Symposium was the time to share findings endorsed by industry. One year has gone by and payment service providers are sharing data and facts to a broader scale than ever before. But the industry needs to think of how it can move to the next level.

Join leading airlines discussion on whether Airline Payment Index will come to enrich the Airline Retailing Maturity index in allowing individual airlines to assess where they stand and where they are going next.

Moderator: **Thierry Stucker**, Director, Industry Payment Programs, IATA

- **Charlotta Frohm**, Business Developer Customer Payment Solutions, SAS
- **Ersin Deniz**, payment systems manager, Turkish Airlines
- **Kai Schilb**, Head of Payment, Lufthansa Group

12h05 – 12h10

Introduction to Modern Financial Processes module

IATA WORLD FINANCIAL SYMPOSIUM

IATA WORLD PASSENGER SYMPOSIUM

Thursday, 26 October

WFS: Value Creation

12h10 – 12h30

Learn where is the industry in addressing Financial Management transformation to support Airlines aspiration to become modern retailers

Join a fireside chat with Financial Advisory Council dedicated work group experts and learn about the impact of Airline Retailing on Financial Management and transformation and simplification opportunities it offers.

Get first hand update on Modern Airline Retailing Reference Architecture with a particular focus on Financial Management. Hear about the industry approach to de-specialization of financial processes, adoption of more generic standard retail Order to Cash and Procure to Pay processes and transformation of cumbersome traditional Revenue Accounting into streamlined Order Accounting as a result. Learn what the industry expects from IATA financial services in order to support Airline Retailing transformation.

Moderator: **Andrei Grintchenko**, Head Industry Architecture, IATA

- **Myriam Burget**, Head of Revenue Accounting, Swiss and Chair of Airline Retailing for Finance Working Group

12h30 – 14h00

NETWORKING LUNCH

14h00 – 14h15

Airline Retailing and Financial Management - an airline story

A follow up chat with a senior strategy executive from a major airline about the importance of addressing Financial Management transformation as a part of Airline Retailing journey. How did this airline do it, and what has happened since we last spoke at the previous edition of World Financial Symposium one year ago. What worked well, and what could have been done better?

Interviewer: **Alicia Lines**, IATA Regional Director Financial & Distribution Services The Americas

Interviewee: **Christine Rovelli**, SVP Strategy and Fleet, Finnair

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IATA WORLD PASSENGER SYMPOSIUM

Thursday, 26 October

WFS: Value Creation

14h15 – 15h00

Airline Retailing driven Financial Management transformation

Transformation to Offers and Order cannot be limited to these areas only. It must include transformation of Financial Management and supporting back-office processes as we know them today. In this sessions, we will have providers discuss how their take on OOMS transformation accounts for Financial Management and where airlines can get ahead with processes simplifications and increased efficiencies. Focus on the future of Financial Management driven by this transformation to retailing.

Moderator: **Myriam Burget**, Head of Revenue Accounting, Swiss and Chair of Airline Retailing for Finance Working Group

- **Burcu Toker**, Technical Sales Consultant, Hitit Computer Systems
- **Eva-Maria Roe**, Head of Travel and Transportation Solutions, SAP
- **Meg O'Keefe**, Vice President Altea Product & Portfolio, Amadeus Travel Unit
- **Philip Fernandes**, SVP Product Management, Accelya
- **Simon Lescarcelle-Evin**, Global Head Travel & Transportation Services, SAP

15h00 – 15h15

Airline keynote and module intro

Transforming Financial Management and streamlining financial processes will allow for more timely access to better quality data of increased granularity. It will, in turn, set the foundation for better and more data driven financial management and decision making. An airline will share its experience in improving its financial data flows and the how it helped to improve its decision making.

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IATA WORLD PASSENGER SYMPOSIUM

Thursday, 26 October

WFS: Value Creation

15h15 – 15h45

Data driven Financial Management improving commercial and distribution decision making

Transformation to Offer and Order paradigm affords airlines to take better control over their data and allows for significant improvements in Financial Management. Its allow for more granular and timely access to data. And by having to maintain Offer granularity at Service level and direct interfaces across Offer, Order and Financial Management capabilities, airlines can do away with many of the complex legacy processes. This allows for simplification and cost reduction. Hear from some of the major providers, on how they are looking to address Offer and Order data flow to support streamlined and simplified Order Accounting.

Moderator: **Olena Vasylchenko**, IATA Director Industry Architecture and Passenger Standards

- **Chuck Crowder**, Global Head of Airline Relationships, ARC
- **Sebastian Holfert**, Senior Product Owner Finance Solutions, Lufthansa Systems
- **Simon Lescarcelle-Evin**, Global Head Travel & Transportation Services, SAP

15h45 – 16h00

The future of Value Creation in Finance

Payment, Financial Management Transformation and Smart Data in Finance - track closure and next steps.

Master of Ceremony: **Olena Vasylchenko**, IATA Director Industry Architecture and Passenger Standards

- **Erik Swelheim**, Managing Director and CFO KLM Royal Dutch Airlines and Chair of Industry Financial Advisory Council

16h00 – 16h30

NETWORKING BREAK

16h30 – 17h30

Joint WFS and WPS Closing Plenary