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Chicago, USA
25 – 26 October 2023

PROGRAM



Co-host Airlines:



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Chicago, USA
25 – 26 October 2023

Join us at the first joint IATA World Finance Symposium and World Passenger Symposium, where airline retailing, finance and passenger experience unite to create a dynamic platform for strategic exploration, actionable insights, and transformative innovation.

Designed to address the evolving challenges and opportunities for CFOs, COOs and CCOs, this exclusive event brings together industry experts to collaboratively shape the future of aviation.

Airlines are on a journey to create value and enhance customer centricity that will transform our industry while fostering financial resilience and sustainability.

In this edition, we will dive into strategic areas that matter most to airline executives and where you will discover how to unlock new value creating opportunities while ensuring financial stability and mitigating risk.

Under this year's joint theme "**Value creation, Unlock the potential**" you will learn about new growth opportunities in the sales value chain while safeguarding financial sustainability and improving resilience. You will also learn about how the passenger experience is being transformed for all passengers through innovative technology and design, industry collaboration and much more.

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Wednesday, 25 October

09:00-10:30	Joint WFS and WPS Opening Plenary Host Airline & Gov. Speech + Economic Outlook + Global Passenger Survey		
10:30-11:15	Networking Break		
11:15-12:30	CEO Panel + Proof of Concept (POC) End to end seamless travel		
12:30-14:00	Networking Lunch + Workshops		
14:00-15:30	WPS - Passenger Experience & Airport	WPS - Accessibility	Airline Retailing & Finance for a Sustainable Future
15:30-16:00	Networking Break		
16:00-17:30	WPS - Passenger Experience & Airport	WPS - Accessibility	Airline Retailing. The journey to Powering Profitability through Customer Centricity
	Networking Dinner		

Thursday, 26 October

09:00-10:30	WPS - Passenger Experience & Airport	WPS - Accessibility	WPS - Airline Retailing	WFS - Value Creation	WFS - Protecting Value
10:30-11:15	Networking Break				
11:15-12:30	WPS - Passenger Experience & Airport	WPS - Accessibility	WPS - Airline Retailing	WFS - Value Creation	WFS - Protecting Value
12:30-14:00	Networking Lunch + Workshops				
14:00-16:00	WPS - Passenger Experience & Airport	WPS - Accessibility	WPS - Airline Retailing	WFS - Value Creation	WFS - Protecting Value
16:00-16:30	Networking Break				
16:30-17:30	Joint WFS and WPS Closing Plenary				

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IATA WORLD FINANCIAL SYMPOSIUM

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Wednesday, 25 October

Opening Plenary and CEOs Panel

- 09h00 – 09h20** **Joint Opening**
- 09h20 – 09h40** **Host Keynotes**
- 09h40 – 10h00** **Industry Economic Outlook**
- 10h00 – 10h20** **Global Passenger Survey (GPS) – Results**
Discover the key findings on preferences and expectations of travelers; from attitudes towards the use of biometrics, usage of different payment options, carbon offsetting behaviors, through expectations towards baggage handling or transfer experience at the airport.
- 10h30 – 11h15** **NETWORKING BREAK**
- 11h15 – 12h15** **CEOs Panel - Redefining Air Travel: Balancing Passenger Preferences with Business Realities**
The panel will discuss the results of the 2023 IATA Global Passenger Survey (link to 2022 press release) exploring passenger expectations and what industry is delivering. The panel will examine ways to meet customer preferences while managing the complexities of airline and airport operations and financial realities. Topics will include:
- ✓ Booking and payment
 - ✓ Airport Processes
 - ✓ Convenience vs. Security
 - ✓ Personalization vs. Privacy (biometrics)
 - ✓ Baggage
 - ✓ Accessibility
- Moderator: **Karen Walker**, Air Transport World Editor-in-Chief
- **Adrian Neuhauser**, Executive President and Chief Executive Officer, Avianca
 - **Luís Rodrigues**, Chairman & CEO, TAP Air Portugal
 - **Willie Walsh**, Director General, IATA

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Wednesday, 25 October

Opening Plenary and CEOs Panel

12h15 – 12h30

End-to-end seamless travel implementation is at the fingertips of the industry!

The IATA Innovation Lab introduces the inaugural End-to-End Proof of Concept (POC) showcasing a seamless digital passenger experience from Shop to Fly. This cutting edge pilot enhances convenience, security, and efficiency, while establishing a global, interoperable framework thanks to industry wide collaboration. Leveraging IATA Digital Identity Standards while supporting Modern Airline Retailing, OneID, and Contactless Travel, travelers can now enjoy a faster, hassle-free journey with secure digital identity credentials recognized by airlines, travel agents, airports, and government agencies.

Moderator: **Stephan Copart**, Head Digital Transformation, IATA

- **Kat Morse**, Senior Manager Innovation & Partnerships, IATA
- **Henk van der Velde**, Regional Director, Trip.com
- **Ricardo Vidal**, Head of Innovation, British Airways

12h30 – 14h00

NETWORKING LUNCH

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Wednesday, 25 October

Airline Retailing & Finance for a Sustainable Future

14h00 – 14h10

Journey to Net Zero: Charting the Course

This session offers an executive overview of these comprehensive roadmap, addressing pivotal aspects including aircraft technology, energy infrastructure, operations, finance and policy. Exploring the both the strategic implications for airline's executive and the role CFOs and CCOs must take in achieving sustainability.

- **Andrew Matters**, Director Policy and Standards, IATA

14h10 – 14h40

Real-world Journeys to Emission-Free Aviation

As leaders in the sustainability journey to net zero, two airlines deliver an inspiring keynote providing an insider's view of their journey towards sustainability and what are the financial implications as well as the impact on customer relations.

- **Lauren Riley**, Chief Sustainability Officer and Managing Director, Global Environmental Affairs, United Airlines

14h40 – 14h50

Panel Piloting Change for Achieving Net zero

In a dynamic and complex landscape to achieve sustainability, ESG reporting is becoming an invaluable instrument. This session brings together all facets of ESG reporting – investors relations, risk management, operational efficiency, reputation, customer engagement, regulatory compliance, and strategic decision-making, showcasing how each components forms a part of a successful and sustainable course for an airlines' financial and commercial futures.

14h50 – 15h30

Panel Piloting Change: Harnessing Retail and Finance for ESG Advancement

A dynamic panel discussion between top airline executives discussing the intersection of retail and finance in pursuit of sustainability. It is said sustainability is only achieved when it becomes everyone's priority.

- **Erik Swelheim**, Managing Director and Chief Financial Officer, KLM
- **Jill Blickstein**, Vice President, Sustainability, American Airlines
- **Lauren Riley**, Chief Sustainability Officer and Managing Director, Global Environmental Affairs, United Airlines

15h30

Closing Notes

15h30 – 16h00

NETWORKING BREAK

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Wednesday, 25 October

Airline Retailing. The Journey to Powering Profitability Through Customer Centricity

16h00 – 16h15

The industry status on the journey to Modern Airline Retailing

IATA will provide an overview of what this journey entails, highlights to date and some key numbers.

- **Yanik Hoyles**, Director Distribution, IATA

16h15 – 16h25

What's the size of the prize - now - post Covid?

A 2019 study carried out by McKinsey suggested the industry value creation from retailing could reach USD 40bn, or USD 7 per passenger (industry average) by 2030. Post Covid, how has this evolved? What are the new numbers, based on airline benefit realizations to date?

- **Jasperina De Vries**, Associate Partner, McKinsey

16h25 – 16h50

Airline spotlight: Quick fire panel on value creation

Following on from the previous presentation, airline commercial leaders will share their perspectives on value creation to date and looking ahead.

Moderator: **Nina Lind**, Partner, McKinsey

- **Anthony Rader**, Director Airline Retailing Technology, American Airlines
- **Bryan Koh**, VP E-Commerce and Distribution, Singapore Airlines
- **Tamur Goudarzi Pour**, Chief Commercial Officer and member of the Board, Swiss International Airlines

16h50 – 17h20

Industry views from the airline Commercial, Finance and Digital leaders

Perspectives from airline leaders, members of IATA Advisory Councils, on their journey to retailing: the benefits realized so far, the challenges that lie ahead and how the industry can work together towards these goals.

- **Catalina Nannig**, VP Sales and Distribution, Avianca
- **Kimon Giannopoulos**, Chief Financial & Strategy Officer – Qantas Loyalty, Qantas

17h20 – 17h35

A technology spotlight

Listen to the President of a large tech company and how they plan to support the journey to Modern Airline Retailing.

Moderator: **Muhammad Albakri**, SVP Financial, Settlement and Distribution Services, IATA

- **Decius Valmorbida**, President Travel Unit, Amadeus

17h30

NETWORKING DINNER



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IATA WORLD FINANCIAL SYMPOSIUM

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Wednesday, 25 October

WPS: Passenger Experience & Airport

- 14h00 – 14h15** **Welcome: Highlight of relevant areas from GPS**
- 14h15 – 14h30** **The importance of Passenger Insight – a data centric approach for customer centric action**
- 14h30 – 15h15** **GPS Deep Dive session & panel**
- Moderator: **Harry Grewal**, Director, Airport Infrastructure & Customer Experience, IATA
- **Garima Sharma**, Managing Director, Customer Next & Analytics, United Airlines
 - **Hans Zijlstra**, Director Customer & Market Insight, KLM Royal Dutch Airlines
 - **Mike Karam**, Director, Customer Service Delivery Excellence – Airports, Air Canada
- 15h15 – 15h30** **Sponsored Slot: Baggage**
- 15h30 – 16h00** **NETWORKING BREAK**
- 16h00 – 16h15** **Sponsored Slot: Amadeus – Digital Identity**
- **David Trastour**, Head of Product, Amadeus
- 16h15 – 17h15** **Revolutionizing Global Travel: The World's First All-Digital International Journey, from Shopping to Travelling the World**
- Unveiled at the Opening Plenary, go into a deep dive of IATA's Innovation Lab's pioneering End-to-End Proof of Concept (POC). This PoC showcases a streamlined digital passenger experience, spanning from shopping to flying, enhancing convenience, security, and efficiency through collaborative industry efforts. By utilizing IATA Digital Identity Standards, Modern Airline Retailing, OneID, and Contactless Travel Standards, the industry can unlock value for the entire value chain. Stay tuned for an in-depth exploration of this POC!
- Moderator: **Kat Morse**, Senior Manager Innovation & Partnerships, IATA
- **Aniket Urganlawar**, Head of Technology, Verchaska Infotech Pvt. Ltd
 - **Anna Ghion**, Senior Global Lead, IGO AIR
 - **David Trastour**, Head of Product, Amadeus
 - **Heinrich Grave**, SVP Digital Identity, IDnow
 - **Henk van der Velde**, Regional Director, Trip.com
 - **Ricardo Vidal**, Head of Innovation, British Airways
 - **Ursula Silling**, CEO, Branchspace
 - **Victor Martinez Jurado**, Engineering Manager, Digital Identity, SICPA
- 17h30** **NETWORKING DINNER**

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Thursday, 26 October

WPS: Passenger Experience & Airport

09h00 – 10h15

Digital Identity – Contactless Travel

Panel of lead innovators in One ID implementations will share their experiences around biometrics and digital identity trials and implementations. The panel will discuss lessons learned and explore what is next by looking into common challenges and opportunities for the industry.

Moderator: **Youn Kim**, Manager, Customer Experience, IATA

- **Derwin Cady**, Manager, Airport Technology & Innovation, Air Canada
- **Ernest Eustace**, Associate Director Enterprise Architecture, Greater Toronto Airports Authority
- **Matthew S. Davies**, Executive Director, Admissibility and Passenger Programs Office of Field Operations, U.S. Customs and Border Protection
- **Ricardo Vidal**, Head of Innovation, British Airways

10h15 – 10h30

Sponsored Slot: Biometrics (Vision Box)

Keynote: **Jeff Lennon**, VP Strategic Sales & Global Partnerships, Vision-Box

10h30 – 11h15

NETWORKING BREAK

11h15 – 12h15

Industry/government partnerships – the future of pax data

Keynote and a Fireside Discussion with government experts on border regulation on the digitalization of admissibility and pre-clearance using digital identity and removing the need for the airline to broker pax data. What needs to occur to encourage more States to move to pre admissibility with digital identity?

- **Andrew Wynter**, Chief Executive Officer, Passport Immigration and Citizenship Agency, Jamaica
- **Ciaran Carolan**, Programme Officer (PKD) Aviation Security and Facilitation, ICAO
- **Ignacio Zozaya**, Head of Coordination Office, European Border and Coast Guard Agency
- **Michelle Wilson**, Senior Technical Advisor, USA Gov Transportation Security Administration

12h15 - 12h30

Sponsored Slot: Passenger Data

12h30 – 14h00

NETWORKING LUNCH

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Thursday, 26 October

WPS: Passenger Experience & Airport

14h00 – 14h20

Aligning Airport Infrastructure to meet Customer Needs

Chicago O'Hare Airport has embarked a multi-dimensional project that will transform O'Hare into a premier international hub to meet the evolving needs of customers through the 21st century and beyond. Concepts and strategies will be shared on how such issues as accessible design, sustainability, and resilience are being addressed and what improvements the transformation will bring to the customer experience.

Keynote: **Tracey Payne**, Chief Administrative Officer/Managing Deputy Commissioner, City of Chicago Department of Aviation

14h20 – 14h40

The Reinvention of Lima Airport

Lima Airport Partners is constructing a 40m passenger terminal and other new infrastructure. This presentation will provide insights on the operational concepts and new processes and technology that will be used at the new terminal and how might airport connectivity and the customer experience be changed.

Keynote: **Norbert Onkelbach**, Chief Commercial Officer, Lima Airport Partners

14h40 – 15h00

Building a Sustainable Airport

Centralny Port Komunikacyjny (CPK) will be the largest greenfield airport project in Europe to be built with environmental sustainability embedded into its design and operating model. This presentation will explain the decarbonization strategies and best practices that are being incorporated into the design of a new environmentally sustainable passenger terminal with reference to the ADRM Sustainability guidance.

Keynote: **Antoinette Nassopoulos-Erickson**, Senior Partner, Foster + Partners

15h00 – 15h30

The Challenges of Transforming the Airport Experience

The three airport project speakers will join for a brief discussion on the common challenges of executing major airport projects that address customer needs.

Moderator: **Manuel Lanuza**, Senior Manager Airport Development, IATA

- **Norbert Onkelbach**, Chief Commercial Officer, Lima Airport Partners
- **Szymon Kachniarz**, Senior Project Manager – Architect, CPK
- **Tracey Payne**, Chief Administrative Officer/Managing Deputy Commissioner, City of Chicago Department of Aviation

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Thursday, 26 October

WPS: Passenger Experience & Airport

15h30 – 16h15

[Wayfinding – Creating an informed Passenger Journey](#)

Passenger journeys are becoming more complex with larger terminals and more “thing to do”. While this may be seen as enhancing the passenger experience it can also create friction when it comes to getting the passengers to and from the aircraft in a safe and efficient manner. The presentation will look at how breaking down the journey by steps as well as personas is important to understand the friction and how good planning and technologies can help remove it.

- **Chris Chalk**, Global Aviation Sector Leader, Mott MacDonald

[Leveraging technology to improve Baggage Handling Performance for Customers](#)

Panel discussion on how baggage handling and security can be improved through technology.

Moderator: **Harry Grewal**, Director, Airport Infrastructure & Customer Experience, IATA

- **Jason Odey**, Director of Global Baggage Excellence, Air Canada
- **Nicholas Lisle**, Director, Director-Airport Operations Performance & Execution, United Airlines
- **Rick Nagy**, Principal Product Manager, Air Alaska

16h00 – 16h30

NETWORKING BREAK

16h30 – 17h30

[Joint WFS and WPS Closing Plenary](#)

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Wednesday, 25 October

WPS: Accessibility Track

Masters of Ceremony

Laura Pierallini, Name Partner at Pierallini Studio Legale - Professor at Luiss University of Rome

& **Michael Swiatek**, Chief Strategy Officer, ABRA group

14h00 – 14h05

Opening and Welcome Remarks

- **Conrad Clifford**, Deputy Director General and Corporate Secretary, IATA

14h05 – 14h15

Why accessibility in aviation needs a top-down approach

This keynote speech will look at the industry's progress in meeting the needs of passengers with disabilities, address some of the barriers that remain, and how we can continue to move forward to ensure all passengers, including those with disabilities, can travel safely with dignity and independence.

- **Stephanie Cadieux**, Chief Accessibility Officer of Canada

14h15 – 15h00

Thinking of accessibility in terms of economic benefits and financial challenges

Supported by data, the panel discussion will look at the economic benefits of transporting persons with disabilities by air and the financial challenges for airlines in the implementation of accessibility provisions. The scope is to generate an understanding of the levels of investment required to achieve and maintain compliance with regulations.

Moderator: **Andrew Matters**, Director Policy and Standards, IATA

- **Kerianne Wilson**, Director, Customer Accessibility, Air Canada
- **Michael Swiatek**, Chief Strategy Officer, ABRA group
- **Kurush Minocher**, Director Passenger Programs and Marketing, Greater Toronto Airports Authority

15h00 – 15h30

Regulatory 'risks' and 'opportunities'. How can an effective regulation promote accessibility and make it work in practice?

An overview of applied or expected accessibility regulations from the voice of the policymakers.

Moderator: **Douglas Lavin**, Vice President, Member & External Relations North America, IATA

- **Tim Cade**, First secretary at the British Embassy, British Embassy
- **Carlos Gomes**, Coordinator at the Civil Aviation Secretariat, Brazilian Ministry of Ports and Airports
- **Sonia Gangopadhyay**, Director of the Centre of Expertise for Accessible Transportation, Canadian Transportation Agency



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Wednesday, 25 October

WPS: Accessibility Track

- 15h30 – 16h00** **NETWORKING BREAK**
- 16h00 – 17h00** **En Route to Accessible Air Travel: Research in Progress**
 Professors Michael Mulvey and doctoral student Valentina Primossi, have assembled an intersectoral research team to understand accessibility through an "ageing and disability lens" for a seamless and accommodating travel experience for individuals living with dementia. During the presentation, they will discuss the barriers identified and potential solutions.
- Presentation:
- **Michael S. Mulvey**, Associate Professor of Marketing, LIFE Research Institute
 - **Valentina Primossi**, Ph.D. Candidate in Digital Transformation and Innovation, University of Ottawa
- Based on research and data collected, this session will provide several recommendations on training and assistance service to improve travel for passengers with visible and invisible disabilities.
- Moderator: **Kathy Kennedy**, Senior Principal Auditor, DOT Consumer Protections, Alaska Airlines
- **Mike May**, Navigation technology advisor, American printing house for the blind
 - **Paul White**, CEO, The Hidden Disabilities Sunflower
 - **William Harkness**, Head of Accessibility, Boeing
- 17h00 – 17h30** **Lessons for an inclusive transformation in the tourism sector and its relation to connectivity and accessibility**
 Making tourism more accessible is not only a social responsibility – there is also a compelling business case as it can boost the competitiveness of countries and destinations. We will learn from the stakeholders' experts in the field.
- Moderator: **Stephanie Lanza-Efthimiou**, Head of Accessibility, Jetblue
- **Almudena Alcaide**, R&D Director, Fundación ONCE
 - **Neha Arora**, CEO and Founder, Planet Abled
 - **Ronald Pettit**, Director, Disability Inclusion & ADA Compliance, Royal Caribbean
- 17h30** **NETWORKING DINNER**

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Thursday, 26 October

WPS: Accessibility Track

Masters of Ceremony

Kerianne Wilson, Director Accessibility, Air Canada & **Linda Ristagno**, Assistant Director External Affairs, IATA

09h00 – 09h10

Keynote speech

- **Rachel Arfa**, City of Chicago Commissioner, Mayor's Office for People with Disabilities

09h10 – 10h00

Designing for accessible products and services

If an environment is accessible, convenient and a pleasure to use, everyone benefits. The session will illustrate what universal and accessible design is and what airports and airlines have done to make physical and digital products and services accessible.

Moderator: **Laurel Van Horn**, Vice President, Director of Programs, Open Doors Organization

- **Alan Howell**, Architect, Minneapolis – Saint Paul International Airport
- **Dino Zuppa**, Chief Operating Officer, Standards and Research, Accessibility Standards Canada
- **Gregory Gobat**, Architect, Aviation Facilities & Infrastructure Architecture, Port of Seattle
- **Samantha Stedford**, Director of Customer Experience, Pittsburgh International Airport

10h00 – 10h30

Best practices and standards superseding regulatory actions: the Italian business case

Italian stakeholders will showcase the application of best practices and technical guidance of air transport accessibility services driven by collaboration. Can the Italian model be applied on a larger scale?

Moderator: **Laura Pierallini**, Name Partner at Pierallini Studio Legale - Professor at Luiss University of Rome

- **Alberto Casamatti**, Director General Operations & Accountable Manager, Air Dolomiti
- **Cristina Stacchini**, Global Industry Relations Manager, Cisalpina Tours
- **Mark de Laurentiis**, Director, Passenger Rights – Ente Nazionale per l'Aviazione Civile (ENAC) (Government of Italy)

10h30 – 11h15

NETWORKING BREAK



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Thursday, 26 October

WPS: Accessibility Track

11h15 – 12h30

Focus on the safe transport of personal mobility devices

- **Linda Ristagno**, Assistant Director External Affairs, IATA

Structural design and certification aspect of wheelchair restraint systems

Presentation on the structural design, certification aspect and research activities related to this relevant aspect of air transport accessibility.

- **Joseph Pelletiere**, Ph.D., PE Chief Scientific and Technical Advisor, FAA

Safe loading of mobility aids in the cargo hold

- **John Kirn**, Manager - Accessibility Programs, International Planning & Regulatory Affairs, United Airlines

Panel Discussion

- **Eric Lipp**, Founder and Executive Director, ODO
- **Graham Keithley**, Vice President & Associate General Counsel, Airlines for America
- **Michele Erwin**, Founder and President, AllWheels Up
- **Mouza Saeed Rumaihi**, Special Handling Manager, dnata

12h30 – 14h00

NETWORKING LUNCH

14h00 – 15h00

Workshop: How to improve assistance services at airports through better communication and correct use of SSR codes.

The lack of prenotification of the service requested by some passengers associated with inconsistent use of the assistance service codes (SSR) can make it challenging for airports and airlines to provide seamless assistance. This workshop will share best practices and educational tools to overcome this issue and ultimately reduce the misuse of wheelchair assistance as one fits all solution.

Moderator: **Dana Folsom**, Manager, Disability Programs, Delta

- **Fernando De Castro**, Airport Executive Manager, Florianópolis-Hercílio Luz International Airport
- **Roberto Castiglioni**, Founder and Executive Director, Reduced Mobility Rights Limited
- **Xavier Mascarell**, Customer Experience Strategy Manager, British Airways
- **Habib Ragelhassi**, Digital Accessibility Project Manager, Amadeus
- **William Neece**, Director of Airport Solutions, Ozion



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Thursday, 26 October

WPS: Accessibility Track

- 15h00 – 15h50** **Assistance Dogs for persons with disabilities in aviation: what is their behavior like in public, what tasks do they perform to mitigate the disabilities of their human partners, and how to tell if they are 'real' Assistance Dogs ready to fly?**
Learn what Service Dogs do to help those with invisible disabilities by observing a live demonstration of the tasks that Service Dogs perform. With audience participation we will evaluate the correct behavior of a trained Service Dog so all those present will be able to recognize a 'real' Service Dog Team and determine if they are ready to fly.
- Moderators: **Attila Ulku**, Manager Industry relationships Canada and Bermuda, IATA & **Alejandro Restrepo**, Manager External Affairs and Sustainability, IATA
- **Alexandra Pichler** (and dog Maggie Mae) Guide Dog, Service Dog Apprentice Instructor
 - **Pat Pound** (and dog Cayenne), Consultant, Open Doors Organization
 - **Sheila O'Brien**, Director, External Relations, Guide Dog Foundation
- 15h50 – 16h00** **Closing remarks**
- 16h00 – 16h30** **NETWORKING BREAK**
- 16h30 – 17h30** **[Joint WFS and WPS Closing Plenary](#)**

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Thursday, 26 October

WPS: Airline Retailing

- 09h00 – 09h40** **Airline spotlight: Commercial leaders on Modern Airline Retailing**
Commercial leaders will share their views on different retailing strategies across very different markets
- Moderator: **Yanik Hoyles**, Director Distribution, IATA
- **Amit Khandelwal**, Divisional Vice President - Revenue Optimization & Distribution, Emirates
 - **Dennis Cary**, SVP Commercial and Planning, Copa Airlines
 - **Glenn Hollister**, VP Sales Strategy and Effectiveness, United Airlines
- 09h40 – 10h20** **How business travel can benefit from Modern Airline Retailing**
A panel of value chain representatives will share views and what already works or not; the importance of collaboration and the opportunities this represents for the customer.
- Moderator: **Shaunelle Harris Drake**, Head Distribution Implementation, IATA
- **Danielle Cavnor**, Senior Manager US Procurement & Travel Operations team, PwC
 - **Johnny Thorsen**, VP Strategy and Partnerships, Spotnana
 - **Klaus Goddard**, Vice President - Global Distribution, BCD Travel
 - **Ray Pazerekas**, Regional Vice President Concur Travel Suppliers, Americas
- 10h20 – 10h35** **Technology spotlight**
Listen to the Executive Vice President of a large tech company and how they plan to support the journey to Modern Airline Retailing.
- Interviewer: **Charu Jain**, Senior Vice President Merchandising & Innovation, Alaska Airlines
- **Garry Wiseman**, EVP, Chief Product Officer and Chief Technology Officer, Sabre
- 10h30 – 11h15** **NETWORKING BREAK**
- 11h15 – 11h30** **Airline spotlight: AF/KL have announced they will be at 90% NDC by 2027**
Hear about where Air France KLM stand today on their journey to retailing and where it is heading.
- Interviewer: **Yanik Hoyles**, Director Distribution, IATA
- **Angus Clarke**, Chief Commercial Officer, Air France KLM
- 11h30 – 11h45** **Airline spotlight: How to get to freedom and agility in pricing?**
Hear how Revenue Management and Distribution can join forces to implement Continuous Pricing.
- **Keith Wallis**, Senior Director Distribution and Payments, Air Canada
 - **Richard Cleaz-Savoyen**, Managing Director, Revenue Optimization, Air Canada



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Thursday, 26 October

WPS: Airline Retailing

- 11h45 – 12h25** **Interline in NDC works today; but it will be even more efficient tomorrow - the proof is there!**
Panelists will share their views about transitioning away from today's interlining and debate latest trends: partnerships with Offers & Orders, the latest development of the SRSIA / Supplier Catalogue and the role other types of interline may play.
- Moderator: **Sebastien Touraine**, Head Airline Commercial Systems, IATA
- **Andy Kidd**, Industry Principal Travel, SAP
 - **Marcial Lapp**, Managing Director Revenue Engineering, American Airlines
 - **Martin Keith**, Senior Manager Order Management Strategy, Lufthansa Group
 - **Oana Savu**, Chief Strategy Officer, DoHop
 - **Thomas Gregorson**, Chief Strategy Officer, ATPCO
- 12h25 – 12h50** **Airline spotlight: An airline that has accelerated – massively!**
American Airlines will give a status update on their journey so far, which is till to accelerate! This session will also include insights from a high tech TMC that has been extremely close in this journey.
- Moderator: **Shaunelle Harris Drake**, Head Distribution Implementation, IATA
- **Anthony Rader**, Director Airline Retailing Technology, American Airlines
 - **Jeff Klee**, CEO and Co-founder, AmTrav
- 12h50 – 13h00** **Retailing best practices for a passenger-centric airline experience**
This session will show how airlines can follow e-commerce best practices like multi-product shopping carts to maximize conversions, reduce costs, and deliver the convenient purchase experience that passengers expect.
- **Theodora Tsinonis**, CCO, JR Technologies
- 13h00 – 14h00** **NETWORKING LUNCH**
- 14h00 – 14h30** **Let's come to Order! – with the Consortium**
Airline members of the IATA Consortium will share the 2023 deliverables:
- An airline business case to migrate to 100% Offers and Orders.
 - A modular Business Reference Architecture for the target end state.
 - Generic transition pathways to get there.
- Moderator: **Olivier Hours**, Head Distribution Strategy, IATA
- **Iris Taguet**, Head of IT Distribution and Customer Services, Air France KLM
 - **Raza Ali**, Group Commercial & Innovation Strategy Manager, IAG
 - **Rosario Phillips**, VP Customer & Commercial Solutions, LATAM



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Thursday, 26 October

WPS: Airline Retailing

14h30 – 14h45

Technology spotlight: Rethinking Retailing Readiness

Airlines are becoming modern retailers, but how can they fast-track this transformation? This session explores the role of customer-centricity, innovation, and NDC adoption in accelerating airline retailing, supported by insights from Accelya's proprietary research.

Interviewer: **Henry Harteveldt**, President, Atmosphere Research

- **Massimo Morin**, Global Head, Travel, Amazon
- **Sam Gilliland**, CEO, Accelya

14h45 – 14h55

How we made the case for Order

Transitioning to Order is a major strategic move that all airlines need to take – join this conversation to hear how Air France-KLM worked along with Oliver Wyman to build the executive case for change

Interviewer: **Sumati Sharma**, Partner, Oliver Wyman

- **Iris Taguet**, Head of IT Distribution and Customer Services, Air-France KLM

14h55 – 15h10

Is the ecosystem ready for 100% Offers & Orders?

The transition involves a whole eco system of players beyond the airline. You will hear who they are and what they think about this journey to 100% Offers and Orders.

Interviewer: **Sebastien Touraine**, Head Airline Commercial Systems, IATA

- **Alberto Guerrini**, Managing Director & Senior Partner, BCG

15h10 – 15h20

Collaboration in action to modernize airline retailing

Hear how an airline and its vendor collaborated to implement Offer & Order retailing capabilities to improve sales and customer service.

- **Diego Tartara**, CTO, Globant
- **Juliana Rios**, CIO, LATAM

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WPS: Airline Retailing

15h20 – 16h00

How do IT providers plan for the transition to 100% Offers & Orders?

A panel of experts will look at the impact of Offers & Orders on today's PSS and commercial IT systems and discuss how to get to a legacy-free retailing platform that enable true customer centricity. Based on the work of the IATA Consortium, they will debate different transition pathways and their approach to the end state.

Moderator: **Daniel Friedli**, Managing Director, Travel in Motion

- **Becky French**, VP Product Management, Sabre
- **Cyril Tetaz**, EVP Altea, Amadeus
- **Paul Byrne**, VP iRetailing, IBS
- **Tiffany Sauquet**, VP Sales Engineering, FLYR
- Speaker to be confirmed, Travelsky

16h00 – 16h30

NETWORKING BREAK

16h30 – 17h30

[Joint WFS and WPS Closing Plenary](#)

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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

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WFS: Value Creation

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

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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

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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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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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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

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WFS: Protecting Value

09h00 – 09h20

How Governmental Taxes impact aviation

The Director Policy Economics and Sustainability at IATA will give an overview of aviation's economic outlook and demonstrate the impacts that ticket taxes have on demand and supply elasticities.

- **Andrew Matters**, Director Policy and Standards, IATA

09h20 – 09h35

Is there anything sustainable about the green taxes we know?

Are *green taxes* really working towards making the world more sustainable, or are Governments greenwashing? This fireside chat will provide a first-hand views of the current Tax Policy landscape and its impacts on airlines financials.

- **Lígia Fonseca**, Head of Tax Policy, IATA
- **Peter Cerdá**, Regional Vice President Americas, IATA

09h35 – 09h50

An overview of the G20/OECD BEPS initiative and its developments

- **John Peterson**, Head of Division, OECD's Centre for Tax Policy and Administration

09h50 – 10h15

The impact of Global Minimum Tax (Pillar Two) on the aviation industry

As the aviation industry faces the imposition of national taxes, global taxation policies do not always consider the industry's business needs and constraints. This panel discussion addresses the merits of the OECD Base Erosion and Profit Shifting initiative and highlights the compliance challenges arisen from this G20 proposal.

Moderator: **Kinga Romanovska**, Research Associate Tax Policy Center, Lausanne University

- **Antoine Rozanoff**, Vice-President Tax, Air France
- **Fabian Baumer**, Head of Tax Policy, Federal Tax Administration of Switzerland
- **Irene Louth**, Chief Tax Officer & Vice President Taxation, Atlas Air
- **Jon Almeras**, Managing Director Taxes, Airlines for America
- **Michael Scanlan**, Manager Transfer Pricing, Economics Partners (Ryan group)

10h15 – 10h30

The United Nations' Loss and Damage Fund and its impact in aviation

ATAG's Executive Director provides an update on the UN Loss and Damage Fund which is exploring so-called 'innovative sources' of financing, including a potential levy on international aviation.

- **Haldane Dodd**, Executive Director, Air Transport Action Group (ATAG)

10h30 – 11h15

NETWORKING BREAK



*Times are subject to change

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Thursday, 26 October

WFS: Protecting Value

11h15 – 11h35

Changing Payment Landscape What Impact for Treasurers

The digital revolution has brought about an array of new payment methods, from 'Buy Now, Pay Later' (BNPL) schemes to digital currencies and mobile wallets. These advancements are reshaping the way businesses operate, introducing both opportunities and challenges for airline treasuries. While these changes provide new opportunities for airlines, they also present unique challenges for treasury from impact on liquidity, cash flow forecasting, and risk management. We'll also provide practical strategies for treasurers to navigate these changes and maintain optimal cash management.

- **Pascal Burg**, Director, Edgar, Dunn & Company

11h35 – 11h55

Turbulence Ahead Navigating Increasing Geopolitical and Economic Risk

In an increasingly volatile world, airline treasurers are tasked with navigating economic and geopolitical risks. This session offers a comprehensive exploration of these multifaceted challenges, discussing strategies to maintain robust liquidity amid soaring inflation, steep interest hikes, fuel price volatility and currency restrictions. Overall risk is only increasing, making it imperative for treasurers to stay ahead of the curve.

- **Mike Moran**, LatAm Macro Strategist, Santander

11h55 – 12h15

Banking Relations - Strategic Considerations for Treasurers in Shifting Times

In an era, marked by significant upheaval in the banking sector, including high-profile collapses and acquisitions, treasurers find themselves paying closer attention to banking risks. The ever-evolving financial landscape has brought the importance of strategic banking relationships to the forefront.

- **Vijay Panday**, Director Group Treasury & Risk Mngt, KLM

12h15 – 12h30

Digital Transformation - Embracing Tech in Airline Treasuries

AI has taken the world by storm and across industries making digital transformation not just a trend but a necessity. This session will delve into way tech is enhancing treasury function, helping to tackle challenges, optimize efficiency and drive profitability. How can Airline Treasurer strategically lead this digital transformation?

- **Bob Stark**, Global Head of Market Strategy, Kyriba

12h30 – 14h00

NETWORKING LUNCH



*Times are subject to change

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WFS: Protecting Value

14h00 – 14h25

Airline Financing Options and Implications

This session will present the multifaceted arena of airline financing, providing an in-depth updated of diverse financing methods – from traditional bank loans and bond issues to lease financing and sale-and-leaseback arrangements. We will also examine emerging financing instruments such as sustainability-linked loans and bonds, explore their potential benefits and risks as the industry leads its transition to net zero.

- **Joseph Shanahan**, Citi Global Aviation Head, Citi Bank

14h25 – 14h45

Sustainable Flight Path Green Financing in the Airline Industry

Climate change and environmental sustainability have moved to the forefront of strategic considerations for industries worldwide, and the airline industry is no exception. The conversation around SAF, ramping up its production and making it more accessible has taken center stage. As CFOs navigate initiatives to fuel the transition to net zero, understanding the landscape of sustainable financing becomes increasingly crucial. This session will cover what every CFO should know when it comes to this topic.

- **Niklas Lund**, CEO / Partner, Rockton Partners AB

14h45 – 15h10

Future of Aircraft Leasing

As the global airline industry maneuvers through the aftermath of unprecedented challenges and swing of demand, leasing has emerged as a pivotal strategy in managing fleet flexibility and liquidity. In this session, we'll explore the trends that are shaping the future of aircraft leasing and green leasing and how these are impacting the strategies for both lessors and lessees.

- **Robert Korn**, President, Carlyle Aviation Partner

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Thursday, 26 October

WFS: Protecting Value

15h10 – 16h00

[Financing Sky 2023 and Above](#)

This panel bring together leading experts in engaging conversation on the complexities of airline financing options, emerging green financing, and the future trends of aircraft leasing. They will share their perspectives and experiences, breaking down an evolving landscape that present both challenges and new opportunities. A session that will highlight what is necessary to thrive in this environment.

Moderator: **Andrew Matters**, Director Policy and Standards, IATA

- **Joseph Shanahan**, Citi Global Aviation Head, Citi Bank
- **Niklas Lund**, CEO / Partner, Rockton Partners AB
- **Murat Seker**, CFO, Turkish Airlines
- **Robert Korn**, President , Carlyle Aviation Partner

16h00 – 16h30

NETWORKING BREAK

16h30 – 17h30

[Joint WFS and WPS Closing Plenary](#)

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Joint WFS and WPS Closing Plenary

16h30 -17h30

Joint WFS and WPS Closing Plenary

Take away a slice of the event...and more!

Join us for the closing plenary of the IATA World Passenger Symposium, where we will wrap up the event with some key takeaways, insights and action points. Our mystery C-level panel will be answering the burning questions that the participants will record during the event at the IATA booth on the future of passenger travel. And as a bonus, we will reveal the secrets to making the best Chicago pizza, so you can enjoy a slice of the Windy City at home. Don't miss this chance to connect, learn and celebrate with us!

- **Harry Grewal**, Director Airports, Infrastructure and Customer Experience, IATA
- **Linda Ristagno**, Assistant Director External Affairs, IATA
- **Stephan Copart**, Head Digital Transformation, IATA
- **Thierry Stucker**, Director, Industry Payment Programs, IATA
- **Yanik Hoyles**, Director Distribution, IATA

And..

- **Mystery C-Level Panel**

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NETWORKING LUNCH WORKSHOPS

Wednesday, 25 October

12h45 – 13h45

Networking Lunch workshop hosted by Worldpay from FIS
By invitation only

worldpay
 from FIS

Pending for details

Thursday, 26 October

12h45 – 13h45

Networking Lunch workshop hosted by ATPCO
By invitation only

atpco

Offers and orders require solutions that exist now and in the future

Moving to a world of offers and orders brings many benefits to airlines and systems alike, but the process won't happen overnight. Current processes will need to co-exist with offer and order flows. This ATPCO workshop will provide insight on the status of the industry and on transitional solutions that airlines and systems can implement on the way to a structure of offers and orders—while ensuring all the industry accounting, servicing, and settlement functions operate.