

IATA INNOVATION DAY

Geneva, Switzerland
28 June 2023



■ Keynote ● Panelist ○ Moderator

UNLOCKING INNOVATION FOR MODERN AIRLINE RETAILING

08:00 - 08:45

Event Registration

09:00 – 09:05

WELCOME ADDRESS

A short introduction to set the scene for this event:
“Unlocking Innovation for **Modern Airline Retailing**”.

■ **Muhammad Albakri**, SVP,
Financial Settlement and
Distribution Services ,
IATA

09:05 – 09:20

WHAT DOES THE FUTURE HOLD ?

The latest industry Economic outlook.

■ **Bojun Wang**, Economist
Industry Analysis, IATA

09:20 – 09:35

UNDERSTANDING THE INDUSTRY STRATEGIC DIRECTION

The role of the **Advisory Councils on industry priorities** and understanding the Modern Airline Retailing pillars.

■ **Stephan Copart**, Head,
Digital Transformation,
IATA

09:35 – 10:00

PANEL -WHAT DO THE CUSTOMERS WANT?

Session on the Travel Managers Advisory Group (TMAG) that represent the voice of corporate buyers and travelers.

- **Ann Dery**, Director, Global Category Lead, Travel & Meetings, Johnson & Johnson
- **Lenny Hornsby**, Travel & Travel Technology Manager, Deloitte
- **Claudia Adams**
Travel Manager, Allianz
- **Shaunelle Harris Drake**, Head Implementation, Distribution, IATA

10:00 – 10:30

PANEL -HEARING FROM THE LEADERS

Panel on Industry priorities endorsed by the IATA Board of Governors and how can Innovation enable it.

- **Kerem Kiziltunc**, CIO,
Turkish Airlines
- **Keith Wallis**, Senior
Director Distribution and
Payments, Air Canada
- **Yanik Hoyles**, Director
Distribution, IATA

10:30 – 11:00

Networking Coffee Break

11:00 – 11:10

INDUSTRY INNOVATION

Who is in the Digital Innovation Ecosystem?

■ **Kat Morse**, Sr. Manager
Innovation & Partnerships,
IATA

UNLOCKING INNOVATION FOR MODERN AIRLINE RETAILING

11:10 – 11:30

INNOVATING WITH STARTUPS

Accelerate@IATA Segment 4 was focused on **Personalization**. The audience will hear their pitches and choose the Best in Batch startup.

- **Charles Addai-Appiah**, Regional VP EMEA, FullStory
- **Kofi Ankomah**, Enterprise Account Executive, FullStory
- **Ollie Killick**, Global Head of Brand Partnerships, Fever
- **Ryan Cahill**, Director Strategic Accounts EMEA, OfferFit
- **Paula Pardo Esteve**, Manager Ideation, Strategy and Partnerships, IATA

11:30 – 11:50

PANEL - WHAT IS THE VALUE OF AN INDUSTRY ACCELERATOR?

Understanding what challenges arise for aviation partners when engaging with the startup ecosystem, how key startups have overcome them, and their experience disrupting the revenue, retail and loyalty fields

- **Iñaki Uriz Millan**, Co-founder & CEO, Caravelo
- **Sebastien Texier**, General Manager Europe, Hopper
- **Gilbert Ott**, Head of Partnerships, point.me
- **Paula Pardo Esteve**, Manager Ideation, Strategy and Partnerships, IATA

11:50 – 12:20

PANEL – HOW TO DEAL WITH CUSTOMERS' DEMANDS?

Hear from technology leaders the latest developments addressing industry priorities and how to overcome the obstacles.

- **Ursula Silling**, CEO Branchspace
- **Andrew Webster**, Director of Product Management, Accelya
- **Anderson Pacchioni**, Senior Manager Digital Innovation Engagement

12:20 – 12:30

DIGITAL IDENTITY PROGRAM

Innovating, together through the whole value chain in order to put the customer at the center.

- **Gabriel Marquie**, Senior Manager Digital Identity, IATA

12:30 – 13:00

PANEL-HOW TO ENABLE INNOVATION FOR CUSTOMER CENTRICITY?

Hear how the industry is building the foundation of digital identity via the **Innovation Lab**.

- **Simon Gent**, Senior SA Specialist, AWS
- **Ursula Silling**, CEO, Branchspace
- **Edouard Baussier**, Global Mobility and Travel Sales Director, IDNow
- **Harvey Tate**, Head of Tech Innovation, IAG
- **Louise Cole**, Head Customer Experience and Facilitation, IATA
- **Kat Morse**, Sr. Manager Innovation & Partnerships, IATA

UNLOCKING INNOVATION FOR MODERN AIRLINE RETAILING

13:00 – 14:00

Lunch Break

14:00 – 14:20

PANEL - TRANSITION SUPPORTED BY INNOVATION

Accelerating the Transition from Legacy: The Importance of an **Open Ecosystem and API** Communication Standards in Modernizing the Airline Industry.

- **Alex Walling**, Chief Strategy Officer, Rapid
- **Patrick Brosse**, API Design & Data model Senior Expert, Amadeus
- **Matthew McKinley**, Senior Manager Digital Transf. Programs, IATA

14:20 – 14:40

PORTAL FOR DEVELOPER COMMUNITY

Live demonstration of **Open API Hub** at **Developer Portal**, a one-stop-shop for the developer community.

- **Alex Walling**, Chief Strategy Officer, Rapid
- **Peter Sun**, Senior Manager Open Data Ecosystem, IATA

INNOVATION COLLABORATION: SHAPING THE FUTURE TOGETHER

14:40 – 15:40

ROUNDTABLE – GENERATIVE AI

Value chain live discussion on Generative AI its value for the industry.

- **Kim Macaulay**, Chief Information and Data Officer, IATA
- **Daniel Friedli**, Managing Director, Travel in Motion

15:40 – 15:50

THINKING IN DECADES: EXPLORING THE FUTURE OF AVIATION

The Lufthansa Innovation Hub will share its view on the next decade(s) in aviation and travel - elaborating on how to sense and leverage an emergent future.

- **Tino Klähne**, Director Strategic Innovation & Intelligence, Lufthansa Innovation Hub

15:50 – 16:20

PANEL – DIGITAL INNOVATION COMMUNITY

Learning and sharing **Innovation vision and best practices** by digital innovation community.

- **Stefan Nothelfer**, Director Partnerships & New Business Ventures, Lufthansa Innovation Hub
- **Hamidul Huq**, Innovation Coach, Genève Aéroport
- **Peter Choroba**, Head of Innovating & Emerging Activities, EUROCONTROL
- **Stephan Copart**, Head of Digital Transformation, IATA

DIVERSITY AND INNOVATION

16:20 – 16:40

PANEL – WHAT ABOUT DIVERSITY?

How can **innovation** address the **diversity in the industry** and contribute to each company's commercial success? Also, Amazon Web Services (AWS) and The International Air Transport Association (IATA) launched a virtual Diversity Datathon. Be the first one to meet the winner!

- **Anna Ghion**, Account Manager for IGO AIR, AWS
- **Orla Benson**, SVP Environment Social Governance, SMBC
- **Jane Hoskisson**, Director Talent, Learning, Engag. & Diversity, IATA

IATA INNOVATION DAY



16:40 – 16:50

WHAT'S NEXT

■ **Anderson Pacchioni**, Senior
Manager Digital Innovation
Engagement, IATA

16:50

Event Closure