Passenger Experience Management

Agile Marketing & Distribution • Product Differentiation • Comfort and Entertainment On-Board

30 August – 01 September 2016 | Berlin, Germany

Co-located with the event AIRLINE DISTRIBUTION TECHNOLOGY AND STRATEGY

Rossen Dimitrov, Senior Vice President Customer Experience, Qatar Airways Group, Qatar
Ayşegül Durak, Cabin Interior Chief Engineer, Turkish Airlines Corp., Turkey
Anthony Harcup, Associate, Acumen Design Associates Ltd., United Kingdom
Mikko Kiviniemi, Head of Design, Finnair Oyi, Finland
Sergey Fomenko, Executive VP Commerce, Ukraine International Airlines Jsc, Ukraine
Azman Ahmad, GM Product Management, Saudi Arabian Airlines Ltd., Saudi Arabia
Michel Pozas Lucic, Vice President Customer Innovation & Care, KLM Royal Dutch Airlines N.V., Netherlands
Sascha List, Senior Manager Ancillary Development, Air Berlin PLC & Co. Luftverkehrs KG, Germany
Learn about elevating airline passenger experience on-board and on-ground as well as understanding individual customers’ preferences and consumer-related activities to create a seamless customer experience from reservation to touchdown.

**Interactive networking sessions**

**Who is Who**
Discover who else is participating in the conference. The matchmaking picture wall will help you identify who you want to meet at the conference. In cooperation with FUJIFILM.

**Speed Networking**
Maximise your time at this event by participating in these fast paced 1-to-1 meetings. Get to know the other attendees and exchange your business cards. Have your business cards ready!

**Open Mic**
Address your current challenges or questions to the audience and discuss collectively possible approaches and solutions.

**Discussion Round Table**
Senior decision makers across the industry will initiate and moderate a discussion roundtable. With a maximum of ten participants, each roundtable is small enough to emphasize interactive learning, exchange and constructive discussion of solution ideas. Participants will have the opportunity to get involved in every roundtable.

**Joint Sessions**
Plenary sessions of both co-located events, offering a platform to identify synergies and common chances and challenges in marketing and distribution.

**Benefits of the co-location with the event**

**AIRLINE DISTRIBUTION TECHNOLOGY AND STRATEGY**

The digital age has given rise to new distribution channels and opportunities of new revenue generation through better customer interactions and cost reduction. The airline industry is at a transition phase, re-evaluating business strategy and the relationship with the customer as well as modernising its product portfolio and ICT. This summit enables an in-depth look into both sides of that coin.

**The Event at a glance**

- **30 August – 01 September 2016 | Berlin, Germany**
- **6 Round Tables**
- **22+ Speakers**
- **15 Airlines**
- **5+ Hours of networking**
- **2 Conference Days**
- **4 Expert lead workshops**

**Listen to insights from 15 airlines**

**Interactive networking sessions**

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08:30 Registration and welcome coffee

Talking about Customer Service

A welcoming and seamless customer experience across all aspects of air travel, from reservation to touchdown is an increasingly popular strategy in order to differentiate the airline product and strengthen customer loyalty.

09:10 Creating the end to end customer experience
- Innovative design of customer experience across all touch points
- Achieving standard of service on ground and on board
- Collecting customer feedback from source on-board by leveraging connectivity

Rossen Dimitrov, SVP Customer Experience, Qatar Airways Group, Qatar

09:45 Looking into the passenger’s mind: What psychology teaches us about customer’s decisions, experience and satisfaction
- Customer satisfaction follows psychological rather than economic rules
- How communication strategy and marketing influences psychological processes behind price acceptance and buying decision
- Gaining from applying insights from consumer psychology to the airline business

Prof. Dr. Georg Felser, Professor for Economic Psychology, Hochschule Harz (FH) — University of Applied Sciences, Germany

11:55 Innovating in premium markets
- Customer service as a differentiation strategy: What Etihad’s stands for
- The characteristics of the premium segments: Understanding the demographics, their needs and emotions
- The importance of listening to premium guest
- Bringing innovation to premium guest

Hector Paris Ayala Garcia, Senior Manager Market Research, Etihad Airways, United Arab Emirates

12:30 Networking luncheon

Joint Sessions with Airline Distribution Technology & Strategy

The New Relationship With The Digital Customer (I)

CRM is changing fundamentally in the airline industry with new services and convenient purchasing opportunities. Additionally, digital distribution has led to an “information explosion” that is considered among the top drivers of transformation for the travel industry.

14:00 airBaltic – Innovations for customers and business
- Unlocking business potential by improved CRM and effective brand management
- Benefits of a varied distribution channel portfolio and innovative payment solutions
- Solving ICT challenges of offering an agile, customer-friendly service
- Realising ancillary revenue and new commercial models

Jānis Vanags, VP Corporate Communications, airBaltic Corporation AS, Latvia

14:35 Dynamic pricing is key to customer-centric distribution
- Roadmap to true dynamic pricing
- How to deal with challenges like old industry standards in pricing
- A smooth migration path offers quick-wins and mitigates risks
- Technology and science are available and ready to be used — what about management and organizations?

Dr. Peter Schöber, Director of Revenue Management and Pricing, Lufthansa Systems GmbH & Co. KG, Germany

15:10 Airline analytics for the 21st Century
- The search data, studying behaviour before the PNR is created
- The geolocation, going beyond the PNR
- On-time decision making

Faical Allou, Biz Development, Skyscanner Ltd., United Kingdom

15:45 Refreshment break and networking opportunity
16:15  **Airline distribution and data ownership**
- Innovative distribution technology to improve the customer experience
- Sharing of direct data of passengers in PNR worldwide
- Generating new ideas for marketing and communication and the development of web sales
Sergey Fomenko, Executive VP Commerce, Ukraine International Airlines Jsc, Ukraine

16:50  **Round Table Session 1 – Pricing strategies and revenue management**

**Table 1** – Revenue management and pricing: Manage business agility and system stability
Joshua Bustos, CCO, Safi Airways Co., Afghanistan

**Table 2** – Modern airline analytics supporting pricing and revenue management
Faical Allou, Biz Development, Skyscanner Ltd., United Kingdom

**Table 3** – Effective customer segmentation & contemporary travel products
Diogenis Papiomytis, Director Aerospace & Defence, Frost & Sullivan Ltd., United Arab Emirates

**Table 4** – Offer the perfect product by knowing your customers: Using loyalty programs, online channels, big data, GSM triangulation, beacons
Krzysztof Jarosz, former CIO, LOT Polish Airlines S.A., Czech Republic

18:30  **Closing remarks by conference chairman**

19:00  **Evening get-together**
Join us at an evening get-together. Take this opportunity to network and make new business contacts. Or just to relax and round off your first conference day.
5 reasons to attend:

► Learn from experts from the travel industry about new ideas for an ideal marketing channel portfolio, efficient data mining and customer profiling in a digital world

► Identify opportunities of product differentiation by creating and marketing value-added personalised offers, unique on-board services and additional app services

► Determine a contemporary portfolio of payment solutions and dynamic pricing mechanisms

► Discuss how to establish customer loyalty under circumstances of growing automation and self-services on-ground

► Exchange experiences on enhancing passenger experience on board through comfort and entertainment features

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Conference Day Two | Wednesday, 31 August 2016

08:45 Registration and welcome coffee
09:10 Opening remarks by the conference chairman

Joint Sessions with Airline Distribution Technology & Strategy

The new Relationship With The Digital Customer (II)

This module will look at the options for future revenue streams through ancillaries.

09:15 Personalisation and ancillaries: Can the industry deliver an Amazon Travel Experience?
- Distribution diversity and potentials
- Commercial and revenue steering
- Individualisation of customer experience
- Flight revenues vs. ancillary revenue & retailing
Sascha List, Senior Manager Ancillary Development, Air Berlin PLC & Co. Luftverkehrs KG, Germany

09:50 Rail&Fly – Over 25 years of intermodality within Germany
- Concept and distribution of Rail&Fly – How does it work?
- How do airlines benefit from this product?
- Current challenges of the combination between air and rail
- Other intermodal concepts in the market
Florian Meissner, Key Account Manager Airlines, Deutsche Bahn Vertrieb GmbH, Germany

10:25 Refreshment break and networking opportunity

On-ground Services Symposium

In most cases the airport is the first place of physical contact between airlines and passengers. Establish personal relationships while making the passenger feel secure are among the most important tasks.

Listen to three keynotes from on customer experience on ground followed by a round of quick-fire questions.

10:55 Enhancing on ground customer experience
- Knowing your customer, a challenge for an airport
- Customer journey and the use of digital channels
- How to stand out in a very fast changing environment
- Reactive marketing and the use of data
Katja Siberg, VP Marketing and Business Development, Finnair Oyj, Finland

11:15 Customer service in the age of increasing automation
- Advantages of customer self-service for heightened passenger experience
- Re-definition of customer service in an automated age
- Strengthen corporate identity to compensate for little personal contact
Beau Vanderford, Station Manager, Copa Airlines, United States

11:35 Securing our passengers under seamless travel
- Create a controlled environment under uncontrolled circumstances
- Giving the feeling of Security, but not obvious
- Too much security does not mean god security
- Pro-activeness before reactivity
Harris Markopoulos, Manager Security and Emergency Services, Aegean Airlines S.A, Greece

11:55 Symposium Open Mic
Address your questions on CRM on ground to the collective panel and listen and discuss to their approaches and solutions.

12:15 Networking luncheon

On-board Services and Cabin Trends

The core experience of a passenger is still the connected to the aircraft services provided on-board. However, it is an expensive way for airlines to differentiate themselves. This module presents three presentations on integrating passenger experience in cabin design development.

13:45 Bringing velocity to digital design in the airline space
- Engaging various internal stakeholders with design thinking for buy in
- Applying lean methods and processes in a challenging tech environment
- Always engaging with the user throughout the process
Mikko Kiviniemi, Head of Design, Finnair Oyj, Finland

14:20 Description of ideal cabin interior design
- What does comfort mean for the passenger?
- Special attention to the today’s interior weights
- Description of new catering concepts & new seating concepts
- What are the roles of the aircraft manufacturers, cabin unit manufacturers and the operators?
Aysegul Durak, Cabin Interior Chief Engineer, Turkish Airlines Corp., Turkey

14:55 Customer loyalty for the economy class? The single biggest opportunity and untapped potential in aircraft interior design
- Parameters of passenger comfort and their impact on passenger experience
- Why has innovation remained incremental in economy class compared with other flight classes?
- Why is there such a large disparity between the blue-sky economy class seating concepts in the media and public domain vs the seats that are actually flying?
- The aircraft interiors industry is ripe for next gen products – who will get there first?
Anthony Harcup, Associate, Acumen Design Associates Ltd., United Kingdom
**Conference Day Two | Wednesday, 31 August 2016**

15:30  **Round Table Session 2**
- Cabin design for passenger comfort
  - Table 1 – How to develop the ideal cabin interior for the passenger - Research into passengers’ variable needs and expectations
    - Ayşegül Durak, Cabin Interior Chief Engineer, Turkish Airlines Corp., Turkey
  - Table 2 – Realising product differentiation and airline corporate identity through aircraft cabin design
    - Anthony Harcup, Associate, Acumen Design Associates Ltd., United Kingdom

16:20  Closing remarks by the conference chairman

16:45  Registration for Afternoon Workshops

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**Evening Workshop | 17:00 – 19:30**

**Workshop A**

**Asking your organisation the right questions about its future distribution strategy**

Everyone talks about NDC and your company may wonder whether they should **jump on that wagon or not**. This workshop will discuss in depth what are the **right questions** (and possible **answers**) for companies participating in the **airline distribution chain** who want to make their strategy **NDC-ready**.

- **Where is my company’s place** in the future air travel distribution chain?
- **What** are possible **business cases** for my company in the future air travel distribution chain?
- **Who** are my **competitors** – old fellows or new entrants?
- **When** will be the **right moment** to get into it?

Jörg Troester, Head of Corporate Strategy, Industry and Government Affairs, **Hahn Air Lines GmbH**, Germany

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**To Register** | **T** +49 (0)30 20 91 34 17 | **F** +49 (0)30 20 91 32 40 | **E** silva.certan-mallmann@iqpc.de | **www.www.passenger-experience-management.com/MM**
Interactive Workshops | Thursday, 1 September 2016

08:30 Registration and morning coffee

**Workshop B | 09:00 – 11:30**
Route development workshop: Airline – airport co-operation possibilities
Airports worldwide have taken the initiative to market their destination and are increasingly proactive with potential airline partners. How this relationship can work and what the advantages are for both sides is the focus of this workshop.
- Airline network planning and self-connections
- Integration of flight search technology in airport apps/websites
- Upsell/cross-sell opportunities

Faical Allou, Biz Development, Skyscanner Ltd., United Kingdom

11:30 Networking luncheon

**Workshop C | 12:30 – 15:00**
Is having an ideal cabin implementable?
The workshop will review new concepts for reaching maximum passenger comfort and high standard design while overcoming operators’ restrains.
- What are todays’ restrictions preventing the innovations?
- Review new concepts for reaching maximum passenger comfort and high standard design while overcoming operators’ restrains
- Translating results into innovative cabin design and developing unique operator services together

Ayşegül Durak, Cabin Interior Chief Engineer, Turkish Airlines Corp., Turkey

15:00 Networking break

**Workshop D | 15:30 – 18:00**
Why don’t we already use true dynamic pricing today?
What could stimulate the industry to implement dynamic pricing? Let’s identify road blocking elements and outline how to remove them.
- Overcome old industry standards in pricing
- Develop new integrated revenue management and pricing concepts
- Quick-wins and mitigated risks through the right management decisions

Dr. Peter Schöber, Director of Revenue Management and Pricing, Lufthansa Systems GmbH & Co. KG, Germany

18:00 End of workshop day
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请填写所有必填项！

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- 只能对各人申请一次折扣。
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**进一步信息**

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