

AVIATION FESTIVAL

Americas

FEATURING



May 9-10, 2017

(Pre-Conference workshop- May 8th)

The Hilton Downtown Miami

Miami, FL

Where the Aviation industry
meets in the Americas

Register now to get the best rate at
www.terrappinn.com/aviationamericas

Created by

terrappinn
use your brain

6 EVENTS 1 PLATFORM

From new business and revenue models to new technologies, this is the event for airline executives to learn all they need to know about revenue in one place.



Assess new routes, new revenues and new business models



Driving full service & LCC airline profitability



Find out how to improve the passenger travel experience at every touch point



Explore new IT solutions to improve operations, data and disruption management



Premier exhibition for the international aircraft and airport interiors industry



Marketing, innovation and technology for airlines and airports

The earlier you book, the more you save!

Visit www.terrappinn.com/aviationamericas or call **Michael Ryan** at **+1 646 619 1787** to register now – special group discounts are available.

OUR STORY

Dear Aviation Industry,

Where to begin? For over a decade, Terrapinn has been the global conference leader with the Aviation Festival series, bringing together CEOs, CTOs, CCOs, and CMOs from low cost airlines like **Norwegian Air** and **Frontier**, to the largest global carriers such as **American Airlines**, **United Airlines** and **Delta Air Lines**. Aviation Festival Americas is proud to be an integral part of this global conference series. Over our 10-year history, we have expanded our total number of different airline carriers in attendance, and we are still able to boast the best ratio of airlines to solution providers. Last year we had **54 different carriers**, which made up **50%** of the total audience.

As we grow globally, we have gained participation from European carriers like **Flybe** to South American carriers like **Sky Airline** based in Chile and **Azul Airlines** based in Brazil.

As the aviation sector continues to rely on technology more and more every day, we recognize the importance of creating an event where you can easily connect with the top IT airline leaders who are moving the industry forward. For that reason at our May 2016 event, the Head of Data Science from **easyJet** and the CIO of **Spirit** delivered thought provoking keynote presentations. This year we are hosting a global list of airline and airport executives from **Spirit Airlines**, **Greater Toronto Airports Authority**, **Norwegian Air**, **WestJet**, **Air Canada**, **Jetstar**, **Southwest Airlines**, **United Airlines** and **Iberia Express**.

New in 2017, we have added an Aviation Marketing track to bring in more airline CMOs to discuss their digital strategies, and we've also added an Aviation Strategy track to address the specific revenue challenges full service carriers are facing.

We look forward to welcoming you to Miami in May.

Yours,



Michael Ryan

Project Director
Aviation Festival Americas
T/ +1 646 619 1787
E/ michael.ryan@terrappinn.com



Book as a group and save even more!

Visit www.terrappinn.com/aviationamericas to register your team now.

KEYNOTE PRESENTATION: CREATING A MARKET FOCUSED BUSINESS MODEL IN THE MODERN AVIATION LANDSCAPE

- Ultra-reliability: combining logistics, data analytics, information systems and process excellence
- Unit cost reliability: achieving structurally faster aircraft turn times, efficient day-of operations to minimize downtime and better fuel storage practices
- Network preeminence: structuring advantageous codeshares, alliances, joint business arrangements and strategic investments
- Top customer experience and convenience: utilizing mobile apps, proximity sensors and personalized service for frequent flyers

Jayne Hrdlicka, CEO, Jetstar Group

ar

Register now at www.terrapinn.com/aviationamericas
for the best rate! There's a lot to see and do, so why not bring your team?
Group discounts are available



BUSINESS AND STRATEGY



ROBERT L. FORNARO

CEO



KEYNOTE PRESENTATION:

TAKING SPIRIT TO THE NEXT LEVEL - SPIRIT'S CEO SPEAKS ON THEIR NEW DIRECTION AND OPPORTUNITIES REGARDING THE ULCC MODEL

- The challenges of continuing with the ULCC model and alleviating the perceived inverse correlation between passenger experience and affordable fares
- Moving Spirit from being known for just low fares to a more reliable and customer friendly airline that still offers the lowest fares in the industry
- Improving on-time performance and reducing customer complaints



JUAN CARLOS ZUAZUA

CEO



KEYNOTE PRESENTATION:

BUILDING A LOW-COST MODEL WITHOUT SACRIFICING CUSTOMER SERVICE - VIVAAEROBUS' CEO ON TREATING YOUR CUSTOMER RIGHT WHILE BEING AN LCC

- From bus to air, how Viva Aerobus' unique business model crafts a brand personality and an entirely different playing field for customer experience
- Analyzing a shifting customer philosophy that banks on loyalty through the digestion of amazing travel experiences
- Creating exponential growth in customer engagement by understanding the underlying values of travel, specifically the how and why

Register now at www.terrapinn.com/aviationamericas for the best rate! There's a lot to see and do, so why not bring your team? Group discounts are available

LATIN AMERICAN AIRLINE EXECUTIVES



William Dean Donovan
Founder & Director
volaris



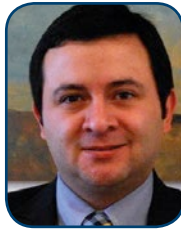
Juan Carlos Zuazua
CEO
VIVA aerobus



Rodrigo Llaguno
CXO
AEROMEXICO



Andrés Fabre
CEO
AEROMAR



Rafael Martínez
VP, Distribution & Revenue Management
Aerolíneas Argentinas



Chris Amenechi
Vice President, Pricing and Revenue Management
Copa Airlines

GLOBAL LINEUP OF AIRLINE EXECUTIVES



Robert L. Fornaro
CEO
spirit



Dag Skage
CIO
norwegian



Jim Young
President and CEO
newleaf



Martin Boyer
CIO
UNITED AIRLINES



James Callaghan
Chief Technologist
WESTJET



David Harvey
Managing Director Business Development
Southwest



Katri Harra-Salonen
Chief Digital Officer
FINNAIR



Duncan Bureau
Vice President Global Sales
AIR CANADA



Tye Radcliffe
Director Distribution Payment & Ticketing Systems
UNITED



Trevor Martín
CCO
IBERIA EXPRESS

Visit www.terrappinn.com/aviationamericas for more information about sponsoring or attending the event.

FACTS & STATS*

50%

of attendance from Airlines and Airports



of attendance from Service Providers

40%



10%

attendance from Consultants, Media, and Regulators



The earlier you book, the more you save!
Visit www.terrappinn.com/aviationamericas or call **Michael Ryan** at **+1 646 619 1787** to register now – special group discounts are available.

*Based on Aviation Festival Americas 2016 attendees

CLASS OF 2017

CEOS, PRESIDENTS AND FOUNDERS



Jayne Hrdlicka
CEO
Jetstar Group

Robert L. Fornaro
CEO
Spirit Airlines

William Dean Donovan
Founder & Director
Volaris

Juan Carlos Zuazua
CEO
Viva Aerobus

Andrés Fabre
CEO
Aeromar

Michael Rodyniuk
President & CEO
Wasaya Group Inc.

Edward Wegel
Board Member
Canada
Jetlines Ltd.

Jim Young
President & CEO
NewLeaf Travel Company Inc.

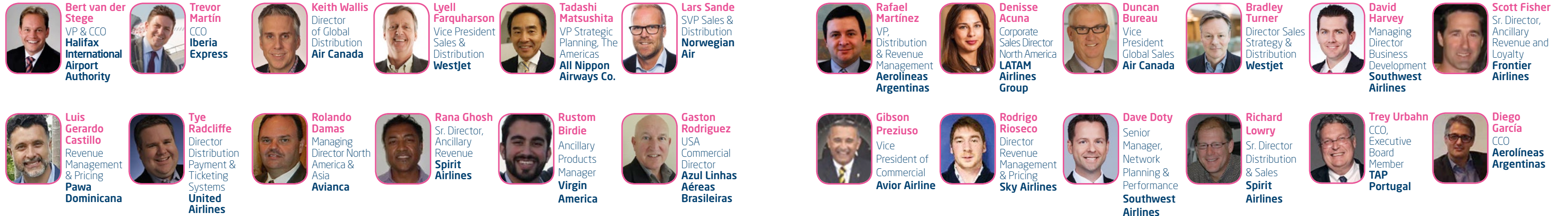
William Shaw
Founder and CEO
VivaColombia

Trevor Sadler
CEO
interCaribbean Airways

Jeff Potter
President & CEO
Surf Air

Mark Schwab
CEO
Star Alliance

CCOS, REVENUE AND DISTRIBUTION



Bert van der Stege
VP & CCO
Halifax International Airport Authority

Trevor Martin
CCO
Iberia Express

Keith Wallis
Director of Global Distribution
Air Canada

Lyell Farquharson
Vice President Sales & Distribution
Westjet

Tadashi Matsushita
VP Strategic Planning, The Americas
All Nippon Airways Co.

Lars Sande
SVP Sales & Distribution
Norwegian Air

Rafael Martínez
VP, Distribution & Revenue Management
Aerolíneas Argentinas

Denisse Acuna
Corporate Sales Director North America
LATAM Airlines Group

Duncan Bureau
Vice President Global Sales
Air Canada

Bradley Turner
Director Sales Strategy & Distribution
Westjet

David Harvey
Managing Director Business Development
Southwest Airlines

Scott Fisher
Sr. Director, Ancillary Revenue and Loyalty
Frontier Airlines

Luis Gerardo Castillo
Revenue Management & Pricing
Pawa Dominicana

Tye Radcliffe
Director Distribution Payment & Ticketing Systems
United Airlines

Rolando Damas
Managing Director North America & Asia
Avianca

Rana Ghosh
Sr. Director, Ancillary Revenue
Spirit Airlines

Rustom Birdie
Ancillary Products Manager
Virgin America

Gaston Rodriguez
USA Commercial Director
Azul Linhas Aéreas Brasileiras

Gibson Preziuso
Vice President of Commercial
Avior Airline

Rodrigo Rioseco
Director Revenue Management & Pricing
Sky Airlines

Dave Doty
Senior Manager, Network Planning & Performance
Southwest Airlines

Richard Lowry
Sr. Director Distribution & Sales
Spirit Airlines

Trey Urbahn
CCO, Executive Board Member
TAP Portugal

Diego García
CCO
Aerolíneas Argentinas

CXOS & CABIN INTERIORS



Elena Ramirez
Senior Manager Sales and Product Development
First Air

Kevin Sullivan
Senior National Manager, Corporate Relations
Southwest Airlines

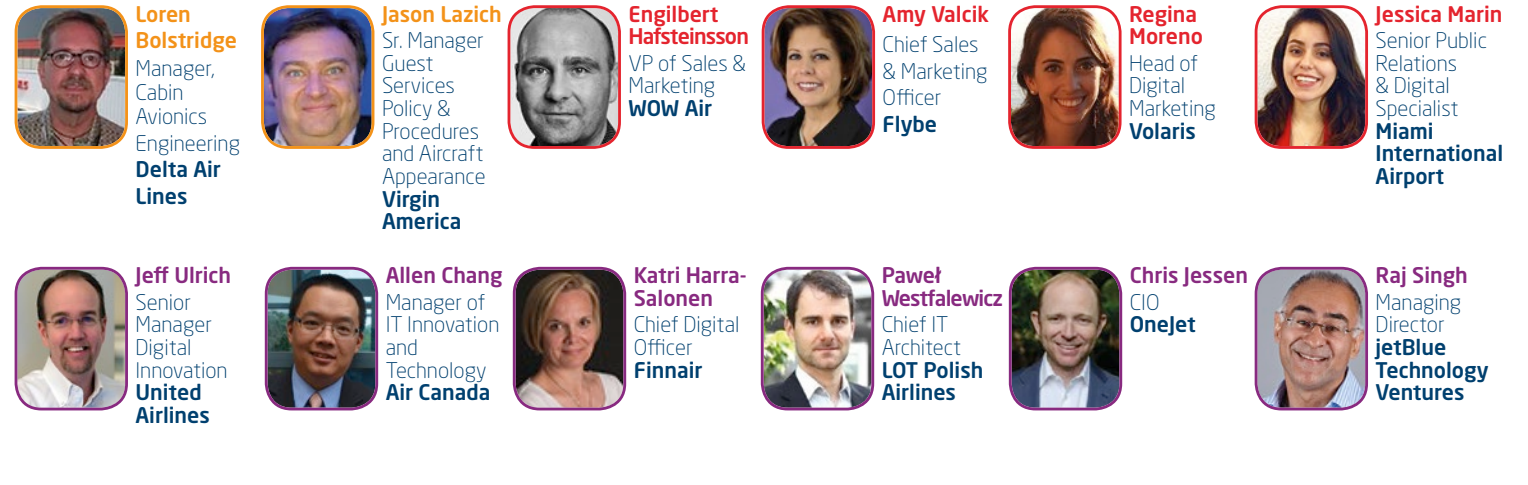
Loren Bolstridge
Manager, Cabin Avionics Engineering
Delta Air Lines

Rodrigo Llaguno
CXO
Aeroméxico

Sami Foguel
Vice President of Customer Operations and Quality
Azul Linhas Aereas

Jason Wilson
Director of Real Estate Management and Development
Miami International Airport

CMOS & MARKETING EXECUTIVES



Loren Bolstridge
Manager, Cabin Avionics Engineering
Delta Air Lines

Jason Lazich
Sr. Manager Guest Services Policy & Procedures and Aircraft Appearance
Virgin America

Engilbert Hafsteinsson
VP of Sales & Marketing
WOW Air

Amy Valcik
Chief Sales & Marketing Officer
Flybe

Regina Moreno
Head of Digital Marketing
Volaris

Jessica Marin
Senior Public Relations & Digital Specialist
Miami International Airport

Amy Labroo
Director of Digital Marketing
Virgin America

Bill Tierny
Sr. Director of Marketing
Southwest Airlines

Dag Skage
CIO
Norwegian Air

Martin Boyer
CIO
Greater Toronto Airports Authority

Maurice Jenkins
Director Information Systems and Telecommunications
Miami International Airport

Chris Amenechi
Vice President, Pricing and Revenue Management
Copa Airlines

Jeff Ulrich
Senior Manager Digital Innovation
United Airlines

Allen Chang
Manager of IT Innovation and Technology
Air Canada

Katri Harra-Salonen
Chief Digital Officer
Finnair

Pawel Westfalewicz
Chief IT Architect
LOT Polish Airlines

Chris Jessen
CIO
OneJet

Raj Singh
Managing Director
jetBlue Technology Ventures

CIOS & TECHNOLOGY LEADERS



Ajay Sharma
Investment Associate
jetBlue Technology Ventures

James Callaghan
Chief Technologist
Westjet

Katie Coldwell
Director of Communications
Southwest Airlines

David Tait
Former Executive Vice President & Executive Director
Virgin Atlantic Airways

Antonio C. Carbone
NDC Regional Implementation Manager of The Americas
IATA

Filipe Pereira dos Reis
Regional Director Airport, Passenger, Cargo and Security
IATA

Mauricio Estrello
Regional Manager Passenger Experience, Americas
IATA

Jean-Charles Odelé
Regional Director of The Americas
IATA

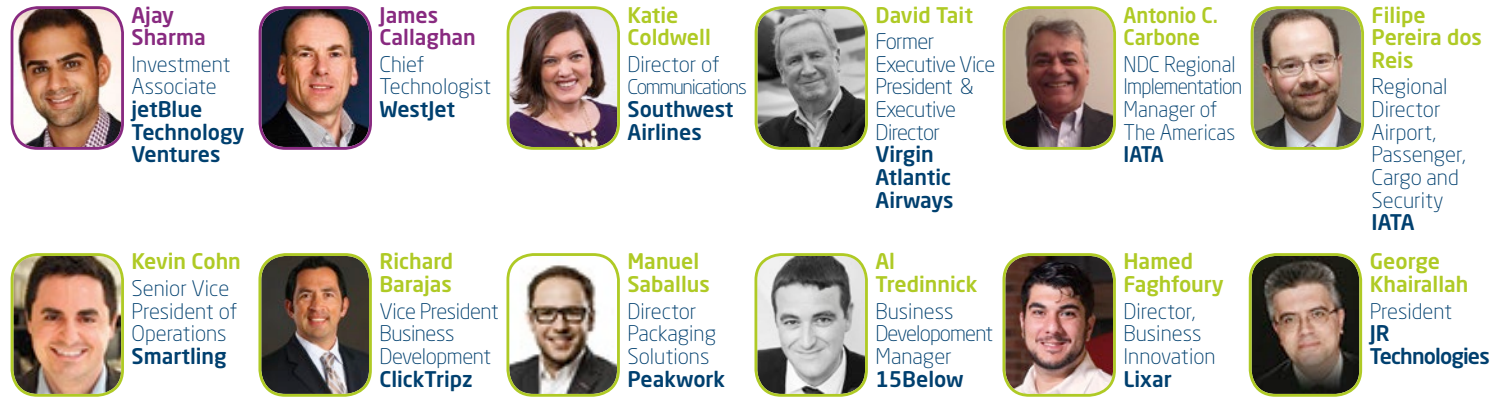
Shashank Nigam
CEO
SimpliFlying

Bobby Healy
CTO
CarTrawler

Shane Corstorphine
General Manager Americas
Skyscanner

Marc Rosenberg
President
STRATACONNEX

OTHER AVIATION EXECUTIVES



Kevin Cohn
Senior Vice President of Operations
Smartling

Richard Barajas
Vice President Business Development
ClickTripz

Manuel Saballus
Director Packaging Solutions
Peakwork

Al Tredinnick
Business Development Manager
15Below

Hamed Faghfoury
Director, Business Innovation
Lixar

George Khairallah
President
JR Technologies

Eric Nordling
COO
Revenue Management Systems

Dr. Gerald Schreiber
CEO
PaxLife

Anton Diego
Founder & CEO
EveryMundo

Seth Cassel
President
EveryMundo

Elias Zaccack
SVP Commercial
SES

Tom Bacon
CEO
Airline Revenue Optimization

Gary Weissel
Managing Officer
Tronos Aviation Consulting

Kingsley Ezenwa
Media/ Communications
Dana Airlines

Visit www.terrapinn.com/aviationamericas for more information about sponsoring or attending the event.

NDC WORKSHOP

(Monday, May 8th)

The New Distribution Capability (NDC) Program launched by IATA marks a new age of industry-wide market adoption of an XML-based data transmission standard

This workshop offers you the most comprehensive and enlightening guide to the current steps, outlined goals and far-reaching implications of the adoption of NDC along with new developments such as **One Order** that are paving the way to creating a more efficient, streamlined and unified industry and ultimately promote accelerated growth and innovation inside our sector.

This is a must-attend for members and non-members of IATA as it will provide a powerful outlook on the industry-wide systems, show avenues of collaboration and paint an accurate projection of a future where avenues of distribution are accessible and collaboration is not only possible, but more accessible than ever before in the aviation industry.



01:00	NDC OUTLOOK: Adoption outcomes, projections and analysis
02:00	ONE ORDER: Promoting simplicity, efficiency, cost-effectiveness and allowing acquisition of real-time data
03:00	NDC Deployment partners, symbiosis and current collaboration efforts
04:00	RETAIL REVENUE MODELS AND NDC: Surveying our evolution into retail models with NDC
05:00	NETWORKING DRINKS RECEPTION
06:00	END OF WORKSHOP

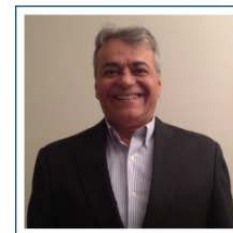
Workshop Leaders:



Manish Shrivastava
Co-Founder &
Commercial Executive



Tye Radcliffe
Director Distribution
Payment & Ticketing
Systems



Antonio C. Carbone
NDC Regional
Implementation Manager
of The Americas



Alicia Lines
Regional Director
of The Americas



Register now at www.terrapinn.com/aviationamericas for the best rate!
There's a lot to see and do, so why not bring your team? Group discounts are available



Rodrigo Llaguno
CXO
Aeroméxico

PRESENTATION:

Personalizing the in-flight experience - How airlines can transform the in-flight experience to make it more personal, compelling and engaging than ever before

- Home in the sky: How to make passengers feel virtually comforted and entertained like they are at home
- Why airlines have not done well using data to customize the passenger experience?
- How digital technologies are opening up many newer possibilities
- Costs and benefits: A critical calculation of returns on investment in additional, more timely and richer information about



Dr. Gerald Schreiber
CEO
PaxLife

PRESENTATION:

The extinction of hardwired IFE systems - Are hardwired IFE systems going the way of the dinosaurs?

- With many customers bringing their PEDs on board legacy IFE's are fast becoming a second thought?
- How moving to a fully wireless system and eliminating legacy IFE systems can increase personalization by utilizing mobile platform data
- Reducing weight by designing a seat with no pre-installed IFE system



Bert van der Stege
VP & CCO
Halifax International
Airport Authority

PRESENTATION:

Designing the airport of the future - How to differentiate as an airport and create a unique passenger experience?

- Innovative terminal designs to cope with increasing passenger numbers comfortably
- Cost-control vs. new service gadgets
- Moving towards a customer-centric airport: Identifying the pain points and redefining the travel experience
- Addressing the need to balance all stakeholders' interest within the Canadian User Pay Model



Sami Foguel
Vice President of
Customer Operations
and Quality
Azul Linhas Aereas

PRESENTATION:

Handling irregular operations - Utilizing digital tools to assess, resolve and communicate service disruptions

- Delivering personalized solutions straight to the customer ranging from notifications to auto-rebooking for delays, cancellations and other unforeseen circumstances
- A standard approach to restore normal services swiftly and cost-efficiently- Collaboration among staff, between airlines and airports
- How we can use predictive analysis to anticipate disruptive events and provide earlier contingency executions



Maurice Jenkins
Director Information
Systems and
Telecommunications
Miami International
Airport

ROUNDTABLE:

The Next Frontier for Check-In- Creating an entirely autonomous check-in platform

- Making the case for mobility, biometrics, e-tags and smart tokens
- Next generation technologies in check-in to enhance customer experiences and efficiencies at the airport
- How to make self-check-in solutions affordable and scalable



Pawel Westfalewicz
Chief IT Architect
LOT Polish Airlines

PRESENTATION:

Cloud-layered security - In a world where DDoS attacks can cost \$5 per hour, how are we securing ourselves?

- Utilizing Intrusion Detection Systems (IDS,) Virtual Private Networks (VPNs) and Data Loss Prevention Technology (DLP) effectively
- Contextual data access control and how we can trickle this down to our employees to control sensitive data in our cloud
- Analyzing new IoT risks and how to protect against them



Jeff Ulrich
Senior Manager
Digital Innovation
United Airlines

CASE STUDY:

Aiming your mobile tech inwards -Now that multiple customer facing applications have been built, see how mobile may benefit our operation

- Build on existing frameworks to expand platform usability and applications
- Track assets in an accessible platform to increase employee efficiency and minimize asset-related delays
- Find new customer-facing applications for your platform by providing selective visibility of customer-related assets



Ajay Sharma
Investment Associate
JetBlue Technology Ventures

ROUNDTABLE:

Stealing from the cockpit - Augmented Reality has been used by our pilots for years, what are the possible applications if we take it out of the cockpit?

- Take the HUDs from the cockpits and into the airport with wearable technology
- Utilizing AR to deliver relevant contextual information to your employees in order to ensure best customer experience or to create safer and more efficient operational practices
- What is the possibility of creating a mobile platform that could interface with our customer's own wearables to deliver relevant journey information?



Rocky Wiggins
CIO
Spirit Airlines

ROUNDTABLE:

The Internet of Things and the customer journey- Facing unseen levels of hyper connectivity, how will IoT affect the customer journey?

- How can IoT improve stress points throughout the customer journey by utilizing multiple geo-specific access points and device-to-device interfacing
- How the IoT can improve experience, fuel efficiency and amplify passenger personalization through a system of perpetual communication between access points
- Finding IoT right now, looking at cross-platform interfacing, managing tech communication streams and addressing security vulnerabilities



Manuel Saballus
Director Packaging Solutions
Peakwork

PRESENTATION:

Why not take it all - owning the shopping basket with disruptive packaging technology

- Packaging for many country PoS +50 markets via one technology platform
- Multi accommodation supply marketplace for airline packaging
- Maximizing revenue with high attachment rates for package product upsell
- Connecting packages into metasearch and other distribution channels

E-COMMERCE AND DIGITAL ENGAGEMENT



Shane Corstorphine
General manager, Americas
Skyscanner

ROUNDTABLE:

Embracing e-commerce with NDC - Are airlines becoming internet companies?

- Building a diversified portfolio of leading, specialized e-commerce brands as an airline
- Using e-commerce tools to sell ancillary services
- Thinking like an e-commerce giant- What can airlines learn from companies like Amazon and Alibaba?
- Using e-commerce to create a new revenue stream
- E-commerce and how NDC can help you acquire focused data that is shareable and accessible between brands to encourage dynamic approaches to airline customers



James Callaghan
Chief Technologist
WestJet

PRESENTATION:

Protecting yourself - Developing a robust cyber security strategy

- Create an inclusive and impenetrable cyber security plan to protect your data and operations
- Protecting cloud-based assets by monitoring access points and understanding vulnerabilities
- How do you know when you are under attack and how can you combat it?
- How to safely navigate the dangers without slowing down your business



Raj Singh
Managing Director
JetBlue Technology Ventures

PANEL:

Asset maintenance through predictive analytics and IoT - How can we promote operational efficiency by getting the most out of our assets?

- Utilizing IoT systems to collect asset-based data and monitor maintenance needs
- Using analytics to understand procedural efficiency and its impact on the health of our assets
- Understanding regulation impact when adopting new technologies, especially when fleet-maintenance is involved



Katri Harra-Salonen
Chief Digital Officer
Finnair

PRESENTATION:

Agile procedural management teams - Reworking your IT internals to shorten time to market

- How to build effective learning platforms to promote agility
- Looking internally to foster a tech culture that nurtures reaction time and fast response in a positive way
- Reworking legacy systems to eliminate redundancy in processes and aid your tech team in shaving off response times to irregular operations



Kevin Cohn
Senior Vice President of Operations
Smartling

CASE STUDY:

Using Translation to drive direct bookings and consumer loyalty - Creating a cultural-specific solution to understand your customers

- Providing information in a consumer's own language influences buying decisions
- On average, airlines support fewer than half as many languages as do OTAs
- New technology makes it possible for airlines to better compete for global consumers

REVENUE & ROUTES



Rolando Damas
Managing Director
North America & Asia
Avianca



Eric Nordling
COO
Revenue Management Systems



Gaston Rodriguez
USA Commercial Director
Azul Linhas Aéreas Brasileiras

PANEL:
Retail revenue models -How is the evolution towards the retail model progressing for airlines and will initiatives like NDC remove barriers?

- How close are we to seeing airlines transition into becoming 'Amazons of Travel'?
- Are some airlines in trouble of becoming purely a commodity?
- Connecting big data innovation, creativity and new technology to drive more retail focused airlines
- What can we learn from the retail sector when it comes to delivering value-led loyalty and rewards for our passengers?



Anton Diego
Founder & CEO
Founder & CEO



Chris Amenechi
VP, Pricing and Revenue Management
Copa Airlines



Brad Turner
Director Sales Strategy & Distribution
Westjet



Rafael Andres Martinez
VP Distribution & Revenue Management
Aerolineas

PANEL:
Using customer-choice modeling to more accurately forecast future demand - A focus into the Caribbean and South American distribution markets

- Investing in big data projects
- OTAs vs. metasearch engines
- Regional carriers competing with national carriers
- Dealing with low volumes
- How to overcome low travel volumes and political and economic instability



Dave Doty
Senior Manager, Network Planning & Performance
Southwest



Trey Urbahn
CCO, Executive Board Member
TAP Portugal



Tadashi Matsushita,
P Strategic Planning,
The Americas
All Nippon

PANEL:
Americas route outlook - Strategizing route acquisition to maintain consistent growth and fostering significant ROI

- Managing capacity: How to achieve sustainable growth, given the region's huge order book and temptation by some airlines to continue or resume strategic expansion
- Meeting safety standards: How to collaborate towards a cross-border aviation safety regulation
- Beyond the maturing LCC penetration rate: Where are the growth opportunities?

STRATEGIES



Andrés Fabre
CEO
Aeromar

PANEL:
Creating alliances - How can carrier Alliances be beneficial for carriers of the Americas

- The old practice of interlining has fallen to the wayside as large alliances take their place and LCCs compete for the lowest price tag
- How can carriers benefit from interlining while still maintaining cost?
- LCCs and FSCs, with the line between them getting thinner—should we be thinking about partnerships?



Duncan Bureau
Vice President Sales & Distribution
Air Canada

PRESENTATION:
Becoming global champions: How to develop and execute a successful global expansion strategy

- Navigating route acquisition and incentivizing the pursuit of a far-reaching aviation network
- Planning out in the long-term, adjusting for 10-year labor agreements
- Preparing tactics to ensure consistent and sustainable revenue growth



Lyell Farquharson
Vice President Sales & Distribution
Westjet

PRESENTATION:
Charging the right prices for the right customers - Dynamic pricing based on loyalty and new opportunities for revenue generation

- Understand how dynamic pricing is a key to customer-centric distribution
- Roadmap to true dynamic pricing: What are the blocking elements and how to remove them?
- How to deal with challenges like old industry standards in pricing
- Data analytics and price optimization strategies to capture customers with a low willingness to pay

PSS & NDC



George Khairallah
President
JR Technologies

PRESENTATION:
NDC as an enabler of airline retailing

- Sustainable revenue growth with offer personalization
- Passenger centric thinking
- Offer management, order management, and payment solutions that enable airline retailing



Rana Ghosh
Sr. Director, Ancillary Revenue
Spirit Airlines

Q&A:
Defining ancillary strategies - What's making you money?

- Commercial and revenue steering strategies through inventive FFP programs targeting wellness and utilizing exercise as currency and other innovations
- Personalized ancillary sales: Why are airlines missing the mark on personalization? How to do it right?
- To bundle or unbundle? How can we justify the cost of personalized offerings vs. standardized products and years-backed best-practices
- More choices, more revenues: What are the new ancillary products in the marketplace and How to further monetize the travel convenience?



Shane Corstorphine
General manager,
Americas
Skyscanner



Tye Radcliffe
Director Distribution Payment & Ticketing Systems
United



Richard Lowry
Sr. Director
Distribution & Sales
Spirit Airlines

PANEL:
Future Distribution - How do airlines need to adapt to future direct distribution channels?

- Drawing a line of comparison between linked data vs. big data
- Exploring NDC integration with APIs
- What do airlines need to do today to prepare for technology five to ten years down the road?

Register now at www.terrappinn.com/aviationamericas for the best rate!
There's a lot to see and do, so why not bring your team? Group discounts are available

GROWTH & ROI



David Harvey
Managing Director, Business Development
Southwest Airlines

PRESENTATION:

Sold out without being a sellout - Lessons from the Southwest Airlines business model

- Analyzing the basic philosophy behind LCCs- low fares and demand stimulation
- Understanding that brand identity should never take a back seat to expansion
- Achieving brand purity; don't damage your value proposition by distilling company culture



Engilbert Hafsteinsson
VP of Sales & Marketing
WOW Air

PRESENTATION:

From Iceland to Miami and back - An overview on WOW Air's world takeover and what we can learn from them

- Tackling on low-cost in the long-haul: Creating a mission statement and how you can pull it off
- Unbundling through straightforward philosophy "Why should you pay for something you're not using?"
- Creating a brand brimming with personality: Flirting your way to Iceland by matching with an airline in Tinder
- An inside look into a successful corporate culture: Fostering an environment that employees love to work in and making it synchronous with brand identity



Jeff Potter
President & CEO
Surf Air



Edward Wegel
Advisory Board
Canada Jetlines Ltd.



Jim Young
President and CEO
NewLeaf Travel Company Inc.

PANEL:

The brave world of startup airlines - Startup airlines discuss obstacles, opportunities, creative new business models and bursting through the stratosphere

- Seeing the aviation industry through the eyes of startups; what are the big issues, what needs are these new business models addressing?
- Analyzing startup trends to understand what brings about successes and failures in the landscape
- Understanding the startup market, who are the travelers and what are they looking for?

DISTRIBUTION



Lars Sande
SVP Sales & Distribution
Norwegian Air

PRESENTATION:

Disruptive distribution - Breaking the traditional business model and trailblazing through disruption

- Understanding the pros and cons of alliances and why some are actively choosing not to participate.
- Realizing the foundation of disruption: understanding the traditional airline model so it can be challenged
- Debunking the myth that we operate in an age of open skies
- GDS distribution is made for legacy carriers. What needs to change?
- Are airline commissions truly a thing of the past?
- Challenging the notion in the outsider's perspective of unbiased travel agents



Keith Wallis
Director Global Product Distribution
Air Canada

PRESENTATION:

End-to-End Distribution - NDC and providing a bigger picture of industry transformation

- NDC's road map and recent achievements: Have we reached the stage of mass adoption?
- How NDC is changing the current distribution landscape and what it means for airlines' future distribution strategies?
- How does NDC open up a new opportunity for interline cooperation between LCCs and FSCs?



Kevin Sullivan
Senior National Manager, Corporate Relations
Southwest Airlines

PRESENTATION:

Growing in the corporate travel market: How to increase airline' appeal to corporations

- What is holding airlines back from gaining prominence with corporate travel buyers?
- How to compete with the incumbent airlines' loyalty programs and large corporate sales forces?
- The next-generation of business travelers: Millennials and how they are shaping the future of business travel
- What are the big trends affecting the corporate travel ecosystem in the coming years?

POST DIGITAL BUSINESS MODELS



William Dean Donovan
Founder and Director
Volaris

PANEL:

Is forward-thinking mentality enough to survive the digital revolution?

- Ensuring you deliver contextual and relevant customer experiences throughout all channels by analyzing current strategies including sources of data collection, usage of analytics and gauging personalization of offerings through GDSs.
- Evoking the transition of a ticket-centric model to a customer-centric model; look above fares to ensure that customers are behind your company mission and a part of your company's big-picture vision
- Adapting traditional reservation systems to cater to a digital world and deliver new capabilities and new sales channels
- Open discussion into the future of airlines in the Americas, how will the regional aviation community meet these challenges and foster internal growth



Amy Labro
Director of Digital Marketing
Virgin America

ROUNDTABLE:

Creating actionable insights: Learn how to properly extract insights from your raw data

- Good analytics starts with clear purposes: What are the business questions CIOs should focus on to find answers in their data?
- Processing and interpreting huge volumes of data: What is your number one strategy?
- Real-life examples of how airlines apply data analytics to solve operational challenges and offer personalized products services



Rafael Martínez
VP, Distribution &
Revenue Management
Aerolíneas
Argentinas



Diego García
CCO
Aerolíneas
Argentinas

PRESENTATION:

Disruptive promotions & #NocheAerolíneas: using Revenue Management segmentation and Social Media to stimulate demand on a changing macroeconomic environment

- How Aerolíneas Argentinas strategized for a weak macroeconomic environment impacted by currency devaluation
- Creating a dynamic business strategy that is able to adapt to a changing socio-economical context
- An analysis into Aerolíneas Argentinas' successful development of a methodology which applies Revenue Management Segmentation combined with social media to generate disruptive promotions that stimulate demand without revenue dilution



David Tait
First Employee and Former
Executive VP and Director
Virgin Atlantic Airways

PRESENTATION:

Putting the V in 'Viral' - How Virgin Atlantic Airways' disruption predated the digital age

- Creating a culture of agility-based marketing by responding appropriately based on contextual information
- Staying relevant by being brave and bold, challenging stereotypes and poking fun at seriousness
- Utilizing an overview of Virgin Atlantic's history to understand how and why disruption worked and looking at culture with different eyes as an airline



Jessica Marin
Senior Public Relations &
Digital Specialist
Miami International Airport

PRESENTATION:

Monetizing social media marketing -Do sales from social media investments result from social content or social advertising?

- Social media as an engagement platform: Why social media strategies need to be rethought
- Are social media channels primarily valuable as content distribution engines?
- Empowering your employees for social success
- What does social success mean?



Amy Valcik
Chief Sales & Marketing
Officer
Flybe

ROUNDTABLE:

Programmatic and how to do personalization at scale - Different travelers exhibit different buying behaviors. If you're thinking of all your customers as a single unit rather than individuals, you're making a mistake.

- Thinking programmatically: How technology makes it possible to reach millions of customers but each with something that seems personally relevant and interesting
- How programmatic can increase customer conversions and revenue
- Real-time optimization: Reducing advertising costs whilst increasing conversions



Kingsley Ezenwa
Media/Communications
Dana Airlines

ROUNDTABLE:

Multi-channel digital marketing: How to convert visitors to paying customers by efficiently utilizing our different digital media channels

- Understanding the digital tools utilized in marketing strategies
- Multi-channel marketing teams and how to best utilize your resources to maximize engagement.
- Becoming a master of catalyzing immersive experiences to envelop visitors and create new customers



Loren Bolstridge
Manager, Cabin
Avionics Engineering
Delta Air Lines

ROUNDTABLE:

Post BYOD interiors: New design methods focusing on removal of hardwired IFEs and the improvement of the BYOD experience

- Creating interiors that add to the BYOD experience by providing device charge stations, outlets and device holders on tabletops
- Losing hardwired IFE weight and substituting space to incorporate design that compliments a BYOD model
- Optimizing for BYOD by bearing in mind the types of devices that flyers will bring: tackling laptop-friendly seats, tablet-friendly seats and small mobile device-friendly seats



Jason Wilson
Division Director
Real Estate
Management and
Development
Miami-Dade
Aviation
Department

ROUNDTABLE:

Lounge Design - Creating comfortable lounges with minimal space and how to perpetuate brand identity and experience with parity between airplane and airport

- Understanding the pursuit of comfort and creating cohesion between the airport to airline journey
- Analyzing parity and brand identity inside of design strategies for lounges
- Efficiently utilizing space to promote the most comfortable experience while minimizing excess



Gary Weissel
Managing Officer
Tronos Aviation
Consulting

PRESENTATION:

Future of aircraft seating - An inside look into trends in seating and interior design

- Newest trends in seating layouts and products; slim line, diversified product lines, premium economy products, etc.
- How light is too light? An inside look into the specifics of lightweight material applications in seating and how to know when you're pushing too far
- Additive manufacturing and how they want to shake up part procurement, replacement and what its limitations are



Register now at www.terrapinn.com/aviationamericas for the best rate!
There's a lot to see and do, so why not bring you team? Group discounts are available

KEYNOTES

AFTERNOON DAY 1



Richard Barajas
Vice President
Business
Development
ClickTripz

PRESENTATION:

Digital Innovations to Drive New Ancillary Revenue

- Creating a strategy for monetization of abandoning web site traffic at zero cost
- Understand the recipe to triple your ancillary hotel revenue
- How to unlock a million dollars in annual profit in only 45 minutes



Bobby Healy
CTO
CarTrawler

KEYNOTE PRESENTATION:

Google's stealth attack on travel - CarTrawler's CTO explains why Google poses the biggest long-term threat to the profitability and growth of the entire travel industry

- In the short term, hotels, airlines and existing OTAs will see an opportunity for collaborative incremental demand, however that honeymoon period can't last forever and Google is already planning well beyond that.
- Understanding Google's surprising strength as quiet intermediary, how long does it take before this bridge gets a toll and who is going to pay it—you or the travelers?
- How to strategize a push to take back control; withholding inventory and pricing from Google to ensure that the giant doesn't capitalize on its position as a starting point of travel planning



Elias Zaccack
SVP Commercial
SES



James Callaghan
Chief Technologist
WestJet



Rodrigo Llaguno
CXO
Aeroméxico



Katri Harra-Salonen
Chief Digital Officer
Finnair

KEYNOTE PANEL:

How can we take the connected aircraft beyond entertainment?

- What future innovative passenger experience elements can we expect will be driven by Wi-Fi?
- How can we marry ancillary revenue and inflight connectivity?
- Will KA and KU co-exist and offer sustainability in the next 10 years?

Register now at www.terrapiinn.com/aviationamericas for the best rate!
There's a lot to see and do, so why not bring your team? Group discounts are available

KEYNOTES

DAY 2



William Shaw
Founder and CEO
VivaColombia

KEYNOTE PRESENTATION:

Creating technically sound business strategies to affect bottom line ROI

- High-Touch, High-Engagement through digital-mobile platforms including chatbox-messenger implementation, Instagram and twitter
- Cloud Systems and integration and dealing with legacy systems, measuring ROI in a hybrid cloud platform integration
- The digital traveler and the evolution of airline-consumer interaction; fostering a digital relationship with a traveler that is based on offering the best travel experience and not the best ticketing experience
- Discretionary pricing - is it finally here and is NDC already proving to bridge the gap between standard and truly personal offerings?



Dag Skage
CIO
Norwegian Air

KEYNOTE PRESENTATION:

The tech behind exponential growth strategy - Norwegian's CIO speaks on the work behind the tech veil for Norwegian Air

- Long-haul low cost, how to prepare for the technological processes required to create a strong tech foundation
- Norwegian's systematic growth and the actual IT systems that make it possible
- How do we go about implementing an effective IT framework for tomorrow and exploring where we can apply it: ticketing, pricing and more



Seth Cassel
President
EveryMundo

KEYNOTE PRESENTATION:

The direct channel, passenger acquisition, and owning your customer

- New customer acquisition and incremental revenue growth
- Improving customer experience and conversion online through new technologies
- Executing highly technical strategies without highly technical people

Register now at www.terrapiinn.com/aviationamericas for the best rate!
There's a lot to see and do, so why not bring your team? Group discounts are available

8:00	BREAKFAST & REGISTRATION
	KEYNOTE SESSIONS
	BUSINESS AND STRATEGY
9:00	<p>KEYNOTE PRESENTATION: CREATING A MARKET FOCUSED BUSINESS MODEL IN THE MODERN AVIATION LANDSCAPE</p> <ul style="list-style-type: none"> Ultra-reliability: combining logistics, data analytics, information systems and process excellence Unit cost reliability: achieving structurally faster aircraft turn times, efficient day-of operations to minimize downtime and better fuel storage practices Network preeminence: structuring advantageous codeshares, alliances, joint business arrangements and strategic investments Top customer experience and convenience: utilizing mobile apps, proximity sensors and personalized service for frequent flyers <p>Jayne Hrdlicka, CEO, Jetstar Group</p>
9:20	<p>KEYNOTE PRESENTATION: TAKING SPIRIT TO THE NEXT LEVEL - Spirit's CEO speaks on their new direction and opportunities regarding the ULCC model</p> <ul style="list-style-type: none"> The challenges of continuing with the ULCC model, but taking Spirit to the next level. Moving Spirit from being known for just low fares to a more reliable and customer friendly airline that still offers the lowest fares in the industry. Improving on-time performance and reducing customer complaints. <p>Robert L. Fornaro, CEO, Spirit Airlines</p>
9:40	<p>KEYNOTE PRESENTATION: BUILDING A LOW-COST MODEL WITHOUT SACRIFICING CUSTOMER SERVICE - VivaAerobus' CEO on treating your customer right while being an LCC</p> <ul style="list-style-type: none"> From bus to air, how Viva Aerobus' unique business model crafts a brand personality and an entirely different playing field for customer experience Analyzing a shifting customer philosophy that banks on loyalty through the digestion of amazing travel experiences Creating exponential growth in customer engagement by understanding the underlying values of travel, specifically the how and why <p>Juan Carlos Zuazua, CEO, Viva Aerobus</p>
10:00	RESERVED FOR SPONSOR
10:20	SPEED NETWORKING & MORNING REFRESHMENT BREAK



	MOBILE PLATFORMS (IN FLIGHT EXPERIENCE)	CLOUD AND INFRASTRUCTURE	REVENUE & ROUTES	SEATING	IDENTITY & BRAND
11:20	<p>PRESENTATION: Personalizing the in-flight experience - How airlines can transform the in-flight experience to make it more personal, compelling and engaging than ever before</p> <ul style="list-style-type: none"> Home in the sky: How to make passengers feel virtually comforted and entertained like they are at home Why airlines have not done well using data to customize the passenger experience? How digital technologies are opening up many more new possibilities <p>Rodrigo Ulagano, CXO, Aeroméxico</p>	<p>PRESENTATION: Cloud-layered security - In a world where DDoS attacks can cost \$5 per hour, how are we securing ourselves?</p> <ul style="list-style-type: none"> Utilizing Intrusion Detection Systems (IDS), Virtual Private Networks (VPNs) and Data Loss Prevention Technology (DLP) effectively Contextual data access control and how we can trickle this down to our employees to control sensitive data in our cloud Analyzing new IoT risks and how to protect against them <p>Pawel Westfalewicz, Chief IT Architect, LOT Polish Airlines</p>	<p>PANEL: Retail revenue models -How is the evolution towards the retail model progressing for airlines and will initiatives like NDC remove barriers?</p> <ul style="list-style-type: none"> How close are we to seeing airlines transition into becoming 'Amazons of Travel'? Are some airlines in trouble of becoming purely a commodity? Connecting big data innovation, creativity and new technology to drive more retail focused airlines What can we learn from the retail sector when it comes to delivering value-led loyalty and rewards for our passengers? <p>MODERATOR: Rolando Damas, Managing Director North America & Asia, Avianca Eric Nordling, COO, Revenue Management Systems Gaston Rodriguez, USA Commercial Director, Azul Linhas Aéreas Brasileiras</p>	<p>ROUNDTABLE: Post BYOD interiors: New design methods focusing on removal of hardwired IFEs and the improvement of the BYOD experience</p> <ul style="list-style-type: none"> Creating interiors that add to the BYOD experience by providing device charge stations, outlets and device holders on tabletops Losing hardwired IFE weight and substituting space to incorporate design that compliments a BYOD model Optimizing for BYOD by bearing in mind the types of devices that flyers will bring: tackling laptop-friendly seats, tablet-friendly seats and small mobile device-friendly seats <p>Loren Bolstridge, Manager, Cabin Avionics Engineering, Delta Air Lines</p>	<p>ROUNDTABLE: Creating actionable insights: Learn how to properly extract insights from your raw data</p> <ul style="list-style-type: none"> Good analytics starts with clear purposes: What are the business questions CIOs should focus on to find answers in their data? Processing and interpreting huge volumes of data: What is your number one strategy? Real-life examples of how airlines apply data analytics to solve operational challenges and offer personalized products/ services <p>Amy Labroo, Director of Digital Marketing, Virgin America Amy Valcik, Chief Sales & Marketing Officer, Flybe</p>

11:40	<p>PRESENTATION: The extinction of hardwired IFE systems - Are hardwired IFE systems going the way of the dinosaurs?</p> <ul style="list-style-type: none"> With many customers bringing their PEDs on board legacy IFEs are fast becoming a second thought? How moving to a fully wireless system and eliminating legacy IFE systems can increase personalization by utilizing mobile platform data Reducing weight by designing a seat with no pre-installed IFE system <p>Dr. Gerald Schreiber, CEO, PaxLife</p>	<p>PRESENTATION: Airport I.T - Bridging the innovation gap between airlines and airports</p> <ul style="list-style-type: none"> What are ways of achieving technological parity and creating a collaborative atmosphere between airlines and airport Jumping on innovations in interior geolocation technology and voice technology Understanding how to interface with customers through in-house Wi-Fi, common platforms of social media and learning the technology we should be investing in to provide the most efficient and personalized airport to airline experience <p>Maurice Jenkins, Director Information Systems and Telecommunications, Miami International Airport</p>	<p>PANEL: Using customer-choice modeling to more accurately forecast future demand - A focus into the Caribbean and South American distribution markets</p> <ul style="list-style-type: none"> Investing in big data projects OTAs vs. metasearch engines Regional carriers competing with national carriers Dealing with low volumes How to overcome low travel volumes and political and economic instability <p>MODERATOR: Anton Diego, Founder & CEO, EveryMundo Chris Amenechi, VP, Pricing and Revenue Management, Copa Airlines Brad Turner, Director Sales Strategy & Distribution, Westjet Rafael Andres Martinez, VP Distribution & Revenue Management, Aerolineas Argentinas</p>	<p>ROUNDTABLES: Seating the supersonic -Exploring the needs that will be addressed when we transfer into commercial supersonic travel</p> <ul style="list-style-type: none"> What does a commercial Supersonic experience look like to the high end passenger? With a narrower fuselage and limited room, how do you provide an upscale and viable experience? Looking beyond seating to create a high end living space and experience 	<p>ROUNDTABLES: Dual brand strategies - How to position your brand effectively within your market</p> <ul style="list-style-type: none"> Defining marketing strategy when having low-cost and ultra-premium offerings within the same airline Multiple brands: where to position our airlines within our brand matrix Where do ultra-low-cost carriers fit into this? Will we see LCCs introducing more premium offerings and would that change the branding strategy?
11:50	<p>PRESENTATION: New ways to pay: Exploring on-board payment implementation to improve customer experience</p> <ul style="list-style-type: none"> Flexible payment processes and how we move towards a secured payment solution that is highly configurable for different customers, allowing them to purchase once to several times Practical strategies to detect and prevent fraud, accessing deep learning solutions What can we reap out of virtual payment trends like Apple Pay, Venmo or direct bank-to-bank alternatives like Chase Quickpay What does the future of digital payments look like? Will it be a part of an all-inclusive digital platform? 	<p>CASE STUDY: Aiming your mobile tech inwards -Now that multiple customer facing applications have been built, see how mobile may benefit our operation</p> <ul style="list-style-type: none"> Build on existing frameworks to expand platform usability and applications Track assets in an accessible platform to increase employee efficiency and minimize asset-related delays Find new customer-facing applications for your platform by providing selective visibility of customer-related assets <p>Jeff Ulrich, Senior Manager Digital Innovation, United Airlines</p>	<p>PANEL: Americas route outlook - Strategizing route acquisition to maintain consistent growth and fostering significant ROI</p> <ul style="list-style-type: none"> Managing capacity: How to achieve sustainable growth, given the region's huge order book and temptation by some airlines to continue or resume strategic expansion Meeting safety standards: How to collaborate towards a cross-border aviation safety regulation Beyond the maturing LCC penetration rate: Where are the growth opportunities? <p>Dave Doty, Senior Manager, Network Planning & Performance, Southwest Airlines Trey Urbahn, CCO, Executive Board Member, TAP Portugal Tadashi Matsushita, VP Strategic Planning, The Americas, All Nippon Airways Co.</p>		
12:00					
12:10	Gold Sponsor Slot				
JOINT INTERACTIVE ROUNDTABLES					
12:20	<p>1. Scaling disruption: How should airlines manage and scale their disruption communications in the digital (and social) age? Al Tredinnick, Business Development Manager, 15Below</p>	<p>2. Customizing connectivity: Understanding your scope of options regarding connectivity and how to approach your provider to maximize connectivity offering Elias Zaccack, SVP Mobility Market Solution Center, SES</p>	<p>3. A la carte offerings and pre-order meals: Pushing the envelope to provide unique offerings and meal experience in a streamlined fashion Luis Gerardo Castillo, Revenue Management & Pricing, Pawa Dominicana</p>	<p>4. Interior hygiene strategies: Analysis of best materials for seats, armrests and tabletops that promote cleanliness</p>	<p>5. Experiential marketing: Creating brand experiences outside of airlines and airports to maximize engagement</p>
	<p>6. Creating scalable Ease of Access (EoA): Creating a customer experience based on the least amount of steps from booking to landing Chris Jessen, CIO, Onejet</p>	<p>7. Integrated analytics: Tracking employee behavior to maximize airline efficiency and boost overall company morale</p>	<p>8. LCC and FSC Converging: Distinction in the face of blurred lines; are FSCs and LCCs becoming too similar?</p>	<p>9. Interior experience: Cultivating unique experiences through cutting edge design, assessing value of amenities on case by case bases and cabin class</p>	<p>10. Customer expectations: How do we balance our marketing investment to improve the customer experience with maintaining a cost advantage</p>
	<p>11. Child-free zones: In-depth analysis into the politics of child-free zones including: monetizing silence, the overview of customer response, and forward looking projections of its standardization</p>	<p>12. Data, analytics and machine learning: Exploring applications, facing both internal and external aspects of operations and procedural capacity gauging Martin Boyer, CIO, Greater Toronto Airports Authority</p>	<p>13. Loyalty & Co-Branding: How co-branding affects your business models, understanding effective loyalty strategies with financial institutions Scott Fisher, Sr. Director, Ancillary Revenue and Loyalty, Frontier Airlines</p>	<p>14. Travel Disruption: How to improve the way we manage disruption in travel operations by reducing collateral revenue damage</p>	<p>15. Boosting demand in underperforming flights: How can airlines utilize innovative and cutting edge marketing tactics to boost demand for flights that are not performing up to standards?</p>
	<p>16. On board payments: Putting passenger experience at the heart of next-gen payment solution through mobile platform-enabled services</p>	<p>17. A.I in aviation: Where does A.I fit into the Airline Industry? We explore various forms of Applied Artificial Intelligence and Machine learning solutions</p>	<p>18. Roundtable: Defining ancillary strategies - More choices, more revenues: What are the new ancillary products in the marketplace and How to further monetize the travel convenience? Rustom Birdie, Ancillary Products Manager, Virgin America</p>	<p>19. In the mood for flying: Using lighting technology to create a sense of space and contentment</p>	<p>20. IFE & Business Platforming: More content, more games and more advertising; turning IFE into a business platform</p>
1:00	NETWORKING LUNCH				

Register your pass today!
 Visit www.terrapinn.com/aviationamericas

	REMOTE SOLUTIONS	AI & IOT	STRATEGIES	COMFORT	SOCIAL MEDIA
2:20	<p>PRESENTATION: No-Tech, Low-Tech Solutions - Creating a customer experience with readily available tools</p> <ul style="list-style-type: none"> Delta's 'Early-Valet' System is based on the simple premise of having staff pre-board carry-on luggage and stow into the customer-appropriate overhead compartments, their testing has shown that simple procedural enhancements contribute greatly to customer experience Utilizing available resources to impact positively customer experience design Low-Tech and No-Tech problem solving as a low-risk high-gain investment Create trials and measure data to implement solutions effectively 	<p>ROUNDTABLE: Stealing from the cockpit - Augmented Reality has been used by our pilots for years, what are the possible applications if we take it out of the cockpit?</p> <ul style="list-style-type: none"> Take the HUDs from the cockpits and into the airport with wearable technology Utilizing AR to deliver relevant contextual information to your employees in order to ensure best customer experience What is the possibility of creating a mobile platform that could interface with our customer's own wearables to deliver relevant journey information? <p>Ajay Sharma, Investment Associate, JetBlue Technology Ventures</p>	<p>PANEL: Creating alliances - How can carrier Alliances be beneficial for carriers of the Americas</p> <ul style="list-style-type: none"> The old practice of interlining has fallen to the wayside as large alliances take their place and LCCs compete for the lowest price tag How can carriers benefit from interlining while still maintaining cost? LCCs and FSCs, with the line between them getting thinner—should we be thinking about partnerships? <p>Andrés Fabre, CEO, Aeromar Mark Schwab, CEO, Star Alliance</p>	<p>ROUNDTABLE: Next-gen aircraft interiors - From Boeing's 77X to Boom's XB-1, new design strategies for lightweight and comfortable travel</p> <ul style="list-style-type: none"> Understanding next gen airplane dimensionality, weight capacities and design opportunities Looking to alternative seating designs for supersonic and beyond, moving away from flatbeds and into pods Marrying luxury with ergonomic design by operating in dynamic non-traditional space accommodation models 	<p>PRESENTATION: Disruptive promotions & #NocheAerolíneas: using Revenue Management segmentation and Social Media to stimulate demand on a changing macroeconomic environment</p> <ul style="list-style-type: none"> How Aerolíneas Argentinas strategized for a weak macroeconomic environment impacted by currency devaluation Creating a dynamic business strategy that is able to adapt to a changing socio-economical context An analysis into Aerolíneas Argentinas' successful development of a methodology which applies Revenue Management Segmentation combined with social media to generate disruptive promotions that stimulate demand without revenue dilution <p>Diego García, CCO, Aerolíneas Argentinas Rafael Martínez, VP, Distribution & Revenue Management, Aerolíneas Argentinas</p>
2:40	<p>PRESENTATION: Tag it and track it - Innovations in baggage handling</p> <ul style="list-style-type: none"> E-tags and connected bags- What are the other bag-drop initiatives to meet the needs of all users? Justifying the business case for the transition to home printed bag tags Utilizing portable beacon technology in addition to mobile apps in order to keep updated and accurate info on baggage tracking Focusing on IT alone is not enough, it's also about changing the business processes What do we need to change in the process and how can technology help us? 		<p>PRESENTATION: Becoming global champions: How to develop and execute a successful global expansion strategy</p> <ul style="list-style-type: none"> Navigating route acquisition and incentivizing the pursuit of a far-reaching aviation network Planning out in the long-term, adjusting for 10-year labor agreements Preparing tactics to ensure consistent and sustainable revenue growth <p>Duncan Bureau, Vice President Global Sales, Air Canada</p>		<p>PRESENTATION: Putting the V in 'Viral' - How Virgin Atlantic Airways' disruption predated the digital age</p> <ul style="list-style-type: none"> Creating a culture of agility-based marketing by responding appropriately based on contextual information Staying relevant by being brave and bold, challenging stereotypes and poking fun at seriousness Utilizing an overview of Virgin Atlantic's history to understand how and why disruption worked and looking at culture with different eyes as an airline <p>David Tait, First Employee and Former Executive VP and Director, Virgin Atlantic Airways</p>
2:50	<p>PRESENTATION: Tag it and track it - Innovations in baggage handling</p> <ul style="list-style-type: none"> E-tags and connected bags- What are the other bag-drop initiatives to meet the needs of all users? Justifying the business case for the transition to home printed bag tags Utilizing portable beacon technology in addition to mobile apps in order to keep updated and accurate info on baggage tracking Focusing on IT alone is not enough, it's also about changing the business processes What do we need to change in the process and how can technology help us? 	<p>ROUNDTABLE: The Internet of Things and the customer journey- Facing unseen levels of hyper connectivity, how will IoT affect the customer journey?</p> <ul style="list-style-type: none"> How can IoT improve stress points throughout the customer journey by utilizing multiple geo-specific access points and device-to-device interfacing How the IoT can improve experience, fuel efficiency and amplify passenger personalization through a system of perpetual communication between access points Finding IoT right now, looking at cross-platform interfacing, managing tech communication streams and addressing security vulnerabilities <p>Rocky Wiggins, CIO, Spirit Airlines</p>		<p>ROUNDTABLE: Lounge Design - Creating comfortable lounges with minimal space and how to perpetuate brand identity and experience with parity between airplane and airport</p> <ul style="list-style-type: none"> Understanding the pursuit of comfort and creating cohesion between the airport to airline journey Analyzing parity and brand identity inside of design strategies for lounges Efficiently utilizing space to promote the most comfortable experience while minimizing excess <p>Jason Wilson, Division Director Real Estate Management and Development, Miami-Dade Aviation Department</p>	
3:00	<p>PRESENTATION: Designing the airport of the future - How to differentiate as an airport and create a unique passenger experience?</p> <ul style="list-style-type: none"> Innovative terminal designs to cope with increasing passenger numbers comfortably Cost-control vs. new service gadgets Moving towards a customer-centric airport: Identifying the pain points and redefining the travel experience Addressing the need to balance all stakeholders' interest within the Canadian User Pay Model <p>Bert van der Stege, VP & CCO, Halifax International Airport Authority</p>		<p>PRESENTATION: Charging the right prices for the right customers - Dynamic pricing based on loyalty and new opportunities for revenue generation</p> <ul style="list-style-type: none"> Understand how dynamic pricing is a key to customer-centric distribution Roadmap to true dynamic pricing: What are the blocking elements and how to remove them? How to deal with challenges like old industry standards in pricing Data analytics and price optimization strategies to capture customers with a low willingness to pay <p>Lyell Farquharson, Vice President Sales & Distribution, WestJet</p>		<p>PRESENTATION: Monetizing social media marketing -Do sales from social media investments result from social content or social advertising?</p> <ul style="list-style-type: none"> Social media as an engagement platform: Why social media strategies need to be rethought Are social media channels primarily valuable as content distribution engines? Empowering your employees for social success What does social success mean? <p>Amy Valcik, CMO, Flybe Jessica Marin, Senior Public Relations & Digital Specialist, Miami International Airport</p>
	CONTENT & COMFORT	DATA	PSS & NDC	DESIGN	SMART MARKETING
3:20	<p>PRESENTATION: Becoming an Entertainment Wizard - Make your customers want to fly by providing the best in curated content</p> <ul style="list-style-type: none"> Learn how we can take advantage of a world of content exclusivity and streaming-rights warfare to provide a unique entertainment experience Utilize a unique hub of relevant content to maximize passenger engagement and increase customer loyalty 	<p>CASE STUDY: Using Translation to drive direct bookings and consumer loyalty - Creating a cultural-specific solution to understand your customers</p> <ul style="list-style-type: none"> Providing information in a consumer's own language influences buying decisions On average, airlines support fewer than half as many languages as do OTAs 	<p>PRESENTATION: NDC as an enabler of airline retailing</p> <ul style="list-style-type: none"> Sustainable revenue growth with offer personalization Passenger centric thinking Offer management, order management, and payment solutions that enable airline retailing <p>George Khairallah, President, JR Technologies</p>	<p>ROUNDTABLE: Creating designer brands - Using design as a brand differentiator</p> <ul style="list-style-type: none"> Thinking beyond the idea of seats, creating brand identity while pushing design into lighting, interiors, restrooms and beyond 	<p>ROUNDTABLE: Programmatic and how to do personalization at scale - Different travelers exhibit different buying behaviors. If you're thinking of all your customers as a single unit rather than individuals, you're making a mistake.</p> <ul style="list-style-type: none"> Thinking programmatically: How technology makes it possible to reach millions of customers but each with something that seems personally relevant and interesting

	<ul style="list-style-type: none"> Find out how to use data to better understand your customer entertainment needs and develop appealing entertainment profiles 	<ul style="list-style-type: none"> New technology makes it possible for airlines to better compete for global consumers <p>Kevin Cohn, Senior Vice President of Operations, Smartling</p>	<ul style="list-style-type: none"> Have branding begin from before the moment passengers board by installing a cohesive design strategy from the moment they arrive at the airport Understand how to design a brand experience for your customers by utilizing off-the-wall aesthetic strategies 	<ul style="list-style-type: none"> How programmatic can increase customer conversions and revenue Real-time optimization: Reducing advertising costs whilst increasing conversions 	
3:40	<p>PRESENTATION: Onboard Wi-Fi - Making it affordable while maximizing profitability</p> <ul style="list-style-type: none"> How to overcome bandwidth capacity constraints and high costs? What are the other stumbling blocks to a seamless connectivity? Using Wi-fi as a revenue generating platform What are the trends that will revolutionize the onboard connectivity? 	<p>PRESENTATION: Chatbot revolution - How chatbots will revolutionize the travel industry; distribution, disruption and why your airline should embrace it</p> <ul style="list-style-type: none"> Creating customer-facing chatbots that perform as your traveler's very own personal assistant Chatbot platforms as all-inclusive, go-to hubs for traveler's to make decisions regarding ticketing, ancillary, purchasable products, etc. Providing unheard of ease of access for customers to interface directly with your airline services 	<p>PANEL: Future Distribution - How do airlines need to adapt to future direct distribution channels?</p> <ul style="list-style-type: none"> Drawing a line of comparison between linked data vs. big data Exploring NDC integration with APIs What do airlines need to do today to prepare for technology five to ten years down the road? <p>Shane Corstorphine, General manager, Americas, Skyscanner Tye Radcliffe, Director Distribution Payment & Ticketing Systems, United Airlines Richard Lowry, Sr. Director Distribution & Sales, Spirit Airlines</p>	<p>ROUNDTABLE: Economy comfort - How to design the space better?</p> <ul style="list-style-type: none"> Space sensations: How to fit in more seats but still ensure comfort, safety and health for passengers? New ideas in design, materials, comfort and look How to transform the appeal of the dreaded middle seat? Competing with LCCs: What cabin experience should we curate in economy, so that it helps increase the load factors but doesn't hurt the brand image? 	<p>ROUNDTABLE: Multi-channel digital marketing: How to convert visitors to paying customers by efficiently utilizing our different digital media channels</p> <ul style="list-style-type: none"> Understanding the digital tools utilized in marketing strategies Multi-channel marketing teams and how to best utilize your resources to maximize engagement. Becoming a master of catalyzing immersive experiences to envelop visitors and create new customers <p>Kingsley Ezenwa, Media/ Communications, Dana Airlines</p>
3:50	<p>PRESENTATION: Handling irregular operations - Utilizing digital tools to assess, resolve and communicate service disruptions</p> <ul style="list-style-type: none"> Delivering personalized solutions straight to the customer ranging from notifications to auto-rebooking for delays, cancellations and other unforeseen circumstances A standard approach to restore normal services swiftly and cost-efficiently- Collaboration among staff, between airlines and airports How we can use predictive analysis to anticipate disruptive events and provide earlier contingency executions <p>Sami Foguel, Vice President of Customer Operations and Quality, Azul Linhas Aereas</p>	<p>PRESENTATION: Why not take it all - owning the shopping basket with disruptive packaging technology</p> <ul style="list-style-type: none"> Packaging for many country PoS +50 markets via one technology platform Multi accommodation supply marketplace for airline packaging Maximizing revenue with high attachment rates for package product upsell Connecting packages into metasearch and other distribution channels <p>Manuel Saballus, Director Packaging Solutions, Peakwork</p>	<p>Q&A: Defining ancillary strategies - What's making you money?</p> <ul style="list-style-type: none"> Commercial and revenue steering strategies through inventive FFP programs targeting wellness and utilizing exercise as currency and other innovations Personalized ancillary sales: Why are airlines missing the mark on personalization? How to do it right? To bundle or unbundle? How can we justify the cost of personalized offerings vs. standardized products and years-backed best-practices More choices, more revenues: What are the new ancillary products in the marketplace and How to further monetize the travel convenience? <p>Rana Ghosh, Sr. Director, Ancillary Revenue, Spirit Airlines Tom Bacon, Airline Revenue Optimizatio, CEO</p>		
4:00	<p>PRESENTATION: Handling irregular operations - Utilizing digital tools to assess, resolve and communicate service disruptions</p> <ul style="list-style-type: none"> Delivering personalized solutions straight to the customer ranging from notifications to auto-rebooking for delays, cancellations and other unforeseen circumstances A standard approach to restore normal services swiftly and cost-efficiently- Collaboration among staff, between airlines and airports How we can use predictive analysis to anticipate disruptive events and provide earlier contingency executions <p>Sami Foguel, Vice President of Customer Operations and Quality, Azul Linhas Aereas</p>	<p>PRESENTATION: Putting the V in 'Viral' - How Virgin Atlantic Airways' disruption predated the digital age</p> <ul style="list-style-type: none"> Creating a culture of agility-based marketing by responding appropriately based on contextual information Staying relevant by being brave and bold, challenging stereotypes and poking fun at seriousness Utilizing an overview of Virgin Atlantic's history to understand how and why disruption worked and looking at culture with different eyes as an airline <p>David Tait, First Employee and Former Executive VP and Director, Virgin Atlantic Airways</p>			
4:10	Gold Sponsor Slot				
4:20	AFTERNOON NETWORKING BREAK				
5:00	<p>PRESENTATION: DIGITAL INNOVATIONS TO DRIVE NEW ANCILLARY REVENUE</p> <ul style="list-style-type: none"> Creating a strategy for monetization of abandoning web site traffic at zero cost Understand the recipe to triple your ancillary hotel revenue How to unlock a million dollars in annual profit in only 45 minutes <p>Richard Barajas, Vice President Business Development, ClickTripz</p>				
5:10	<p>KEYNOTE PRESENTATION: GOOGLE'S STEALTH ATTACK ON TRAVEL - CarTrawler's CTO explains why Google poses the biggest long-term threat to the profitability and growth of the entire travel industry</p> <ul style="list-style-type: none"> In the short term, hotels, airlines and existing OTAs will see an opportunity for collaborative incremental demand, however that honeymoon period can't last forever and Google is already planning well beyond that. Understanding Google's surprising strength as quiet intermediary, how long does it take before this bridge gets a toll and who is going to pay it—you or the travelers? How to strategize a push to take back control; withholding inventory and pricing from Google to ensure that the giant doesn't capitalize on its position as a starting point of travel planning <p>Bobby Healy, CTO, CarTrawler</p>				
5:30	<p>KEYNOTE PANEL: HOW CAN WE TAKE THE CONNECTED AIRCRAFT BEYOND ENTERTAINMENT?</p> <ul style="list-style-type: none"> What future innovative passenger experience elements can we expect will be driven by Wi-Fi? How can we marry ancillary revenue and inflight connectivity? Will KA and KU co-exist and offer sustainability in the next 10 years? <p>MODERATOR: Elias Zaccack, SVP Commercial, SES James Callaghan, Chief Technologist, WestJet Rodrigo Llaguno, CXO, Aeroméxico Katri Harra-Salonen, Chief Digital Officer, Finnair</p>				
6:00	NETWORKING DRINKS RECEPTION				

8:00	BREAKFAST AND REGISTRATION
	KEYNOTE SESSIONS
	LOW COST AND PASSENGER CONNECTION
9:00	<p>KEYNOTE PRESENTATION: CREATING TECHNICALLY SOUND BUSINESS STRATEGIES TO AFFECT BOTTOM LINE ROI</p> <ul style="list-style-type: none"> High-Touch, High-Engagement through digital-mobile platforms including chatbox-messenger implementation, Instagram and twitter Cloud Systems and integration and dealing with legacy systems, measuring ROI in a hybrid cloud platform integration The digital traveler and the evolution of airline-consumer interaction; fostering a digital relationship with a traveler that is based on offering the best travel experience and not the best ticketing experience Discretionary pricing - is it finally here and is NDC already proving to bridge the gap between standard and truly personal offerings? <p>William Shaw, Founder and CEO, VivaColombia</p>
9:20	<p>KEYNOTE PRESENTATION: THE TECH BEHIND EXPONENTIAL GROWTH STRATEGY - Norwegian's CIO speaks on the work behind the tech veil for Norwegian Air</p> <ul style="list-style-type: none"> Long-haul low cost, how to prepare for the technological processes required to create a strong tech foundation Norwegian's systematic growth and the actual IT systems that make it possible How do we go about implementing an effective IT framework for tomorrow and exploring where we can apply it: ticketing, pricing and more <p>Dag Skage, CIO, Norwegian Air</p>
9:40	RESERVED FOR SPONSOR
10:00	<p>KEYNOTE PRESENTATION: THE DIRECT CHANNEL, PASSENGER ACQUISITION, AND OWNING YOUR CUSTOMER</p> <ul style="list-style-type: none"> New customer acquisition and incremental revenue growth Improving customer experience and conversion online through new technologies Executing highly technical strategies without highly technical people <p>Seth Cassel, President, EveryMundo</p>
10:20	MORNING REFRESHMENT BREAK



	CONNECTIVITY	E-COMMERCE AND DIGITAL ENGAGEMENT	GROWTH AND ROI	FUTURE OF INTERIORS	GAMIFICATION	
11:00	<p>ROUNDTABLE: End to end passenger journey mapping - Creating a seamless customer-centric experience</p> <ul style="list-style-type: none"> Mapping out the end-to-end passenger experience- What areas do we need to focus on most? What areas do we focus on next? Converting captured data to capital- What are the opportunities for ancillary revenues? What can airlines learn from other industries (e.g. hospitality, logistics and gaming) to translate experience into loyalty and increase repeat business? Who is doing it right? Which strategies work best and how can we improve them? <p>Mauricio Estrello, Regional Manager Passenger Experience, Americas, IATA</p>	<p>ROUNDTABLE: Embracing e-commerce with NDC - Are airlines becoming internet companies?</p> <ul style="list-style-type: none"> Building a diversified portfolio of leading, specialized e-commerce brands as an airline Using e-commerce tools to sell ancillary services Thinking like an e-commerce giant- What can airlines learn from companies like Amazon and Alibaba? Using e-commerce to create a new revenue stream E-commerce and how NDC can help you acquire focused data that is shareable and accessible between brands to encourage dynamic approaches to airline customers <p>HOST: Shane Corstorphine, General manager, Americas, Skyscanner</p>	<p>PRESENTATION: Sold out without being a sellout - Lessons from the Southwest Airlines business model</p> <ul style="list-style-type: none"> Analyzing the basic philosophy behind LCCs- low fares and demand stimulation Understanding that brand identity should never take a back seat to expansion Achieving brand purity; don't damage your value proposition by distilling company culture <p>David Harvey, Managing Director, Business Development, Southwest Airlines</p>	<p>PRESENTATION: Future of aircraft seating -An inside look into trends in seating and interior design</p> <ul style="list-style-type: none"> Newest trends in seating layouts and products; slim line, diversified product lines, premium economy products, etc. How light is too light? An inside look into the specifics of lightweight material applications in seating and how to know when you're pushing too far Additive manufacturing and how they want to shake up part procurement, replacement and what its limitations are <p>Gary Weissel, Managing Officer, Tronos Aviation Consulting</p>	<p>ROUNDTABLE: Pokémon Fly - Utilizing platforms like Pokémon Go, Tinder and Snapchat to improve your brand</p> <ul style="list-style-type: none"> Gain awareness with a younger audience to create a loyal following by utilizing popular social media gamification platforms Portraying a human image of your airline to create trust and relevance in travelers' minds when booking Analyzing data from these new platforms to understand the impact they have on your brand 	
11:30	<p>PANEL: A future of self-boarding and customer autonomy - Creating a smoother journey to the aircraft with the fewest pain points imaginable</p> <ul style="list-style-type: none"> How to leverage hyper-connectivity to improve boarding framework Analyzing cost of implementation versus ROI and maintenance Ensuring accuracy and security while cutting down customer boarding dependence 		<p>PANEL: The brave world of startup airlines - Startup airlines discuss obstacles, opportunities, creative new business models and bursting through the stratosphere</p> <ul style="list-style-type: none"> Seeing the aviation industry through the eyes of startups; what are the big issues, what needs are these new business models addressing? Analyzing startup trends to understand what brings about successes and failures in the landscape 	<p>PRESENTATION: Airplane hotels: Bars, showers & other amenities</p> <ul style="list-style-type: none"> Creating an unforgettable brand experience through the inclusion of luxury amenities Making a case for excess, when is it justifiable to make a flying hotel? Scaling down versatile amenities, how can we marry cost with a unique experience based on in-cabin amenities 		

12:10	<p>PANEL: A future of self-boarding and customer autonomy - Creating a smoother journey to the aircraft with the fewest pain points imaginable</p> <ul style="list-style-type: none"> How to leverage hyper-connectivity to improve boarding framework Analyzing cost of implementation versus ROI and maintenance Ensuring accuracy and security while cutting down customer boarding dependence 	<p>ROUNDTABLE: Lookin' and Bookin' - How to decrease website bounce rates and increase your look to book ratio</p> <ul style="list-style-type: none"> How do you take advantage of data to better engage your customers? What data is necessary to provide a personalized experience? How can increased engagement promote conversion and revenue? 	<ul style="list-style-type: none"> Understanding the startup market, who are the travelers and what are they looking for? <p>Jeff Potter, President & CEO, Surf Air</p> <p>Edward Wegel, Advisory Board, Canada Jetlines Ltd.</p> <p>Jim Young, President and CEO, NewLeaf Travel Company Inc.</p>	<p>ROUNDTABLE: Making your digital advertising spend effective -</p> <ul style="list-style-type: none"> Know what you want upfront: Identifying the real motivation for investing in digital advertising Understand the underlying assumptions which inform ad targeting algorithms What are the key components of a successful digital advertising plan? Making it more than just remarketing and pop-ups <p>Bill Tierny, Sr. Director of Marketing, Southwest Airlines</p>	
12:20			<p>PRESENTATION: From Iceland to Miami and back - An overview on WOW Air's world takeover and what we can learn from them</p> <ul style="list-style-type: none"> Tackling on low-cost in the long-haul: Creating a mission statement and how you can pull it off Unbundling through straightforward philosophy "Why should you pay for something you're not using?" Creating a brand brimming with personality: Flirting your way to Iceland by matching with an airline in Tinder An inside look into a successful corporate culture: Fostering an environment that employees love to work in and making it synchronous with brand identity <p>Engilbert Hafsteinsson, VP of Sales & Marketing, WOW Air</p>	<p>PRESENTATION: Standing while flying "Yeah, right!" - Are standing room planes soon to be a reality?</p> <ul style="list-style-type: none"> What are the pressure points on the topic? Customer perspective, implementation and spacing standards? Folding cinema seating: save room and increasing mobility in the plane with similar alternatives What are the twisting seats, and slide over seats and how can we use them to be more space and weight conscious in our aircrafts? 	
12:30	Gold Sponsor Slot	Gold Sponsor Slot	Gold Sponsor Slot	Gold Sponsor Slot	
12:40	NETWORKING LUNCH				
	TOMORROW'S PASSENGER	FAILURES, REDUNDANCY & CONTINUITY	DISTRIBUTION	FUTURE DESIGNS	MARKETING STRATEGIES
1:40	<p>ROUNDTABLE: BYOD is here to stay - How airlines prepare for tomorrow's passenger experience</p> <ul style="list-style-type: none"> How will airlines meet the passengers' needs? What are the potential solutions to facilitate and support a BYOD philosophy—how do we create access points to allow us to maintain ownership of an IFE hub Will we reach the point where seat-back screens are fully replaced by BYOD? Beyond movies & music-How can you use BYOD as a facilitator of revenue generation? 	<p>PRESENTATION: Protecting yourself - Developing a robust cyber security strategy</p> <ul style="list-style-type: none"> Create an inclusive and impenetrable cyber security plan to protect your data and operations Protecting cloud-based assets by monitoring access points and understanding vulnerabilities How do you know when you are under attack and how can you combat it? How to safely navigate the dangers without slowing down your business <p>James Callaghan, Chief Technologist, Westjet</p>	<p>PRESENTATION: Disruptive distribution - Breaking the traditional business model and trailblazing through disruption</p> <ul style="list-style-type: none"> Understanding the pros and cons of alliances and why some are actively choosing not to participate. Realizing the foundation of disruption: understanding the traditional airline model so it can be challenged Debunking the myth that we operate in an age of open skies GDS distribution is made for legacy carriers. What needs to change? Are airline commissions truly a thing of the past? Challenging the notion in the outsider's perspective of unbiased travel agents <p>Lars Sande, SVP Sales & Distribution, Norwegian Air</p>	<p>PRESENTATION: The Amazing Technicolor 3D Printed Aircraft - The 3D printed interior revolution and how you benefit</p> <ul style="list-style-type: none"> Utilizing 3D Printing processes to cut material costs in aviation interior outfitting Creating complex, consolidated parts with high strength up to, and surpassing, industry standards Weight reduction and ultimate cost saving implications by utilizing 3D printable material and streamlining manufacturing processes 	<p>ROUNDTABLE: Creating a content marketing strategy - What makes great content great?</p> <ul style="list-style-type: none"> Unique and off-the-wall strategies for content creation and delivery, streaming directly into customer devices and using it to compliment your airline brand experience User-generated content- How to inspire customers to write content for you Weaving your content and social media strategies together So what? How can you measure the success of your content marketing activities?

The earlier you book, the more you save!
 Visit www.terrappinn.com/aviationamericas or call **Michael Ryan**
 at +1 646 619 1787 to register now - special group discounts are available.

2:00		<p>PANEL: Asset maintenance through predictive analytics and IoT - How can we promote operational efficiency by getting the most out of our assets?</p> <ul style="list-style-type: none"> Utilizing IoT systems to collect asset-based data and monitor maintenance needs Using analytics to understand procedural efficiency and its impact on the health of our assets Understanding regulation impact when adopting new technologies, especially when fleet-maintenance is involved <p>Raj Singh, Managing Director, JetBlue Technology Ventures</p>	<p>PRESENTATION: End-to-End Distribution - NDC and providing a bigger picture of industry transformation</p> <ul style="list-style-type: none"> NDC's road map and recent achievements: Have we reached the stage of mass adoption? How NDC is changing the current distribution landscape and what it means for airlines' future distribution strategies? How does NDC open up a new opportunity for interline cooperation between LCCs and FSCs? <p>Keith Wallis, Director Global Product Distribution, Air Canada</p>	<p>PRESENTATION: Taking the pilot out of the cockpit - New controversial designs</p> <ul style="list-style-type: none"> In the press towards efficiency, relocating the cockpit to the middle of the plane can work wonders for aerodynamics No live view is a scary thought but the tradeoff can greatly drop travel times Is the airline industry ready for virtual screen flying? 	
2:10	<p>ROUNDTABLE: The Next Frontier for Check-In: Creating an entirely autonomous check-in platform</p> <ul style="list-style-type: none"> Making the case for mobility, biometrics, e-tags and smart tokens Next generation technologies in check-in to enhance customer experiences and efficiencies at the airport 				<p>ROUNDTABLE: Sliding into our customers' Direct Messages - Using social media as an effective customer care tool</p> <ul style="list-style-type: none"> Social media tips from the world's top airlines How to respond quickly and effectively while keeping every interaction human Our customers are revealing insightful information about themselves- How do we track and interpret it effectively? How to use social media effectively when services are disrupted or things go wrong
2:20	<ul style="list-style-type: none"> How to make self-check-in solutions affordable and scalable <p>Maurice Jenkins, Director Information Systems and Telecommunications, Miami International Airport</p>	<p>PRESENTATION: Agile procedural management teams - Reworking your IT internals to shorten time to market</p> <ul style="list-style-type: none"> How to build effective learning platforms to promote agility Looking internally to foster a tech culture that nurtures reaction time and fast response in a positive way Reworking legacy systems to eliminate redundancy in processes and aid your tech team in shaving off response times to irregular operations <p>Katri Harra-Salonen, Chief Digital Officer, Finnair</p>	<p>PRESENTATION: Growing in the corporate travel market: How to increase airline's appeal to corporations</p> <ul style="list-style-type: none"> What is holding airlines back from gaining prominence with corporate travel buyers? How to compete with the incumbent airlines' loyalty programs and large corporate sales forces? The next-generation of business travelers: Millennials and how they are shaping the future of business travel What are the big trends affecting the corporate travel ecosystem in the coming years? <p>Kevin Sullivan, Senior National Manager, Corporate Relations, Southwest Airlines</p>	<p>PRESENTATION: The Ultimate Cabin Tech Showcase - Looking at new inventions from the leaders of aviation industry technology</p> <ul style="list-style-type: none"> Head rest hammocks, small upgrades that pay in dividends Revolutionary space utilization, creating seating, meeting and sleeping areas to mirror rail-based luxury transformation models Portable Solutions, creating a lightweight in-cabin connectivity system that works as modem, server and entertainment package with access points for 50 travelers 	

THE ENDS OF PERSONALIZATION

ONE ORDER AND REWORKING SYSTEMS

POST DIGITAL BUSINESS MODELS

3:30	<p>PRESENTATION: The bottom line of personalization: Understanding the ends to personalization, what strategies are being used today and how we can propel the industry by utilizing available tools to personalize experiences</p> <ul style="list-style-type: none"> De-mystifying the personalized IFE; looking at available points of contact to make sure the traveler feels as though his seat is meant for him with content curated to maximum specificity Executing experience strategies in a case by case basis in order to foster personalized-offering strategies that are dictated by contextual traveler information Exploring available platforms that allow travelers to integrate themselves into their airlines with their own information and that can respond with agility to customer journey needs by linking them to solutions (rentals, destination entertainment, etc.) 	<p>ROUNDTABLE: One Order system and finding the single source of truth: Formulating plans for massive reworking of old systems and far-reaching industry standardization</p> <ul style="list-style-type: none"> Exploring the ramifications of the 'One Order' proposition, gauging PSS and GDS providers Tackling the proposition of re-engineering back office and legacy distribution systems to pave the way for never-before-seen ease of access and transparency Creating a basket that houses airline-created offerings and allows interaction and visibility with third parties 	<p>PANEL: Is forward-thinking mentality enough to survive the digital revolution?</p> <ul style="list-style-type: none"> Ensuring you deliver contextual and relevant customer experiences throughout all channels by analyzing current strategies including sources of data collection, usage of analytics and gauging personalization of offerings through GDSs. Evoking the transition of a ticket-centric model to a customer-centric model; look above fares to ensure that customers are behind your company mission and a part of your company's big-picture vision Adapting traditional reservation systems to cater to a digital world and deliver new capabilities and new sales channels Open discussion into the future of airlines in the Americas, how will the regional aviation community meet these challenges and foster internal growth <p>William Dean Donovan, Founder and Director, Volaris</p>
3:50	<p>PRESENTATION: Personalizing the customer journey - How to use live data effectively</p> <ul style="list-style-type: none"> Airlines like easyJet have streamlined and learnt to adapt to live data in real time By using google maps, flight information and passenger location you can personalize every step from browser to runway Use data to maintain close relationships with travelers by capitalizing on its application on all-inclusive digital platforms 		
4:10	<p>END OF CONFERENCE</p>		

ROUNDTABLES

The interactive roundtable sessions offer you the chance to focus your time at Aviation Festival Americas.

1. SCALING DISRUPTION:

How should airlines manage and scale their disruption communications in the digital (and social) age?

2. CUSTOMIZING CONNECTIVITY:

Understanding your scope of options regarding connectivity and how to approach your provider to maximize connectivity offering

3. A LA CARTE OFFERINGS AND PRE-ORDER MEALS:

Pushing the envelope to provide unique offerings and meal experience in a streamlined fashion

4. INTERIOR HYGIENE STRATEGIES:

Analysis of best materials for seats, armrests and tabletops that promote cleanliness

5. EXPERIENTIAL MARKETING:

Creating brand experiences outside of airlines and airports to maximize engagement

6. CREATING SCALABLE EASE OF ACCESS (EOA):

Creating a customer experience based on the least amount of steps from booking to landing

7. INTEGRATED ANALYTICS:

Tracking employee behavior to maximize airline efficiency and boost overall company morale

8. LCC AND FSC CONVERGING:

Distinction in the face of blurred lines; are FSCs and LCCs becoming too similar?

9. INTERIOR EXPERIENCE:

Cultivating unique experiences through cutting edge design, assessing value of amenities on case by case bases and cabin class

10. CUSTOMER EXPECTATIONS:

How do we balance our marketing investment to improve the customer experience with maintaining a cost advantage?

11. CHILD-FREE ZONES:

In-depth analysis into the politics of child-free zones including: monetizing silence, the overview of customer response, and forward looking projections of its standardization

12. DATA, ANALYTICS AND MACHINE LEARNING:

Exploring applications, facing both internal and external aspects of operations and procedural capacity gauging

13. LOYALTY & CO-BRANDING:

How co-branding affects your business models, understanding effective loyalty strategies with financial institutions

14. TRAVEL DISRUPTION:

How to improve the way we manage disruption in travel operations by reducing collateral revenue damage

15. BOOSTING DEMAND IN UNDERPERFORMING FLIGHTS:

How can airlines utilize innovative and cutting edge marketing tactics to boost demand for flights that are not performing up to standards?

16. ON BOARD PAYMENTS:

Putting passenger experience at the heart of next-gen payment solution through mobile platform-enabled services

17. A.I IN AVIATION:

Where does A.I fit into the Airline Industry? We explore various forms of Applied Artificial Intelligence and Machine learning solutions

18. ANCILLARY STRATEGIES:

More choices, more revenues: What are the new ancillary products in the marketplace and How to further monetize the travel convenience?

19. IN THE MOOD FOR FLYING:

Using lighting technology to create a sense of space and contentment

20. IFE & BUSINESS PLATFORMING:

More content, more games and more advertising; turning IFE into a business platform

10 REASONS TO ATTEND

1. It's bigger than ever! You'll never stop flying with our 6 streams of in depth content, featuring over 85 speakers!

2. Hear from Aviation Leaders from the whole world, with C-level executives of the likes of **Jayne Hrdlicka, CEO of Jetstar Group**, our network significantly expands beyond the Americas

3. Attend a unique presentation about the ULCC transformation from Spirit's CEO, Bob Fornaro! Learn how Spirit Airlines is being taken to the next level and where Low-Cost is heading

4. Explore unique business models as VivaAerobus CEO, Juan Carlos Zuazua, explains their unique customer-centered, bus-to-plane trajectory

5. Hear from the biggest players of Low-Cost Long-Haul! Norwegian and WOW Air unveil the hardships and trials revolving disruption and taking on the long-haul

6. Embark on a story featuring the first days of Virgin Atlantic's marketing with **First Employee and Former EVP David Tait** focusing on becoming viral before the digital ageAmericas

7. Share a seat at the table with leaders from airports around the world including the CIO of Greater Toronto Airports Authority and the CCO of Halifax International Airport Authority

8. Become a Latin America industry insider with presentations from CEOs, CCOs and CXOs from Aerolíneas Argentinas, VivaColombia, VivaAerobús and Aeroméxico

9. Discover secrets of the airline startup world with an all star panel featuring CEOs from **Surf Air, NewLeaf Travel Company** & board member of **Canada Jetlines**

10. Go down in history as an attendee of the fastest growing conference in the Americas to bring together **CEOs, CCOs, CMOs, CXOs and CIOs** from airlines like **Aerolineas Argentinas, AeroMexico, Air Canada, American Airlines, Copa Airlines, Delta Air Lines, Southwest Airlines** and so many others that we would quite literally need another page to list

Register now at www.terrappinn.com/aviationamericas for the best rate!
There's a lot to see and do, so why not bring your team? Group discounts are available

Register now at www.terrappinn.com/aviationamericas for the best rate!
There's a lot to see and do, so why not bring your team? Group discounts are available



Introducing our event technology partner Jublia.

Aviation Festival Americas recognizes the importance of networking. Jublia offers a unique service, combining the latest in networking software with a personal touch to provide an easy-to-use approach for you to facilitate quality networking opportunities.

So, how does it work?

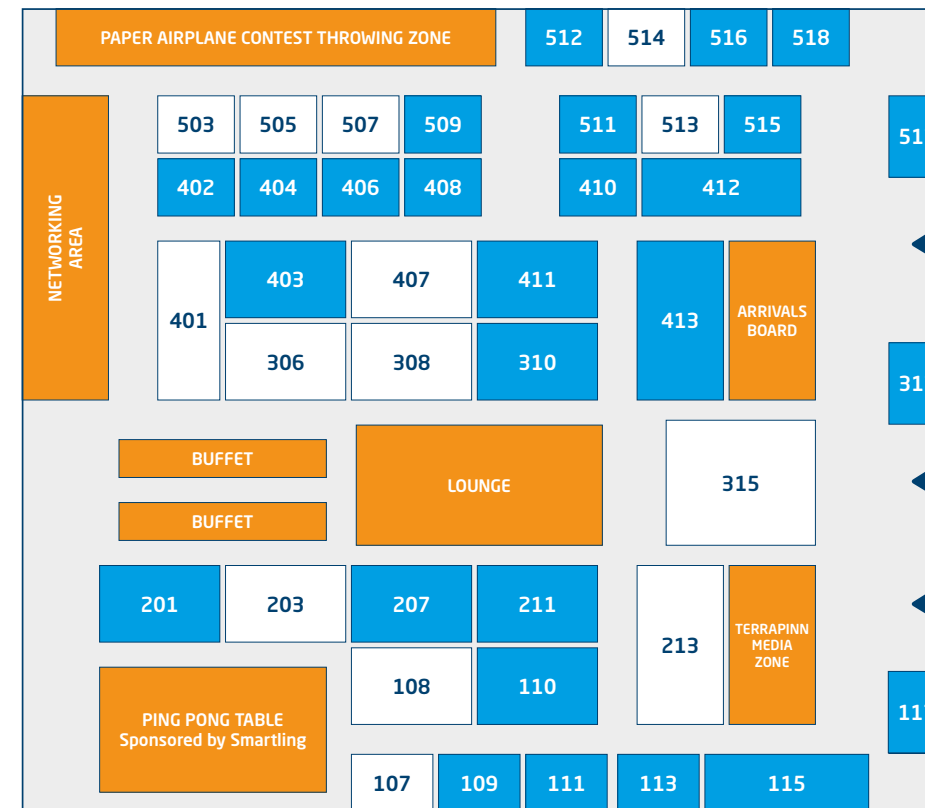
4 weeks before the event, you will be sent an email containing your personalized link. Click on this link to access the full attendee list. Once here, you can input search criteria. Jublia then uses this information to rank the attendee list in order of their relevance to you!

Simply click on the name of who you would like to meet and securely send them a meeting request. The system acts as your meeting diary, keeping track of your availability and avoiding double bookings. The system will also assign you a "Meeting Table", so you are guaranteed a nice spot onsite to conduct the meeting.

Terrapinn staff will be on hand to help!



THE EXHIBITION



AVIATION FESTIVAL Americas

It's not too late to book your stand, but inventory's going fast! Call **Michael Ryan** NOW at **+1 646 619 1787** to secure your booth in the exhibition hall and grab the attention of North and South America's leading airlines and airports.

AVAILABLE **RESERVED**

Booth No.	Company	Booth No.	Company	Booth No.	Company
107		308		413	RESERVED
108		310	CONXXE	503	
109	MEDIA CARRIER	315		505	
110	RESERVED	317	PRICELINE	507	
111	LUFTHANSA SYSTEMS	401		509	SIRENA TRAVEL
113	M.I.A.	402	KIU	511	JETPUBS
115	RESERVED	403	ASTROPHYSICS	512	SOFTTEK
117	LIXAR	404	JUMIO	513	
201	RESERVED	406	15BELOW	514	
203		407		515	MAXAMATION
207	PAXLIFE	408	RADIXX	516	JR TECHNOLOGIES
211	EVERYMUNDO	410	KRONOS	517	AIRNGURU
213		411	REVENUE SYSTEMS MANAGEMENT	518	CLICKTRIPZ
306		412	RESERVED		

Media Partners

For more information visit www.terrappinn.com/aviationamericas

Visit www.terrappinn.com/aviationamericas for more information about sponsoring or attending the event.



THE EARLYBIRD GETS THE WORM

RESERVE YOUR PLACE TODAY

The earlier you book, the more you'll save.

It is really easy to book your place online.

Our online calculator will ensure you took advantage of the best deal. Go online and book now at

www.terrapinn.com/aviationamericas Register now and get the offer price

STANDARD 2 DAY PASS

	Tier 1- until February 17	Tier 2- until March 10	Tier 3- until March 31	Tier 4- until April 21	FINAL PRICE
Price	\$2,515	\$2,750	\$3,145	\$3,300	\$3,460
Group of 3	\$2,015	\$2,150	\$2,300	\$2,450	\$2,595

STANDARD 2 DAY PASS + WORKSHOP DAY

	Tier 1- until February 17	Tier 2- until March 10	Tier 3- until March 31	Tier 4- until April 21	FINAL PRICE
Price	\$2,815	\$3,190	\$3,520	\$3,675	\$3,830
Group of 3	\$2,535	\$2,810	\$3,170	\$3,328	\$3,445

AIRLINES & AIRPORTS PASS (INCLUDES WORKSHOP DAY)

	Tier 1- until February 17	Tier 1- until March 10	Tier 1- until March 31	Tier 1- until April 21	FINAL PRICE
Price	\$275	\$300	\$325	\$350	\$375
Group 3	\$220	\$245	\$270	\$295	\$320

Bring your team

There's so much great content, you can't possibly cover it all alone! Bring your team and get an extra discount.

BOOK NOW

Go to www.terrapinn.com/aviationamericas or call +1 646 619 1787.

OUR SPONSORS

Gold



Silver



Bronze



Associate



Exhibitors



If you are interested in sponsoring Aviation Festival Americas 2017, contact **Michael Ryan** at +1 646 619 1787 or michael.ryan@terrapinn.com