

WORLD AVIATION FESTIVAL

2025 CONFERENCE AGENDA

To navigate through the agenda, please use the blue tabs.

AIRLINE KEYNOTE

BUSINESS MODELS

DIGITAL & IT

AIRLINE RETAILING

AIRPORT T.EX

GROUND OPS SUMMIT

INNOVATION SUMMIT

AIRPORT KEYNOTE

AI VIATION

AIR EXPERIENCE

PAYMENTS

LOW-COST AIRLINES

MARKETING

LOYALTY

IFEC

AIRLINE KEYNOTE – Wednesday 8th October

NAVIGATING UNCERTAINTY

07:45	Registration Open	
09:00	Chair’s welcome speech	
09:05	TAP Welcome Address: Luis Rodrigues, CEO, TAP Air Portugal	
09:10	Keynote CEO Interview: Building a Resilient and Sustainable Future for Air Travel in a Complex World Luis Rodrigues, CEO, TAP Air Portugal	
09:25	Keynote CEO Interview: Alex Mans, CEO, FLYR	
09:40	Keynote CEO Interview: How IAG is leading the way in profitability and customer satisfaction Luis Gallego, CEO, IAG	
09:55	Keynote CEO Interview: Expanding global reach at Rwandair Yvonne Makolo, CEO, Rwandair	
10:10	Keynote CEO Panel: Navigating uncertainty in airline operations <ul style="list-style-type: none"> • Balancing short-term fixes with long-term tech planning—are we prioritizing innovation? • The growing role of AI in airline operations and its key value additions in the next two years. • Climate targets—will they be re-evaluated due to slow progress and lack of investment? • Navigating geopolitical instability and its impact on airline operations. Luis Rodrigues, CEO, TAP Air Portugal Luis Gallego, CEO, IAG Yvonne Makolo, CEO, Rwandair Willie Walsh, CEO, IATA	
10:45	Networking break in the exhibition hall	Star Alliance CEO Panel Theo Panagiotoulis, CEO, Star Alliance Dimitrios Gerogiannias, CEO, Aegean Luis Rodrigues, CEO, TAP Air Portugal
11:30	Keynote Roundtables	
12:20	Tracks begin	

AIRLINE AUDITORIUM – Wednesday 8 th October	
COMPETITION & INNOVATION	
12:20	Keynote Interview: The rise of India as a key market—how could it reshape global aviation? Pieter Elbers, CEO, Indigo
12:35	Hosted by Hopper
12:50	<p>CEO Panel: Strategy, Competition & Innovation in Aviation</p> <ul style="list-style-type: none"> • Adapting business models in a demand-heavy, capacity-restricted environment. • AI-driven transformation—how will AI shape the future of airline strategies? • How can European airlines stay competitive against MENA carriers with greater airspace access? • In what way are airline alliances evolving and what types of future partnerships should we expect to see? <p>Pieter Elbers, CEO, Indigo Max Kownatzki, CEO, SunExpress Theo Panagiotoulas, CEO, Star Alliance Martin Gauss, CEO, airBaltic Reserved for Pros</p>
13:30	<p>Networking in the exhibition hall</p> <p>Sponsored by 15below</p>
COMMERCIAL PLAYBOOK	
14:30	Fireside chat: Redefining airline commercial strategy in the digital age
14:45	Reserved for sponsor. If you are interested in sponsoring this session, please contact martyn.mcmurray@terrapinn.com
15:00	<p>Commercial Leaders Panel: From strategy to execution – rethinking the commercial playbook for 2026 and beyond</p> <ul style="list-style-type: none"> • What’s the right balance between yield optimisation and affordability in an increasingly dynamic and personalised pricing environment? • How are we adapting forecasting to respond to volatile demand, compressed booking windows, and growing capacity? • What role will offer-order transformation play in enabling true commercial autonomy? • Exploring how Gen AI is supporting decision-making and revenue optimisation • With increased regulatory oversight, how can airlines maintain pricing transparency, enhance ancillaries, and strengthen customer trust?

<p>Heike Birlenbach, CCO, Swiss Air</p> <p>Sophie Dekkers, CCO, easyjet</p> <p>Onur Dedekoylu, CCO, Pegasus</p> <p>Ricky Horwitz, Global Head of Sales, GSP - Travel, Ticketing & Lodging, Allianz</p> <p>Moderated by: Henry Harteveltdt, Travel Industry Analyst, Atmosphere Research Group</p>

WORLD AVIATION FESTIVAL – Thursday 9th October

LOW-COST LANDSCAPE

11:30	<p>Keynote Interview: How Ryanair are embracing technology and premium offers to boost CX and enhance loyalty?</p> <p>Eddie Wilson, CEO, Ryanair DAC</p> <p>Moderated by: John Strickland, Director, JLS Consulting</p>
11:45	Hosted by Navitaire
12:00	<p>Keynote Interview: How could consolidation accelerate growth in the LATAM market?</p> <p>John Rodgerson, CEO, Azul Airlines</p> <p>Moderated by: John Strickland, Director, JLS Consulting</p>
12:15	<p>LCC CEO Panel: The evolution of low-cost carriers</p> <ul style="list-style-type: none"> • How are LCCs unlocking new customer segments and giving more options to leisure travelers? • Addressing legacy technology challenges—how are LCCs overcoming issues that have long affected full-service airlines? • Leveraging AI for demand forecasting, aircraft availability predictions, and operational cost reductions • Navigating country-specific bans on ancillary items—what impact have they had, and how can LCCs mitigate future restrictions? • Striking a balance between sustainability goals and evolving customer experience expectations. • How will the LCCs maintain dominance in the direct channel as intermediaries become smarter and more advanced? <p>Marcel de Nooijer, CEO, Transavia</p> <p>Eddie Wilson, CEO, Ryanair DAC</p> <p>John Rodgerson, CEO, Azul Airlines</p> <p>Karanja Ndegwa, CEO, Jambojet</p> <p>Steven Greenway, CEO, Flyadeal</p> <p>Moderated by: John Strickland, Director, JLS Consulting</p>

DIGITAL PRODUCTS

13:00	<p>Digital product panel: Gen AI, Middleware, and omnichannel innovation – what’s next for airline digital platforms?</p> <ul style="list-style-type: none"> • What are the most impactful use cases of Gen AI in enhancing digital platforms? • As airlines continue to modernize, how is middleware bridging legacy systems and accelerating the rollout of new products? • With apps, websites, and in-flight systems to consider, how do you ensure a seamless user experience across all touchpoints? • As AI-predictive personalization becomes more prevalent, how are we addressing data governance and maintaining customer trust? <p>Quincy Hunte, Vice President of Digital Products, Qatar Airways</p> <p>Chris Gale, Product – App & Mobile, Digital Experience Corporate Communications, Marketing and Brand Department, Emirates</p>
-------	---

BATTLE OF THE AIRLINE APPS

15:00	<p>The Battle of Airline Apps is back. We will once again challenge the industry to find out who currently has the ultimate app! Join this session to see which airline app is leading the way in offering a more seamless, frictionless and simple passenger experience.</p>
15:45	<p>Close of Festival</p>

AIRPORT KEYNOTE – Wednesday 8th October

AIRPORTS: EVOLVING & COMPETITIVE

9:55	Organiser's welcome address: Justine Brooks, Senior Conference Producer, Terrapinn
9:57	Opening remarks: Ben Thompson, Presenter & Correspondent, BBC
10:00	Keynote Interview: Biometrics, a third runway and optimised efficiency – Exploring new beginnings at HKIA Vivian Cheung, Acting CEO, Hong Kong International Airport Interviewed by Ben Thompson, Presenter & Correspondent, BBC
10:15	Keynote Interview: How is Bangalore International Airport evolving travel with advanced technology and inclusive experiences? Hari Marar, MD & CEO, Bangalore International Airport Interviewed by Ben Thompson, Presenter & Correspondent, BBC
10:30	Keynote Interview: Airport experience reimagined – Enhanced passenger flow and future innovation at Dubai Airports Paul Griffiths, CEO, Dubai Airports Interviewed by Ben Thompson, Presenter & Correspondent, BBC
10:45	Reserved for sponsor. If you are interested in sponsoring this session, please contact M.Musa@terrapinn.com
11:00	Keynote Panel: How can airports adapt to their evolving role and stay competitive in the coming decades? <ul style="list-style-type: none"> • How can the industry pursue global connectivity while airports maintain distinctive competitive positions? • What technologies must airports invest in now to deliver a seamless, contactless experience by 2040? • How can airports balance achieving net zero by 2050 with accommodating soaring demand? • While addressing recruitment issues, how can airports harmonise integrating AI and automation with attracting the next generation of airport workers? • How should airports place sustainability at the heart of their business plan to maintain relevancy and meet traveler expectations? Hari Marar, MD & CEO, Bangalore International Airport Paul Griffiths, CEO, Dubai Airports Vivian Cheung, Acting CEO, Hong Kong International Airport Moderated by Ben Thompson, Presenter & Correspondent, BBC
12:00	Networking in the exhibition hall

Digital & IT – Wednesday 8th October

IT INVESTMENT

12:20	Fireside Chat: Rethinking tech as a strategic driver of growth - What role will technology play in shaping the airline of tomorrow?
12:35	Hosted by FLYR
12:50	<p>CIO Panel: From cost centre to business driver: How can we build a business-driven tech roadmap for the future?</p> <ul style="list-style-type: none"> • What strategies are we using to shift IT from a cost centre to a profit driver, and what role does organisational culture and buy-in play in achieving this? • Balancing innovation and operational resilience: exploring critical lessons that will inform future decisions • Understanding the risks and hidden costs of neglecting IT infrastructure investment • How digital maturity drives financial performance and enhances customer satisfaction • Where will airline IT investment go over the next 5 years? <p>Julio Toro Silva, CIO & CTO, Copa Airlines Thomas Ruckert, SVP and CIO, Lufthansa Group Isabelle Droll, CIO, TUI Group Baris Findik, CIO, Pegasus Reserved for Amadeus</p>
13:30	Networking in the exhibition hall
CLOUD. GEN AI. DATA	
14:30	<p>Fireside Chat: Harnessing Gen AI for airline digital transformation</p> <p>Antti Kleemola, Chief Digital Officer, Finnair</p>
14:45	Hosted by Amach
15:00 – 15:45	<p>Panel: How do we unlock real business value from Cloud, Gen-AI, and Data?</p> <ul style="list-style-type: none"> • Identifying the technologies genuinely delivering value today – and separating reality from hype. • Deciding where to invest in Gen AI – exploring the most impactful use cases • Cloud transformation: What models (cloud, hybrid, internal systems) deliver measurable success? • How are we building cloud-based data ecosystems to enable real-time decision-making? • Looking ahead, which innovations (AI, digital twins, real-time data) will reshape airline operations in the next 3-5 years?

	<p>Mustafa Egilmezbilek, CIO, SunExpress</p> <p>Fernando Rocha, VP IT, CIO, Aeromexico</p> <p>Ahmed Naeemi, Chief Technology Officer, Gulf Air Group</p> <p>Kim Macauley, CIDO, IATA</p> <p>Reserved for Paximiser</p> <p>Reserved for Amach</p>
16:15	Fireside Chat: Amid global uncertainty, Where's aviation's next smart money?
16:30	<p>Investor Panel – Where are we placing our next big bets?</p> <ul style="list-style-type: none"> • Which areas of aviation are most in need of disruptive innovation, and where do we see the greatest potential for transformation? • The evolving role of VCs and CVCs - what's working, and what's still missing? • Frameworks to spot startups solving critical industry challenges • Essentials of effective airline-startup collaboration – what defines successful corporate partnership? • How are we navigating investments amid geopolitical shifts, economic uncertainty, and changing trade dynamics? <p>Suzanna Chiu, Head of Amadeus Ventures, Amadeus IT Group</p> <p>Amy Burr, President, Jet Blue Ventures</p>
17:30	Evening drinks reception hosted by CarTrawler

Digital & IT – Thursday 9th October

POWERING OFFERS & ORDERS

11:15	Fireside Chat: Rebuilding airline IT for the Offer & Orders era
11:30	Hosted by DataArt
11:45	<p>Panel – Modernising airline IT for Offers & Orders - What's the roadmap?</p> <ul style="list-style-type: none"> • What IT and process shifts are needed to deliver Offers & Orders? • Moving beyond EDIFACT and legacy PSS towards flexible, order-driven architectures • What does order management transformation mean for airline operations and servicing? • Leveraging AI and dynamic pricing to deliver offers without booking classes and fare rules • Looking ahead - what will airline IT need to enable the next era of Offers & Orders? <p>Prabh Sharan Singh, General Manager – Revenue Management & Pricing – COE, Saudia</p> <p>Raza Ali, Corporate Strategy Manager, Commercial and Corporate Innovation, IAG</p> <p>Reserved for ATPCO</p>

	Reserved for PROS
12:30	Networking in the exhibition hall

RETAIL SUMMIT – Tuesday 7th October
MODERN RETAIL REVOLUTION

9:45	<p>Fireside chat: With the rise of modern airline retailing, how can we continue momentum and engage with the entire travel ecosystem?</p> <p>Tamur Goudarzi Pour, Executive Vice President Strategy & Member of the Group Executive Committee, Lufthansa Group</p> <p>Interviewed by Daniel Friedli, Managing Director, Travel in Motion</p>
10:00	Hosted by Accelya.
10:15	Hosted by Volantio.
10:30	<p>Panel: Personalisation at scale – how are airline retailing strategies reinventing the marketplace?</p> <ul style="list-style-type: none"> • What impact do macroeconomic factors like inflation, sustainability demands, and regulatory changes have on shaping airline retail strategies? • NDC to Offer & Order: Exploring how airlines are expanding beyond flights • How can data, AI, and loyalty programs come together to create a better retail experience for the passenger? • What key retail innovations should airlines watch out for over the next five years? <p>Vincent Coste, CCO, Riyadh Air</p> <p>Julio Rodriguez, Chief Commercial Strategy Officer, IAG</p> <p>Tamur Goudarzi Pour, Executive Vice President Strategy & Member of the Group Executive Committee, Lufthansa Group</p> <p>Bryan Porter, Chief Revenue Officer, Datalex</p> <p>Sam Chamberlain, Chief Product Officer, FLYR</p> <p>Moderated by Daniel Friedli, Managing Director, Travel in Motion</p>
11:15	Networking in the exhibition hall

OFFER & ORDER

11:45	<p>Presentation: How can airlines evolve into dynamic, customer-centric retailers?</p> <p>Jost Daft, Head of Order Transformation, Lufthansa Group</p>
12:00	Hosted by Hitit
12:15	<p>Panel: Offer & Order First Movers: Navigating the Transition Roadmaps</p> <ul style="list-style-type: none"> • Assessing the benefits and challenges of implementing legacy-free interlining • Evaluating the readiness of airlines, IT providers, and the broader industry for the transition to the Offer & Order model • Addressing the current struggles with standardisation – how can we collaborate to fix this?

	<ul style="list-style-type: none">• Sharing insights into the timelines and milestones anticipated for full implementation - what best practices can we identify for managing change and ensuring a smooth transition within airline operations? <p>Oliver Ahad, Head of Offer and Order Solutions, British Airways</p> <p>Ibraheem Sheerah, Chief Transformation Officer, Saudia</p> <p>Jost Daft, Head of Order Transformation, Lufthansa Group</p> <p>Aras Kubilay, Business Development Director, Hitit</p> <p>Jason Sui, Co-Founder & Senior Vice President, PKFARE</p> <p>Moderated by Daniel Friedli, Managing Director, Travel in Motion</p>
13:00	Networking break

RETAIL – Wednesday 8th October	
NDC AND HOLISTIC RETAILING	
12:20	<p>Fireside Chat: Revenue and distribution revolution: Harnessing technology for airline innovation</p> <p>Heinrich Lange, VP Digital Retailing, Lufthansa</p> <p>Interviewed by Daniel Friedli, Managing Director, Travel in Motion</p>
12:35	<p>Presentation: The business of NDC – realities, myths, and the path forward</p> <p>Jost Van Der Sande, Retail Strategy Director, KLM</p>
12:50	<p>Panel: The transformation to holistic retailing – What are the key drivers and how can we harness them?</p> <ul style="list-style-type: none"> • Exploring the challenges in NDC adoption, including standardisation, OTA integration, and industry collaboration • How can airlines collaborate with tech partners to accelerate modernisation? • What’s holding back the transition from legacy systems to agile, real-time retailing? • Strategies for moving beyond outdated, fragmented distribution systems • Managing macroeconomic risks while balancing revenue expansion <p>Joost Van Der Sande, Retail Strategy Director, KLM</p> <p>Justin Jovignot, Director Commercial Strategy & Distribution, TAP</p> <p>David Friderici, Senior Vice President and Head of Aviation Passenger Solutions, IBS Software</p> <p>Reserved for ATPCO</p> <p>Moderated by Daniel Friedli, Managing Director, Travel in Motion</p>
13:30	IBS Workshop
ANCILLARIES AND NEXT-GEN E-COMMERCE	
14:30	<p>Fireside chat: New products, new technologies: how are merchandising mechanisms changing with the times?</p> <p>Surya Kuchibotla, VP - Retailing, Ancillary and Commerce, Oman Air</p> <p>Interviewed by Daniel Friedli, Managing Director, Travel in Motion</p>
14:45	Hosted by Cover Genius.
15:00	<p>Presentation: Faster insights, better conversions – The impact of rapid, data-driven testing in airline e-commerce</p> <p>Dina Doder, Director e-Commerce and Digital, Norwegian</p>
15:15 – 16:00	Panel: Maximizing Revenue, Elevating CX, and Meeting New Customer Expectations – The new frontier of airline ancillaries & e-commerce

- How can airlines mobilise the shift toward “affordable luxury” and create intuitive purchase journeys in digital and in-flight environments?
- How can airlines utilise the growing popularity of premium products and bundling strategies?
- Understanding just how much value airline apps bring when integrated into a broader commerce ecosystem
- Retailing in the indirect channels - how do we cooperate with 3rd party stakeholders more efficiently?

Catalina Nannig, VP Sales & Distribution, Avianca

Surya Kuchibotla, VP - Retailing, Ancillary and Commerce, Oman Air

Chris Gale, Product – App & Mobile, Digital Experience | Corporate Communications, Marketing and Brand Department, Emirates

Chris Stacey, Commercial Vice President, Flex Pay

Chris Engle, CCO, Plusgrade

Moderated by Daniel Friedli, Managing Director, Travel in Motion

17:30 Evening drinks reception hosted by CarTrawler

PAYMENTS – Wednesday 8th October

FINTECH STRATEGY & ORCHESTRATION

Chaired by: Paul van Alfen, MD, Up in the Air

12:20	<p>Fireside Chat: Rethinking airline payments – how are we aligning strategy, customer experience and distribution?</p> <p>Charlotta Frohm, Business Developer Customer Payment Solutions, SAS</p> <p>Julie Bergstrom, Head of Distribution, SAS</p>
12:35	Hosted by Nuvei
12:50	<p>Panel: How can we master fintech orchestration to achieve the right balance of cost, performance and user experience?</p> <ul style="list-style-type: none"> • Exploring how orchestration optimises cost, payment performance, and scalability • What are the real gains from orchestration – and where are the gaps? • Can AI and analytics unlock smarter routing, fraud prevention and approval rates? • Analysing the role of orchestration in enabling global expansion and alternative payment methods • What’s next for orchestration as airlines retailing and NDC mature? <p>Charlotte Dumesnil, Director of Sales, Distribution and Alliances, Vueling</p> <p>Srdjan Prokic, Head of eCommerce, Air Serbia</p> <p>Reserved for Nuvei</p>
13:30	Networking in the exhibition hall

PAYMENTS & RETAIL – EMBEDDED FINANCE & CUSTOMER EXPERIENCE

14:30	<p>Fireside Chat: Aligning distribution, retail and payments – flydubai’s digital commerce evolution</p> <p>Jeyhun Efendi, SVP Commercial Operations, Flydubai</p>
14:45	Hosted by Klarna
15:00 – 15:45	<p>Panel: Are airlines ready for embedded finance and alternative payment methods?</p> <ul style="list-style-type: none"> • Exploring the intersection of payments, retail, and distribution for a seamless passenger journey • Analysing the real impact of BNPL, wallets, and embedded finance on loyalty and revenue • Where are airlines seeing success with BNPL – and what are the hidden risks? • Balancing payment flexibility with fraud prevention and cost optimisation • Could ‘super apps’ and fintech-driven loyalty ecosystems redefine airline commerce? <p>Cátia Silva, Distribution & Payments Manager, Vueling</p> <p>Puck Voorneveld, Senior Director Distrib. & Payment Transformation, Lufthansa Group</p> <p>Toreson Lloyd, Co-Founder & Chief Commercial Officer, APEXX</p>

	Reserved for CellPoint
17:30	Evening drinks reception hosted by CarTrawler

Payments – Thursday 9 th October	
B2B PAYMENTS, FRAUD, SECURITY	
Chaired by: Paul van Alfen, MD, Up in the Air	
11:15	<p>Presentation: Case Study – Rebuilding a payments strategy – how Avianca cut fraud and improved approvals</p> <p>Javier Gutierrez, Director Corporate Development Head of Payments and Fraud Prevention, Avianca</p>
11:30	<p>Payment Trends in 2025 and Beyond</p> <p>Wendy L. Ward, Chief Marketing Officer, UATP</p>
11:45	<p>Panel: Strengthening airline payment resilience – fighting fraud while maximizing approvals</p> <ul style="list-style-type: none"> • How are airlines combat fraud without creating friction for customers? • Analysing the impact of AI and better data sharing on fraud prevention • What’s working (and what’s not) in reducing false declines and improving conversions? • Addressing regional fraud trends – how can airlines collaborate with banks and payment providers? • Rethinking authentication – how can airlines collaborate with banks and payment providers? <p>Javier Gutierrez, Director Corporate Development Head of Payments and Fraud Prevention, Avianca</p> <p>João M Frias, Head of Payments Strategy & Global Fraud, TAP Portugal</p> <p>Laurie Gablehouse, Global Head of Travel Solutions, Worldline</p>
12:30	Networking in the exhibition hall
PAYMENTS INNOVATION & THE NEXT FRONTIER	
13:30	Fireside Chat: What’s next for airline payments? Exploring innovation beyond cards
13:45	Reserved for sponsor. If you are interested in sponsoring this session, please contact martyn.mcmurray@terrapinn.com
14:00 – 14:45	<p>Panel: Rethinking airline payment strategies – beyond cards and into the future</p> <ul style="list-style-type: none"> • How are we leveraging Open Banking, real-time payments, and account-to-account transactions? • Unpacking the next-gen airline payment ecosystems – what will they look like? • The role of AI, automation and orchestration in shaping future payment flows • In what ways will new regulations and rising costs impact payment strategies?

	<ul style="list-style-type: none">• What can airlines learn from other industries when building future-ready payment stacks? <p>Yago Casanovas, Head of Payments Fraud Prevention and Distribution, Air Europa Reserved for Outpayce, an Amadeus company</p>
15:00	Battle of the Airline Apps – Keynote Theatre

DIGITAL OPERATIONS SUMMIT – Tuesday 7th October

DATA SCIENCE

15:30	<p>Presentation: How are airlines building data-backed systems that empower employees, not replace them?</p> <p>Marcin Pilarczyk, Head of Data Science, Ryanair</p>
15:45	<p>Presentation: Daedalus – Optimizing Airline Operations to Save Millions</p> <p>Manuel Fuentes, CEO, Cisneria Engineering</p>
16:30	<p>Panel: From airspace optimisation to disruption management – what is the role of AI & data science in operational resilience?</p> <ul style="list-style-type: none"> • Exploring how airlines are leveraging data science to optimise routes and improve aircraft efficiency. • Airspace and flight path optimisation – Using AI and machine learning to optimise routing, reduce delays, and improve operational efficiency. • Examining the use of AI to predict and mitigate delays while improving turnaround times. • The aviation industry is slow-moving and heavily regulated – how can AI & automation push meaningful change? <p>Wicus Du Preez, VP of Data, Oman Air</p> <p>Marcin Pilarczyk, Head of Data Science, Ryanair</p>

AI VIATION – Wednesday 8th October

AI IN ACTION

12:20	<p>Fireside chat: How is the rapid advancement of technology impacting the aviation industry?</p> <p>Ben Dias, Chief AI Scientist, IAG</p>
12:35	Hosted by ZeroG
12:50	<p>Panel: Debunking AI Myths – How can we look beyond the hype and deliver real value?</p> <ul style="list-style-type: none"> • Moving beyond AI for the sake of AI - how to differentiate meaningful AI investments from trend-chasing initiatives • Looking at smarter workflows & operational efficiency - how can AI reduce repetitive tasks, freeing teams for more strategic work? • Discussing examples of internal AI-driven automation: from crew scheduling to customer service • Examining how AI adoption is not just a tech shift, but a leadership challenge – how can organisations guide teams through transformation?

	Dirk Jungnickel, SVP Enterprise Analytics & Intelligence, Emirates Kushal Pasari, Director of Data and GenAI Platforms, United Airlines Ben Dias, Chief AI Scientist, IAG
13:30	Networking in the exhibition hall
LLMS AND GEN-AI	
14:30	Presentation: How are large language models advancing to improve day-to-day airline operations? Kushal Pasari, Director of Data and GenAI Platforms, United Airlines
14:45– 15:30	Panel: How will generative AI impact the aviation sector, and what strategies can be employed to harness its potential? <ul style="list-style-type: none"> • Discussing the capabilities of generative AI and its potential applications in the aviation industry. • Examining how generative AI can empower staff, streamline operations, and improve efficiency beyond pilot programs. • How can we effectively implement generative AI into operations whilst navigating ethical and regulatory challenges? • Exploring strategies for prioritizing ideas, selecting the right projects for implementation, and effectively allocating resources to maximize impact. Maarten van den Outenaar, Head of Data, Schiphol Ranbir Sinha, Software Engineering Leader, KLM Reserved for Lufthansa Industry Solutions Reserved for Cirium
17:30	Evening drinks reception hosted by CarTrawler

AIR EXPERIENCE – Wednesday 8th October

Chaired by: Jerry Angrave, Founder, Empathyce

REDEFINING CX SUCCESS

12:20	<p>Presentation: The connected passenger – how is digitalisation redefining travel?</p> <p>Melanie Berry, Chief Customer Officer, Vueling</p> <p>Jerry Angrave, Founder, Empathyce</p>
12:35	Hosted by Atrius
12:50	<p>Panel: Making the business case for CX – why customer focus drives commercial success.</p> <ul style="list-style-type: none"> • Bridging CX & revenue growth – how enhancing customer experience translates into higher retention, ancillary sales, and brand loyalty. • Understanding key performance metrics and case studies that demonstrate the ROI of CX improvements. • Exploring how airlines can effectively analyse passenger feedback to uncover trends, anticipate needs, and personalise experiences. • Embedding CX into airline culture – strategies for leadership to prioritise customer experience across departments, from digital transformation to frontline staff. <p>Melanie Berry, Chief Customer Officer, Vueling</p> <p>Helga Huld Bjarnadottir, Director Customer Experience and Loyalty, Icelandair</p> <p>Jerry Angrave, Founder, Empathyce</p> <p>Reserved for WNS</p>
13:30	Networking lunch in the exhibition hall and Airport Roundtables
CX TECH & LOYALTY	
14:30	Presentation: How can airlines deliver hyper-personalised experiences while maintaining trust?
14:45	Hosted by Quantum Metric
15:00 – 15:45	<p>Panel: How can airlines accelerate digital adoption to meet passenger expectations?</p> <ul style="list-style-type: none"> • Exploring how AI-powered insights are driving tailored offers, targeted advertising, and next-gen passenger engagement • Moving beyond the AI hype – what practical applications are driving efficiency and CX improvements? • Maximising feedback platforms – what are the best practices for leveraging tools to drive operational and service improvements? • Where in the passenger journey will new technology have the biggest impact in the next 5 years? <p>Quincy Jones, VP Digital Products, Qatar Airways</p> <p>Sonja Arnorsdottir, CCO, PLAY</p> <p>Jerry Angrave, Founder, Empathyce</p> <p>Reserved for Rozie.ai</p>
17:30	Evening drinks reception hosted by CarTrawler

AIR EXPERIENCE – Thursday 9th October

Chaired by: Jerry Angrave, Founder, Empathyce

CONNECTED PASSENGER

11:15	<p>Presentation: How are mobile apps improving to keep passengers in the loop at all times?</p> <p>Jo Hirayasu, Product Marketing Manager, ZIPAIR Tokyo</p>
11:30	<p>Hosted by Chris Ford, Technology Director for Aviation, Travel and Retail, Thoughtworks</p>
11:45	<p>Panel: How can airlines build trust through proactive customer communication?</p> <ul style="list-style-type: none"> • Exploring how AI chatbots and automated notifications can reduce passenger stress during delays. • Self-service vs. contact centres vs. in-person support – what do passengers really want? • Evaluating best practices in managing crisis communication to protect brand reputation. • How back-office processes impact passenger experience and communication – the hidden CX challenge. <p>Jo Hirayasu, Product Marketing Manager, ZIPAIR Tokyo</p> <p>Dinah Libunao, Manager, Customer Relations, PAL</p> <p>Yvette Baldin, Senior Manager Customer Experience, Flydubai</p> <p>Jerry Angrave, Founder, Empathyce</p> <p>Reserved for Hopper</p> <p>Reserved for BJSS</p>
12:30	<p>Networking lunch in the exhibition hall</p>
15:00	<p>Battle of the Airline Apps – Keynote Theatre</p>

IFEC – 8th October

Chaired by: Seth Miller, Founder, PaxExAero

IFE AND NEXT-GEN CONNECTIVITY	
14:30	Presentation: The UX Gap: how can we bridge the decade-old IFE hardware with consumer expectations?
14:45	Reserved for sponsor. If you are interested in sponsoring this session, please contact Martyn.McMurray@terrapinn.com
15:00 – 15:45	<p>Panel: How is NextGen inflight connectivity transforming operations and the passenger experience?</p> <ul style="list-style-type: none"> • Looking beyond GEO at the rise of LEO & hybrid networks – how is low-latency, high-speed connectivity transforming the passenger experience? • Discussing the shift toward ad-supported and tiered connectivity offerings. • Evaluating how 5G & edge computing can enable real-time inflight services in the sky. • Exploring personalisation through connectivity - leveraging passenger data to enhance entertainment, targeted ads, and real-time services. • How will connectivity advancements disrupt content models, CSPs, streaming licensing, and IP, as customers see IFE&C as one package? <p>Mir Amer Hussain, Head of Product Development and IFEC Transformation, Air India Natalija Kuzmina, VP Customer Experience and Insights, airBaltic Liyang Huang, Director - Inflight Systems, ZIPAIR Tokyo Janina Kratz, Senior Manager Inflight Entertainment, Condor Nick Silvester, Europe Airline Sales Director, Intelsat Moderated by Seth Miller, Founder, PaxExAero</p>
17:30	Evening drinks reception hosted by CarTrawler

Airport TeX – Wednesday 8th October

SEAMLESS JOURNEYS

Chaired by: Annet Steenbergen, Advisor, EU Digital Wallet Consortium (EWC)	
12:20	Fireside Chat: Leading digital transformation – the future of contactless journeys and digital ID
12:35	Hosted by Bill Carleton, CEO, NEC
12:50	<p>Airport CIO Panel: From ambition to reality – realising a seamless and contactless passenger journey by 2030</p> <ul style="list-style-type: none"> • Has biometric technology and digital identity infrastructure kept pace with airports’ ambitions, or is there a gap to be bridged? • How can AI unify fragmented airport systems into a seamless passenger experience? • Exploring the role of partnerships, regulation, and industry standardisation in accelerating contactless travel • Addressing passenger confusion and ensuring interoperability as airports adopt varying digital identity wallets • Balancing passenger trust, privacy concerns, and regional differences impacting biometrics adoption <p>Mihai Tica, CIO, Dusseldorf Airport</p> <p>Reserved for Ericsson</p> <p>Reserved for Amadeus</p> <p>Moderated by: Annet Steenbergen, Advisor, EU Digital Wallet Consortium (EWC)</p>
13:30	Networking in the exhibition hall
SMART OPERATIONS	
14:30	Fireside Chat: Digital Twins in Action – transforming operations and maximising capacity
14:45	Reserved for sponsor. If you are interested in sponsoring this session, please contact M.Musa@terrapinn.com
15:00 – 15:45	<p>COO Panel: Strategic airport operations – how are airports enhancing efficiency and building resilience for the future?</p> <ul style="list-style-type: none"> • What is the right balance between automation and human expertise to optimise passenger flow? • Analysing how data-driven strategies, including digital twins are reshaping operational management • How can airports effectively manage capacity growth while minimising disruptions and bottlenecks? • Unpacking key challenges in data governance, integration, and forming strategic partnerships <p>Tom Goris, COO, Lux Airport</p> <p>Piervittorio Farabbi, COO, Tirana Airport</p> <p>Amit Sukhija, Founder & CEO, ZestIoT</p>

	Moderated by: Tine Haas, Director Airports and Aviation, Dornier Consulting International
17:30	Evening drinks reception hosted by CarTrawler

Airport TeX – Thursday 9th October

AIRPORT CX

Chaired by: Lorenzo Di Loreto, Managing Director, Munich Airport International (MAI)

11:15	Presentation: Transforming the airport experience: Riyadh Airports' 2030 customer-centric roadmap Nawaf A. Alzadjali, Customer Experience Senior Director, Riyadh Airports
11:30	Reserved for sponsor. If you are interested in sponsoring this session, please contact M.Musa@terrapinn.com
11:45	<p>CX Panel: Designing the next generation passenger journey</p> <ul style="list-style-type: none"> • What defines great customer experience in today's airport, and how is it evolving? • Exploring how AI, biometrics, and automation and integrated systems can deliver seamless journeys without losing the human touch? • Analysing how we balance rising travel demand with expectations around personalisation and accessibility and interoperability? • How can airports collaborate across the ecosystem – with airlines, security, immigration, ground ops and retail – to deliver a truly integrated and connected journey of the future? <p>Eric Pateman, CXO – Chief Experience Officer, Vancouver International Airport Harry Barrett, Executive Director of Aviation, Palm Springs International Airport Moderated by: Lorenzo Di Loreto, Managing Director, Munich Airport International (MAI)</p>
12:30	Networking in the exhibition hall

AIRPORTS OF THE FUTURE

13:30	Fireside Chat: Building the smart, integrated airport of the future Maurice Jenkins, Chief Innovation Officer, Miami International Airport
13:45	Reserved for sponsor. If you are interested in sponsoring this session, please contact M.Musa@terrapinn.com
14:00 – 14:45	<p>Panel: Smart airports: building intelligent, connected and sustainable hubs</p> <ul style="list-style-type: none"> • What will the fully connected airport look like – and how are IoT, AI and automation enabling real-time management of operations? • What new opportunities does 5G unlock for smarter, more resilient infrastructure? • How can smart energy management, automation, and intelligent infrastructure accelerate decarbonisation and net-zero goals?

	<ul style="list-style-type: none"> • Discussing smart technologies and what they'll do to help prepare airports for future travel demand and operational challenges • Aligning technology, stakeholders, and governance models to create fully integrated smart airport ecosystems that unlock new value and enhance passenger experiences. <p>Maurice Jenkins, Chief Innovation Officer, Miami International Airport</p> <p>Ismihan Baysal Anderson, IT and Automation Director, ISG Airport</p>
17:30	Evening drinks reception hosted by CarTrawler

Airport TeX – Wednesday 8th October

ROBOTICS, AI & IoT

12:20	<p>Fireside Chat: Scaling robotics and AI for passenger services – where are the real opportunities?</p> <p>Guilio Ranucci, Head of Innovation, Digital & CV, Aeroporti di Roma</p>
12:35	<p>Reserved for sponsor. If you are interested in sponsoring this session, please contact M.Musa@terrapinn.com</p>
12:50	<p>Robotics Panel: From pilots to reality – making robotics and automation work in complex airport environments</p> <ul style="list-style-type: none"> • Where are robotics delivering tangible value today, and does airport infrastructure (5G, data integration) support their growth? • How do we scale from pilots to full deployment while overcoming organisational and regulatory hurdles? • Analysing the ROI in robotics – how can business cases drive real investment • Exploring the limits of automation – how do we balance human roles with robotics • How close are we to fully autonomous airports, and what critical gaps still need addressing? <p>Laura Pichler, Manager Innovation & Digitization, Munich Airport T2</p> <p>Guilio Ranucci, Head of Innovation, Digital & CV, Aeroporti di Roma</p> <p>Ruairi Kell, Head of Innovation, DAA</p>
13:30	Networking in the exhibition hall

Airport TeX – Thursday 9th October

AIRPORT INNOVATION	
11:15	Fireside Chat: From concept to reality – how airports are fast-tracking innovation
11:30	Reserved for sponsor. If you are interested in sponsoring this session, please contact M.Musa@terrapinn.com
11:45	<p>Panel: Rethinking airport innovation: what’s next beyond pilots & POCs?</p> <ul style="list-style-type: none"> • How can airports move from innovation pilots and proof of concepts to full-scale implementation? • What key metrics should we use to evaluate projects and drive stakeholder buy-in? • Discussing the need to foster a culture of experimentation while ensuring operational stability and ROI • Exploring collaboration models to accelerate impactful innovation across the ecosystem <p>Ruairi Kell, Head of Innovation, DAA</p> <p>Giovanni Gennaro, Head of Open Innovation, Aeroporti di Roma</p> <p>Abhi Chacko, Head of Innovation & Commercial IT, Gatwick Airport</p> <p>Pablo Lopez Loeches, Head of Ideation & Entrepreneurship Division, Aena</p>
12:30	Networking in the exhibition hall

Airport TeX – Wednesday 8th October

FUTURE MOBILITY & THE INTEGRATED AIRPORT	
14:30	<p>The role of drones in future-ready airports: Aena’s predictive maintenance journey</p> <p>Vanesa Calvo Alonso, Head of Funding and Innovation Trends, Aena</p>
14:45	Reserved for sponsor. If you are interested in sponsoring this session, please contact M.Musa@terrapinn.com
15:00 – 15:45	<p>Panel: The integrated airport – rethinking future mobility, AAM and connected journeys</p> <ul style="list-style-type: none"> • What will airports look like as integrated transport hubs, connecting air, ground and advanced air mobility? • Evaluating the promise of AAM/UAM and drone solutions with operational and regulatory challenges • Strengthening collaboration with cities, tech providers, and regulators to integrate AAM, EVs, and autonomous vehicles • Examining the role of future mobility in achieving net-zero and sustainability objectives • Rethinking innovation models to ensure new mobility solutions are viable, scalable and add value <p>Paul A Puopolo, Executive Vice President, Innovation, Dallas Forth Worth International Airport</p> <p>Vanesa Calvo Alonso, Head of Funding and Innovation Trends, Aena</p>

	Andrew Chadwick, Ecosystem Director – Air Mobility & Airports, Connected Places Catapult
17:30	Evening drinks reception hosted by CarTrawler

MARKETING – Wednesday 8th October

NEXT-GEN MARKETING

Chaired by: Mike Arnot, President, Juliett Alpha

12:20	<p>Fireside Chat: Making noise, Making headlines: Inside Ryanair's marketing playbook</p> <p>Dara Brady, CMO, Ryanair</p>
12:35	<p>Presentation: Tailoring Digital Journey's: Enhancing Customer Experiences Through Personalization</p> <p>Trevor Kaufman, CEO, Piano</p>
12:50	<p>CMO Panel: How are tech, data, and AI reshaping the way we do our marketing?</p> <ul style="list-style-type: none"> • How are we leveraging data and AI to deliver personalised marketing campaigns, increase direct engagement, and strengthen brand positioning? • Exploring collaboration between marketing and revenue management to align brand strategy, visibility, and customer value • Capturing market signals: how can social trends and digital insights proactively shape airline strategies and customer connections? • Loyalty redefined – moving past transactions to meaningful brand relationships. What genuinely sustains customer loyalty today? <p>Dara Brady, CMO, Ryanair</p> <p>Ahmet Bagdat, CMO, Pegasus</p> <p>Colton Snow, CMO, Sun Country Airlines</p> <p>Benedikt Sieweke, CMO, SunExpress</p> <p>Moderated by: Mike Arnot, President, Juliett Alpha</p>
13:30	Networking in the exhibition hall

LOYALTY – Wednesday 8th October

BOOSTING MEMBER ENGAGEMENT	
12:05	Plusgrade Opening Remarks: Danielle Brown, CMO, Plusgrade
12:10	Chair Opening Remarks: Harald Deprosse, Partner, Involved GmbH
12:15	Fireside Chat: How is Skywards responding to the values and expectations of the 2025 passenger? Nejib Ben-Khedher, SVP Skywards, Emirates
12:30	Hosted by Plusgrade.
12:45	<p>Panel: Unpacking future strategies to enhance member engagement across diverse profiles</p> <ul style="list-style-type: none"> • How can airlines make spending miles easier to attract a wider range of customers? • Is incorporating high-level customisation and flexibility now a necessity, and how can digital transformation aid in this offering? • How can airlines offer variety and gamification, rather than simply rewarding the biggest spenders? • Can airlines introduce sustainable options to draw and retain environmentally mindful members? • Considering the recent conversation around the devaluation of loyalty points, how can airlines maintain customer trust and program appeal? <p>Aron Backström, Vice President Product & Loyalty, SAS</p> <p>Ben Lipsey, SVP Loyalty, Air France KLM</p> <p>Nejib Ben-Khedher, SVP Skywards, Emirates</p> <p>Marcus Puffer, Vice President & Head of Loyalty Management Solutions, IBS</p> <p>David Glantz, Director Business Development & Consulting, Loyalty Partner Solutions GmbH</p> <p>Moderated by Harald Deprosse, Partner, Involved GmbH</p>
13:30	Networking in the exhibition hall
BUILDING COLLABORATIVE NETWORKS	
14:30	<p>Presentation: Redefining the LATAM Pass experience – Digitisation, a dedicated app and a collaborative ecosystem</p> <p>Cristian Ortiz, CEO, LATAM Pass</p>
14:45	Reserved for sponsor. If you are interested in sponsoring this session, please contact Martyn.McMurray@terrapinn.com
15:00	<p>Presentation: Elevating Azul's offering through subscription, co-brand and experiential rewards</p> <p>Cristina Yoshida, Director of Loyalty Program & Ancillary Revenue, Azul</p>
15:15-16:00	Panel: Building partnership networks that enhance loyalty programs' offerings, value and convenience for passengers

	<ul style="list-style-type: none"> • What new revenue streams could be unlocked through innovative partnerships that move beyond traditional loyalty ecosystems? • How can airlines ensure that their partnerships do not result in a fractured digital experience for customers? • Unpacking the latest in embedded loyalty: how can seamless integration enhance exclusive deals or one click bookings? • How can modern airline retailing strategies be leveraged to offer personalised incentives tailored to traveller behaviour? • What new partnerships will be needed in order to offer smoother connections and a more integrated travel experience? <p>Cristian Ortiz, CEO, LATAM Pass</p> <p>Tanner Huysman, Director, E-commerce, Ancillaries, & Loyalty, Vueling</p> <p>Cristina Yoshida, Director of Loyalty Program & Ancillary Revenue, Azul</p> <p>Moderated by Harald Deprosse, Partner, Envolved GmbH</p>
17:30	Evening reception drinks, hosted by CarTrawler

GROUND OPERATIONS INNOVATION SUMMIT – Tuesday 7th October

GROUND OPS OPTIMISATION

10:00	Presentation: How Finavia is using situational awareness & AOP to optimize ground handling? Jani Ceder, Head of APOC, Finavia
10:15	Reserved for sponsor. If you are interested in sponsoring this session, please contact Musa.Musa@terrapinn.com
10:30	<p>Panel: Smarter turnarounds – how can collaboration & digitalisation improve operational efficiency?</p> <ul style="list-style-type: none"> • Exploring AI, predictive analytics, and automation’s role in turnaround optimisation • How digital twins and real-time data are enhancing ground handling decision-making • Evaluating cross-industry collaboration between airlines, airports, and handlers • Overcoming legacy system constraints in ‘brownfield’ airport environments • What investments are essential today for a more resilient, sustainable ground ops future? <p>Johannes Bestgen, Senior Project Manager Ground Handling, Fraport Guðmundur Ólafsson, VP Airport Operations - NP Ground Operations, Icelandair Ioanna Kalogiannaki Senior Ops Key Account Manager, Global Operations, Swissport International AG Moderated by: Mohammad Taher, The Airport Guy</p>
11:15	Networking break in the exhibition hall
FUTURE OF BAGGAGE HANDLING	
11:45	Presentation: Case Study: AI-Powered baggage handling – shaping the passenger experience Timos Korosis, Ground Operations Product Manager, Aegean Airlines
12:00	Hosted by Power Stow
12:15	<p>Baggage Panel: Seamless baggage handling: can we deliver a fully automated future?</p> <ul style="list-style-type: none"> • Examining how emerging tech is reshaping baggage logistics and tracking • Will AGVs and robotics enable large-scale autonomous baggage transport? • Standardising baggage tracking (RFID, AI-driven) – what’s realistic and scalable? • Improving passenger communication around baggage status and disruptions • Aligning airlines, airports, ground handlers for a frictionless baggage flow <p>Timos Korosis, Ground Operations Product Manager, Aegean Airlines Semi Gabteni, Head of Data and Management Science, Groupe ADP Phillip Müller, Vice President Global Operations, Swissport International AG</p>
13:00	Networking Break in the exhibition hall

INNOVATION SUMMIT – Tuesday 7th October

REDEFINING INNOVATION

13:15	<p>Panel: Different models, shared vision – How we approach innovation & investment</p> <p>Pasha Saleh, Head of Corporate Development, Alaska Airlines</p> <p>Shiro Matsuzaki, Director - Strategic Investment, Japan Airlines</p> <p>Moderated by: Matthew Ridely, Director of Sustainability and Innovation, oneworld Alliance</p>
14:00	Fireside Chat with IAGI Ventures
14:15	<p>Reserved for sponsor. If you are interested in sponsoring this session, please contact martyn.mcmurray@terrapinn.com</p>
14:30	<p>Fireside chat: Rethinking innovation in aviation – the rise (and reality) of standalone innovation units</p> <p>Dr. Ivan Terekhov, Director Research and Intelligence, Lufthansa Innovation Hub</p>
14:45	<p>Panel: Beyond the buzz: Cutting through the noise to find real innovation</p> <ul style="list-style-type: none"> • AI – are we overestimating it's near-term impact, or is the hype justified? • What sustainability innovations are seeing real, scalable traction? • The rise (and fall?) of eVTOLs & AAM – will they ever be a reality, or are they an investor bubble? • Are we actually getting ROI? • What new tech are investors backing right now? <p>Henry Mwendia, Innovation Lead, Kenya Airways</p> <p>Lukas Kaestner, Cofounder, Sustainable Aerolabs</p> <p>Ricardo Marvao, Co-Founder, Beta-I</p> <p>Martin Beitia, Head of Innovation, Design & Research, Iberia – Hangar 51</p>
15:15	Networking in the exhibition hall
INNOVATION SPOTLIGHT	
15:30	<p>How is Japan Airlines fast-tracking green innovation through global investments?</p> <p>Shiro Matsuzaki, Director - Strategic Investment, Japan Airlines</p>
16:00	<p>Reserved for sponsor. If you are interested in sponsoring this session, please contact martyn.mcmurray@terrapinn.com</p>
16:15	Post Competition Triumph – Navi Savi, Founder & CEO, Sally Bunnell
16:20	<p>Start-Up Pitch Competition: Join us to hear from some of the most exciting start-ups disrupting the industry.</p> <p><i>Judged by:</i></p> <p>Suzanna Chiu, Head of Amadeus Ventures, Amadeus IT Group</p>

Shiro Matsuzaki, Director - Strategic Investment, Japan Airlines

Finalists announced in August.