# AVIATION

## SHOW

### MENASA

**28 – 29 November 2017**

The Ritz Carlton DIFC, Dubai

# BUSINESS MODELS.
# TECHNOLOGY.
# INNOVATION.
# FOR THE REGION'S
# AVIATION INDUSTRY.

**CPD CERTIFIED**
The CPD Certification Service

CREATED BY:

SPARK SOMETHING
**TERRAPINN**

# EVENT OVERVIEW

## BUSINESS MODELS. TECHNOLOGY. INNOVATION.

Consumer demands, expectations and demographics are changing drastically in today's world. The wave of technology, digitisation and innovation will continue to disrupt the aviation industry. The future of aviation business requires airlines and airports to provide original, fresh and dynamic offerings to communicate and engage with 21st century millennial travelers.

The Aviation Show MENASA is the dedicated platform for the entire aviation ecosystem to come together to learn, connect and build relationships with key stakeholders in the industry.

Three conference streams will host the largest regional gathering of C-level executives, the biggest range of topics, interactive roundtables, international case studies, and over 100 speakers who are driving the aviation industry into the future.

Join us in Dubai for the region's only conference offering something for every airline and airport department. From low cost travel to millennial marketing, from air retail to IT infrastructure, our 3 stream agenda includes only the most relevant and trending content right now:

NDC
ROBOTICS CHATBOTS
EXPERIENCE DATA ANALYTICS
DISTRIBUTION OMNICHANNEL
BIOMETRICS MOBILITY
HUMAN CAPITAL DISTRIBUTION
RETAIL ALLIANCES CYBER SECURITY CONNECTIVITY AI ACILLARY
EMERGING MARKETS IT AR & VR
BLOCKCHAIN DISRUPTION ROUTES LOYALTY MARKETING IFE BUSINESS MODELS
IoT

# CONFIRMED SPEAKERS

**Sir Tim Clark**
President
Emirates

**Paul Griffiths**
CEO
Dubai Airports

**Bo Lingam**
Deputy Group CEO, Operations
AirAsia

**Adel Ali**
CEO
AirArabia

**Amar Abrol**
CEO
AirAsia India

**Krishnamurthi Shyamsundar**
CEO
Air India Express

**Dag Skage**
CIO
Norwegian

**Steven Greenway**
CEO, Reward-U & Deputy CEO
U-Fly Alliance

**Ravinder Singh**
Chief Information & Innovation Officer
Air Vistara

**Patee Sarasin**
CEO
Nok Air

**Ahmed Aly**
CEO
Nile Air

**Alex Nwuba**
CEO
Go Smile Air

**Teoman Tosun**
CEO
Onurair

**Captain Thomas W. Hallam II**
CEO
Somon Air

**Orhan Sivrikaya**
CCO & Executive Board Member
Onurair

**Edgardo Badiali**
CEO
Libyan Wings

**Oliver Wagner**
CCO
Eurowings

**Lt Gen Mollah Fazle Akbar**
CEO
Regent Airways

**Zahid Mahmood**
CEO
Himalaya Airlines

**Greg Johnson**
CTO
OneSky

**Dr. Jassim Haji**
Director of Information Technology
Gulf Air

**Rob McKinney**
President
Mokulele Airlines

**Hari Marar**
President
Bengaluru Airport

**Kazi Rahman**
Founder & CEO
Firnas

**John Strickland**
Owner
JLS Consulting

**Raheel Ahmed**
Chief HR Officer
Pakistan International Airlines

**Yanik Hoyles**
Director – New Distribution Capability Program
IATA

**Kamal Hingorani**
SVP & Head of InFlight Services & Customer Experience
SpiceJet

**Radowslaw Dutkowski**
Director Ancillary & Product
flynas

**Jiri Marek**
Vice President Alliances & Ancillary
Alitalia

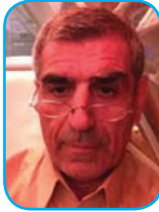**Rahul Bhatkoti**
Head Airport Operations
Regent Airways

**Saida Najiollah**
VP Marketing
Royal Air Maroc

**Peter Glade**
Commercial Director
SunExpress

**Jaron Millner**
Vice President, Direct Business
Finnair

**Daryoush Niknam**
ICT Director General
IranAir

**Bharath Mahadevan**
India Head
Scoot

**Suresh Nair**
General Manager – India, Sri Lanka & Bangladesh
Air Asia

**Patrick Murphy**
Executive Advisor
Peach Aviation

INTERESTED IN SPEAKING AT THE AVIATION SHOW MENASA 2017?
Contact **Joe Worthington** at **joe.worthington@terrapinn.com** or call **+ 971 4 440 2560**

**AVIATION SHOW MENASA**

# CONFIRMED SPEAKERS

**Raj Andrade**
Vice President of Business Development, Marketing and Strategy
**Bangalore International Airport**

**Chadi Abou Daher**
Director Customer Services
**Middle East Airlines – Air Liban (MEA)**

**Syed Asad Hasnain Bukhari**
Deputy General Manager ICT
**Pakistan International Airlines**

**Nazneen Patel**
General Manager
**Go Air**

**A M Shabeer**
Executive Director
**Cochin International Airport**

**David Huttner**
Senior Vice President & Partner
**Nyras Capital LLP**

**Deepu Cyriac**
Country Manager UAE, Kuwait, Qatar & Oman
**Air Canada**

**Satyendra Pandey**
General Manager, Strategy & Planning
**Go Air**

**Narendra Mansukhani**
General Manager Guest Experience
**Jet Airways**

**Chris Koomen**
Product Owner VR
**KLM**

**Nadine Itani**
Managing Partner
**Aviation Minds**

**Axel Reissman**
Director Alliances & Revenue
**SkyWork Airlines**

**Anni Ahnger**
Head of Ancillary Sales
**Finnair**

**Sanjay Sharma**
Manager IT Innovation
**Emirates**

**Fatou Gueye**
Head of Product Economy & Premium Economy
**Air France**

**Talal Ben Halim**
Managing Director & Partner
**Acacus Technologies**

**Clayton Ulisses Begido**
Head of Revenue Management
**Salam Air**

**Dean Wicks**
Chief Flights Officer
**Wego.com**

**Huhsam Osman**
Technical Director
**Royal Jet**

**George Khairallah**
President
**JR Technologies**

**Jagdish Sahra**
Senior Design Manager
**Virgin Atlantic**

**Thomas D. Pellegrin**
Director
**Aviation Center of Excellence**

**Kurt Suter**
Manager, Personalization Programs
**Swiss International Air Lines**

**Joaquim Gonsalves**
Head of HR
**Bassaka Air**

**Deepak Gusain**
Director Business Development – Mobility, IoT & Manager Services, Middle East, Central Asia and Africa
**Tata Communications**

**Patrick F. Poetzsch**
Head of Automated Sales, Product & Programs
**Lufthansa**

**Suren Gunatillake**
Head of Platforms & Third Party Channels
**Cathay Pacific**

**Tim Branton**
Business Development Director
**iCoupon**

**Richard Kyereh**
Deputy Head, Commercial
**Africa World Airlines Limited**

**Ady Guthrie**
Global Partnerships Director
**Rentalcars Connect**

**Arnaud Delbary**
Regional Director
**Rentalcars Connect**

**Dinesh Hapuarachchi**
Manager RM & Distribution
**Air Djibouti**

**Rohit Ramachandran**
CEO
**Jazeera Airways**

**Perry Cantarutti**
CEO
**SkyTeam**

**Khaled Absi Halab**
Travel Lead, CSM
**Facebook**

**Cengiz Degirmenci**
Online Sales & Marketing Manager
**Turkish Airlines**

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**AVIATION**
**SHOW**
MENASA

## THE NEW ERA OF AVIATION

### Host: **John Strickland,** Owner, **JLS Consulting**

**09.00**

**CEO INTERVIEW:** Leading the way with the next generation airline

*Hear from one of the most dynamic airlines in the sky as Emirates discuss the changing nature of the aviation industry, what the digital wave means for airlines and how FSCs remain successful in the increasingly competitive market*

- Grasping the potential for the booming LCC model in MENASA
- New start-up and low cost hubs, models and offerings
- Where are the new opportunities in dense markets?
- Creating a unique LCC offering for the region
- Structuring your fleet for profitability and flexibility
- Leasing vs owning

**Sir Tim Clark,** President, **Emirates**

**09.30**

**CEO INTERVIEW:** Dubai Airports: the innovators

*Hear from the busiest airport in the world for international travellers, as Paul Griffiths, CEO Dubai Airports, discusses how digitisation, capacity and the unpredictable nature of the industry effects the hub on a daily basis*

- Managing the 100 million capacity by 2020
- Leveraging smart applications to boost capacity and passenger experience
- Collaborating with airlines to drive regional success
- Discussing the Al Maktoum expansion project

**Paul Griffiths,** CEO, **Dubai Airports**

**09.50**

**CEO INTERVIEW:** Discovering the future of LCCs in MENASA

*Join us as we interview the inspirational leader of Air Arabia, the first LCC in the Middle East & North Africa, as he discusses leadership in the current aviation market, what the future holds for LCCs and expansion to new routes and regions.*

**Adel Abdullah Ali,** CEO, **Air Arabia**

**10:10**

**KEYNOTE:** Going above and beyond to win millennials

- Effectively combatting the dual threat of substitution and commoditisation
- Coordinating with other travel modes to connect the millennial traveler
- Establishing a multi-channel traveler information exchange
- Communicating with passengers throughout their journey
- Personalising marketing on the ground and in-flight with automated systems

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**10.40**  Speed networking

**11.00**  Morning tea

**11.20**  Streams begin: attendees can visit any of the conferences below

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| LCC CONGRESS | AVIATION SHOW MENASA | AIRPORT T.EX |
|---|---|---|
| ROUTES & REGIONS | DATA ANALYTICS & AI | SEAMLESS AIRPORT EXPERIENCE |

**11.20**

**PANEL:** Avoiding head-to-head competition through unconnected routes

- Flying to remote and unconnected regions in Asia and Africa
- Working with authorities to fly to remote regions
- Connecting isolated regions with no competition
- Spurring travel with low costs

**Clayton Ulisses Begido,** Head of Revenue Management, **Salam Air**

**Orhan Sivrikaya,** CCO & Executive Board Member, **Onurair**

**Rob McKinney,** President, **Mokulele Airlines**

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Taking the skies: tackling the big data treasure chest

- Exploring the "new electricity" of data and AI
- Ascertaining analytics as the altimeter for the airline business
- Changing the game with end-to-end data collection
- Developing a single integrated data environment
- Identifying vital data in the haystack of information
- Predicting and personalising with analytics
- Revolutionising experience, real time tailor offerings and automated decision making

**Ravinder Singh,** Chief Information & Innovation Officer, **Air Vistara**

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Enhancing the airport journey with biometrics

- Deploying biometrics as a secure, tamper-proof platform
- Building terminals with biometric capabilities
- Discovering facial, iris and finger touch points
- Implementing automated systems
- Identifying the risks and regulatory concerns
- Combining biometrics with blockchain on a secure ledger

**Hari Marar,** President, **Bengaluru Airport**

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**11.40**

Long haul, low cost: redefining the industry

- Balancing comfort with cost effectiveness
- Reaching new destinations and airports with smaller aircrafts
- Connecting the unconnected with new routes
- Competing with dominant FSCs with a "no frills" service vs offering ancillaries
- Examples:
  - Norwegian Air
  - Air Asia X

**Dag Skage,** CIO, **Norwegian**

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Embracing the growing number of travellers with effective data analytics

- Engaging with travellers throughout their journey
- Enhancing experience through digital interaction
- Collecting masses of data through multiple touchpoints
- Offering a range of benefits personal to the traveller
- Dealing with the increasing volume, velocity and variety
- AI: real time analytics
- Gaining loyalty through a seamless customer experience
- Going beyond personalisation with predictive and prescriptive analytics

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Engaging with the omnichannel customer

- Developing multiple airport touchpoints
- Engaging with device technology for Gen-Z
- Identifying the BYOD opportunity
- Driving analytics through omni-platforms
- Increasing airport revenue through real time offerings
- Building the infrastructure to track, monitor and engage with each traveller

**Raj Andrade,** Vice President of Business Development, Marketing and Strategy, **Bangalore International Airport**

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| | IoT | |
|---|---|---|

**11.40**

Spreading your wings to new regions

- Identifying the most in demand routes and tourist hotspots
- Investing in new routes as local markets saturate
- Developing cheap routes with hidden destinations and unsociable hours
- Looking at fleet and network expansion for long term success

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**PANEL:** Discussing IoT in the aviation industry

- Tapping into the IoT with disruptive technology
- Discovering the endless connected endpoints
- Debating the predictions
  - 25-50 billion connected devices in 2020
  - 90% aircraft connected by 2030

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Digital retail: Driving commerce with digital platforms

- Building an all-encompassing omnichannel platform to drive airport revenue
- Integrating airport retail and ecommerce
- Developing customer-centric offerings
- Working with airlines to develop a flexible ecommerce marketplace

- Ensuring ROI with a LCC business model
- Partnering with reliable airports

**Peter Glade,** Commercial Director, **SunExpress**

- Innovating your legacy systems, technology and infrastructure
- Engaging with smart devices through app development
- Empowering customers and crew with smart app development
- Building intelligent aircrafts with micro and macro sensors
- Satellite systems, weather forecasting, tracking, maintenance

**Syed Asad Hasnain Bukhari,** Deputy General Manager ICT, **Pakistan International Airlines**

**Huhsam Osman,** Technical Director, **Royal Jet**

- Unifying commerce with cognitive commerce

**12.10**

### Managing route networks

- Forecasting new market profitability
- Maximising passenger connections
- Determining optimal alliance and codeshare options for LCCs
- Managing a new route network with partnerships

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### Managing the shift to a hyper connected digital economy

- Understanding the digital transformation journey
- Managing digital transformation within airlines
- Adopting IoT in the new era of aviation

**Deepak Gusain,** Director Business Development – Mobility, IoT & Manager Services, Middle East, Central Asia and Africa, **Tata Communications**

### Innovating with cross-channel digital platforms

- Providing regular information updates across all platforms
- Revolutionising how customers interact with airport services
- KYC with multi-channel personalisation
- Providing real time airport hospitality information and offerings
- Developing apps for effective app analytics
- Delivering hyper-local tailored experiences
- Identifying customer segments with KYC strategies

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## ROUNDTABLES

**12.20**

**1** Identifying the new wave of **business models**; ULCCs, Hybrids and Long haul, low cost

**2** Driving **loyalty** in disloyal millennials

**3** Engaging with the **omnichannel** customer

**4** Developing **super-tech** in flight and on the ground

**5** Dealing with the global **talent gap** within aviation successfully

**6** Combatting **cybersecurity** concerns in the digitised era

**7** Transforming **airport mobility** through tracking, beacons and real time offerings

**8** Combatting **disruption and failure** with effective contingency plan

**13.00** Networking lunch

| ANCILLARY REVENUE | OMNICHANNEL | INFRASTRUCTURE & ANALYTICS |
|---|---|---|

**14.20**

### LCC's: Driving success with ancillaries

- Offering a "no frills" service with unbundling
- Becoming a ULCC with "bare fares"
- Allowing more personalisation with package flexibility
- Unbundling the traditionally free items

**Kamal Hingorani,** SVP & Head of InFlight Services & Customer Experience, **SpiceJet**

### PANEL: Discovering the rise of the omnichannel traveller

- Building a companywide omnichannel strategy
- Engaging across every customer touchpoint
- Utlising omnichannel as an ancillary revenue opportunity
- Realising the data opportunity
- Strategising from the top to the bottom
- Privacy vs personalisation

**Jaron Millner,** Vice President, Direct Business, **Finnair**

**Rahul Bhatkoti,** Head Airport Operations, **Regent Airways**

**Cengiz Degirmenci,** Online Sales & Marketing Manager, **Turkish Airlines**

### CASE STUDY: Cochin International Airport – powered by solar

- Discovering new technology with solar powered airports
- Decreasing costs and carbon footprint
- Dedicating a strategy for corporate responsibility
- Ensuring end-to-end success

**A M Shabeer,** Executive Director, **Cochin International Airport**

**14.40**

### Modernising your ancillary revenue strategy with technology

- Personalising each journey with data analytics
- Offering unique services
  - A la carte
  - Self service
  - Park & fly
- Offering tailor-made geo location technology
- Catering for every type of passenger in the new era of hybrid airlines

**Radoslaw Dutkowski,** Director Ancillary & Product, **flynas**

### Thriving in a multiscreen world

- Transforming the passenger experience on the ground and in the air
- Creating a seamless customer-centric experience
- Meeting the expectation with cross-channel sessions
- Collaborating with airports
- Delivering hyper-local tailored experiences
- Developing IFE and device compatibility

**Ady Guthrie,** Global Partnerships Director, **Rentalcars Connect**

### Enhancing airport experience through digital interaction

- Engaging with travellers throughout their journey
- Developing touch points throughout the airport journey
- Personalising services for the millennial traveller
- AI: real time analytics
- Gaining loyalty through a seamless customer experience
- Utilising predictive and prescriptive analytics

| | AR & VR | |
|---|---|---|

**15.00**

### Dynamic re-bundling: the new ancillary revenue technique

- Looking towards bundle packages to drive premium revenue
- Reaching out to the traditional FSC customer
- Delivering avenues for particular passengers to take advantage of
  - Family seat selection
  - Business priority boarding
- Matching revenue streams with the new hybrid business model

### PANEL: Discussing the impact, and importance of VR and AR

- Understanding the uses across the industry
- Complementing safety procedures with AR and VR solutions
- Visualising what matters with AR
- Utilising machines as an additional intelligence
- Discussing the case studies:
  - Qantas & Samsung gear VR

**Sanjay Sharma,** Manager IT Innovation, **Emirates**

**Chris Koomen,** Product Owner VR, **KLM**

### Developing platforms for analytics and technology innovation

- Looking at software and cloud based infrastructure
- Embracing mass volumes of data with comprehensive IT infrastructure
- Securing virtual systems with effective cybersecurity
- Hybrid platforms: the better alternative?
- Integrating systems for airport wide analytics

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| LCC CONGRESS | AVIATION SHOW MENASA | |
|---|---|---|
| **NDC** | **IN-FLIGHT EXPERIENCE** | **ROUTES & GROWTH MARKETS** |

**15.20**

**NDC**

**PANEL:** Delivering dynamic offers to increase personalisation and ancillary revenue
- Distributing rich data through NDC aggregators and GDSs
- Discovering the digital channel in the digital world
- Differentiating from competitors with a unique offering
- Battling with the LCCs in modern price bundling
- Blurring the lines between airline distribution and merchandising
- The future: travel retail disruptors and owned channels

**Suren Gunatillake,** Head of Platforms & Third Party Channels, **Cathay Pacific**

**Dean Wicks,** Chief Flights Officer**, Wego.com**

**IN-FLIGHT EXPERIENCE**

The emergence of the 'silent travelling millennial'
- Taking a back seat role in developing a seamless experience
- KYC to only provide relevant offers
- Engaging with the passenger without disturbing their journey
- Developing a fully automated, personalised strategy to engage customers effectively
- Driving personalisation in-flight
- End to end, destination services

**Narendra Mansukhani,** General Manager Guest Experience, **Jet Airways**

**ROUTES & GROWTH MARKETS**

Hidden cities: launching new routes into the sky
- Developing new, permanent and temporary routes for millennial travellers
- Linking with smart and innovative airports
- Connecting the new era of travellers with fastest emerging global cities

**Captain Thomas W. Hallam II,** CEO, **Somon Air**

**15.40**

Evolution or a revolution?
- Distributing rich data through NDC aggregators and GDSs
- Discovering the digital channel in the digital world
- Differentiating from competitors with a unique offering
- Battling with the LCCs in modern price bundling
- Blurring the lines between airline distribution and merchandising
- The future: travel retail disruptors and owned channels

**Yanik Hoyles,** Director – New Distribution Capability Program, **IATA**

On-demand: the key to an exceptional experience
- Ordering airport and inflight F&B, products and services from your seat
- Discovering new inflight innovations e.g. live chat, streaming, inflight games
- Ensuring effective usability for the multi device millennial
- Encouraging passenger engagement with a cross-functional system

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Launching new routes in new territories
- Overcoming the challenges in new regions
- Identifying future growth areas before market saturation
- Driving success through traveller demand and analytics
- Discovering in demand markets across the world e.g. religion, culture, sport etc.
- Building contingency plans

**Lt Gen Mollah Fazle Akbar,** CEO, **Regent Airways**

**LUXURY EXPERIENCES**

**16.00**

Rebutting the NDC initiative
- Suppressing the robust comparison shopping that GDSs facilitate
- Discussing the danger of personal, discriminatory pricing
- Encouraging upselling rather than cheap deal finding
- Balancing the burden of investing and building the technology

Discovering premium economy
- Making luxury affordable
- Diversifying from the traditional 3 classes of flying
- Increasing pitch as an added luxury
- Pulling passengers from economy class rather than business class
- Balancing luxury with costs to remain profitable

**Fatou Gueye,** Head of Product Economy & Premium Economy, **Air France**

Connecting the African continent
- Developing FSC capable airports across the continent
- Revitalising the continent's transport system
- Taking advantage of the young population in Africa with a dedicated airline strategy
- Partnering with FSC and airports alike

**Richard Kyereh,** Deputy Head, Commercial, **Africa World Airlines Limited**

**16.10**

NDC enabled airline retailing
- Developing a marketplace model
- Implementing effective payment solutions for successful retailing
- Discovering the impact of IATA one order on delivery systems

**George Khairallah,** President, **JR Technologies**

Flying on cloud nine with super first class
- Bridging the gap between private jets and first class
- Moving from 'suits' to 'apartments'
- Innovating with immersive in-flight environments
- Discovering the innovations e.g. SkyDeck, Family Suits
- Revolutionising aircrafts with incredible designs
- Creating luxury on the group
- Competing with

**Jagdish Sahra,** Senior Design Manager, **Virgin Atlantic**

**16.20** Networking break and the annual paper plane throwing competition

**THRIVING IN TURBULENT EMERGING MARKETS**

**17.00**

**KEYNOTE PANEL:** Asia: flying high in the newly crowned fastest growing region
- Exploring the booming LCC model in Asia, and the newly formed Value Alliance
- Capitalising on the growing Asian middle class wanting to travel
- Connecting the Middle East and Asia
- Learning from the Asian airline success
- Code sharing and forming alliances with the vast amount of airlines on the continent
- Overcoming the challenges with Asian hubs o Insufficient infrastructure o Airport congestion  o High jet fuel prices
- Discovering the room for increased competition, new airlines and ultra LCCs

**Bo Lingham,** Deputy CEO, **AirAsia**
**Patee Sarasin,** CEO, **Nok Air**

**17.20**

**KEYNOTE PANEL:** Taking off in India's aviation industry
- Driving India as the fastest growing aviation sector in the world
- Leading the surge towards becoming the largest market by 2030
- Ruling the Indian skies as a LCC vs a FSC
- Increasing competition, modernising airports and expanding technology innovation
- Tapping into the 97% of the population not flying
- Competing with other transport methods through cheap, efficient and well connected routes

**Amar Abrol,** CEO, **AirAsia India**
**Krishnamurthi Shyamsundar,** CEO, **Air India Express**

**17.40** Close of day one

**18.00** After-hours networking party

## THE INDUSTRY REVOLUTION

**09.00**

**KEYNOTE PANEL:** LCCs: shaping the future of low cost travel
- Doing what you do best: cut costs, increase revenue
- Discovering new methods of ancillary revenue to capture new customers
- Becoming a hybrid or remain a LCC?
- Looking to the future with low cost long haul travel
- Overcoming the challenges with digitisation
- Collaborating and forming alliances with other LCC

**Dag Skage,** CIO, **Norwegian**

**Oliver Wagner,** CCO, **Eurowings**

**Teoman Tosun,** CEO, **Onurair**

**Rohit Ramachandran,** CEO, **Jazeera Airways**

**09:30**

**KEYNOTE PANEL:** Alliances: the new aviation brand
- Overcoming the practical limitations on cross-border airline mergers
- Integrating airlines to offer the ultimate convenience for the traveler
- Synchronising schedules, gates, terminals etc. in a combined effort to streamline the customer experience
- Working with airports to create alliance specific terminals
- Building credibility through codeshares with equal and complimenting airlines
- Increasing route networks and FFPs
- Cost sharing through airport lounges, ground handling, marketing and maintenance
- Discovering 'equity alliances' and joint ventures as a replacement to traditional alliances

**Steven Greenway,** CEO, Reward-U & Deputy CEO, **U-Fly Alliance**

**Perry Cantarutti,** CEO, **SkyTeam**

**10.00**

**KEYNOTE:** Managing the threats in the digital age
- Developing an impenetrable cybersecurity system at 30,000 feet
- Combatting threats deriving from the multi-channel, millennial passenger
- Discussing the threat of a single connected platform inflight
- Containing the most precious information in a time of rising IFC
- Proactively developing systems to address security threats in the future

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**10.20**  Speed networking

**10.40**  Morning tea

**11.20**  Streams begin: attendees can visit any of the conferences below

## LCC CONGRESS

## AVIATION SHOW MENASA

| GROWTH MARKETS | DIGITAL MARKETING, RETAIL & LOYALTY | ROUTES & PARTNERSHIPS |
|---|---|---|

**11.20**

**PANEL:** Developing LCCs in MENA
- Competing with the luxury FSC in MENA
- Driving aviation in the hub of airline connectivity
- Discussing the potential for LCC routes between the ME and Africa
- Identifying airports in Africa to connect with
- ME: Europe's most eastern hub, Asia's most western hub
- Using the region to develop into growth markets

MODERATOR: **Nadine Itani,** Managing Partner, **Aviation Minds**

**Suresh Nair,** General Manager – India, Sri Lanka & Bangladesh, **Air Asia**

**Patrick Murphy,** Executive Advisor, **Peach Aviation**

**Satyendra Pandey,** General Manager, Strategy & Planning, **Go Air**

**PANEL:** Together better: Collaborating to become exceptional retailers
- Combining the data collected by airlines and airports to know more
- Creating new retail streams through collaboration
- Finding a balance between revenue streams and flight restrictions
- Increasing passenger spend across their journey
- Looking to the ecosystem

**Anni Ahnger,** Head of Ancillary Sales, **Finnair**

**Suren Gunatillake,** Head of Platforms & Third Party Channels, **Cathay Pacific**

**Jiri Marek,** Vice President Alliances & Ancillary, **Alitalia**

**CASE STUDY:** Nile Air: Developing private airlines in MENA
- Overcoming the private airline challenges
- Competing with flag carriers effectively
- Discovering hybrid models to capture the traveller population
- Building partnerships and new routes
- Increasing market share in a hypercompetitive industry

**Ahmed Aly,** CEO, **Nile Air**

**11.40**

**CASE STUDY:** Connecting Africa
- Developing infrastructure in the growing economy
- Overcoming the challenges of jet fuel, currency depreciation and foreign competition
- Building partnerships for innovation in African aviation
- Identifying future plans for long term success
- Combatting the difficult regulatory framework in Africa

**Edgardo Badiali,** CEO, **Libyan Wings**

Reinventing loyalty programmes
- Offering exclusive, personalised experiences as an alternative to air miles
  - Destination services
  - Trips and experience
- Driving loyalty through smart devices
- Offering a more attractive program to the disloyal millennials

**Steven Greenway,** CEO, Reward-U & Deputy CEO, **U-Fly Alliance**

Alliances: outdated?
- Discussing the advantages and disadvantages of alliances
- Equity alliances and joint ventures: the new way to do things?
- Have alliances reached their peak?

**Axel Reissman,** Director Alliances & Revenue, **SkyWork Airlines**

**12.00**

**CASE STUDY:** Asia: the golden opportunity for LCCs
- Understanding the exponential growth of LCCs in Asia
- Identifying the decreasing importance of FSC in the region
- Discovering the middle class millennial opportunity in Asia
- Identifying the North as the growth region of Asia

**Zahid Mahmood,** CEO, **Himalaya Airlines**

Modernising aviation marketing with digitisation
- Attracting the 3.5 billion people connected to the internet
- Connecting to the 60% of the world still offline
- Building a 360 degree view of each customer
- Embracing new channels in content marketing
  - Viral videos
  - Device app
  - AR & VR
- Building brand loyalty and promoting new routes

**Saida Najiollah,** VP Marketing, **Royal Air Maroc**

Ultra-long haul: the new era
- Balancing passenger conform with convenience
- No longer engine endurance but passenger endurance
- Developing new routes, new regions and new partnerships
- Debating the benefits of ultra-long haul

**12.10**

### Developing partnerships and effective infrastructure in growth markets
- Building relationships between LCCs and FSC across growth markets
- Developing the infrastructure required in emerging markets
- Dealing with cyber-security risks in less developed regions

*Reserved for sponsor*

### Driving retail through customer interaction and personalisation
- Becoming a genuine retailer with extensive customer knowledge
- Leveraging data analytics and web optimisation
- Deconstructing legacy data batches to offer specific, customised products
- Minimising travel inconvenience through data integration and personalised servicing

**Kurt Suter,** Manager, Personalization Programs, **Swiss International Air Lines**

### Managing code shares effectively
- Efficiently managing codeshare flights and marketing
- Maximising revenue with combined systems
- Overcoming passenger connection problems
- Identifying potential new codeshare relationships

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## ROUNDTABLES

**12.20**

**1** Revolutionising customer experience with effective **partnerships**
**Arnaud Delbary,** Regional Director, **Rentalcars Connect**

**2** Discovering dynamic **ancillary revenue** offerings in the hyper-competitive industry
**Dinesh Hapuarachchi,** Manager RM & Distribution, **Air Djibouti**

**3** Developing new effective **routes** across MENASA

**4** Innovating with unique **inflight experiences** and luxury travel

**5** Utilising **data analytics** throughout your infrastructure

**6** NDC: help or hindrance?

**7** Building a future proof **IT infrastructure** for the future airport

**8** Engaging with millennials through **digital marketing** and **KYC** systems

**13.00** Networking lunch

| BUSINESS MODELS | IT INFRASTRUCTURE & CYBER SECURITY | IFE & CONNECTIVITY |

**14.20**

### PANEL: Revolutionising the short haul market with low cost strategies
- Focusing on revenue management, ancillaries, multichannel and partnerships
- Driving down airline costs with dedicated business and operational practices
- Utlising a single young fleet to reach secondary, lower cost airports

**Bharath Mahadevan,** India Head, **Scoot**

**Clayton Ulisses Begido,** Head of Revenue Management, **Salam Air**

### Digitising and mobilising the industry
- Updating legacy systems to innovate in the future
- Looking at how IT can connect the entire enterprise
- Building on global standards
- Digitising for operational efficiency
- Accessing elastic IT infrastructure

**Daryoush Niknam,** ICT Director General, **IranAir**

**Greg Johnson,** CTO, **OneSky**

**Axel Reissman,** Director Alliances & Revenue, **SkyWork Airlines**

### Connectivity: the road to exceptional in-flight experience
- Connecting customers to the plane services
- Developing mobile synchronisation and pairing
- Engaging with the device explosion to increase available content
  - "Bring your own" content
  - Amazon prime
  - Netflix
- Building the IFE journey

**Kamal Hingorani,** SVP & Head of InFlight Services & Customer Experience, **SpiceJet**

**14.40**

### Connecting small airports with small aircrafts
- Taking advantage of the narrow body aircraft with small airport destinations
- Building relationships and terminals alongside smaller airports
- Attracting airlines to unconnected regions

**Nazneen Patel,** General Manager, **Go Air**

### Gulf Air case study: Soaring into the cloud with a hybrid cloud
- Virtualising the IT datacenters
- Looking towards IaaS and PaaS with SDS architecture
- Building a hybrid brand for service excellence
- Looking at the cloudscape challenges and security concerns

**Dr. Jassim Haji,** Director of Information Technology, **Gulf Air**

### Discovering the technological developments in IFE
- Offering high-spec entertainment throughout the journey
- Building scalable and portable onboard networks
- Looking to the future with tech advancements
  - In-flight travel planner
  - Device to screen application
  - VR & AR
- Building the IFE journey

| SOCIAL MEDIA |

**15.00**

### No frills? Full service? Meet the hybrid carrier
- Integrating technology to travel long haul
- Dynamic re-bundling to entice business travelers
- Changing the status quo with new seating arrangements
- Driving ancillary revenue through food, beverage, IFE etc.
- Engaging with a new customer base

### Securing masses of IoT generated data
- Discovering the new threat of payment robotics e.g. Alexa, Echo
- Balancing ease of payment with security
- Embracing biometric devices with a secure platform
- Securing onboard smart devices and connectivity
- Collecting data onboard and on the ground with a protected ledger

### Social media: A helping hand or slippery slope?
- Looking towards the most influential marketing tool available today
- Balancing heavy social media interaction with careful strategies to retain brand image
- Realising the endless Possibilities with social media investment
- Securing social media platforms

**15.10**

### Revolutionising the LCC business model
- Rebuilding the business model and ethos based on new technology and digitisation
- Transforming into a digital low cost airline
- Wowing customers with low cost and innovative technology

*Reserved for sponsor*

### Remaining above the clouds with aircraft electronic flight folders
- Maintaining flight logs in real time
- Efficiently managing airline documentation, announcements and flight briefing
- Developing an automated check-in
- Providing real time briefing information to cabin crew and pilots
- Managing airport disruptions through operational optimisation

**Talal Ben Halim,** Managing Director & Partner, **Acacus Technologies**

### Engaging with millennials
- Reestablishing relationships through Facebook, Twitter, Snapchat and Instagram
- Creating an authentic brand image
- Interacting with your customer base
- Offering current news and event information via social channels
- Using social media as a brand building platform

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**INTERESTED IN SPEAKING AT THE AVIATION SHOW MENASA 2017?**
Contact **Joe Worthington** at **joe.worthington@terrapinn.com** or call **+ 971 4 440 2560**

| | PARTNERSHIPS & DISTRIBUTION | DISRUPTION & FAILURE | HUMAN CAPITAL |
|---|---|---|---|

**15.20**

### Discovering the importance LCC alliances

- Discussing introduction of the U-Fly and Value Alliance
- Improving customer experience with collaborated booking, ancillary revenue, codesharing and FFPs
- Reaching new destinations with airline and airport partnerships
- Covering more regions with a bigger fleet

### PANEL: Discussing the importance of disruption management

- Utlising each arm of the airline to meet customer expectation
- Using digital channels to reach out to all passengers
- Social media as a key customer contact method
- Overcoming disruption with preparation, impact and recovery
- Redefining disruption management with predictive and proactive strategies

**Chadi Abou Daher,** Director Customer Services, **Middle East Airlines – Air Liban (MEA)**

**Deepu Cyriac,** Country Manager UAE, Kuwait, Qatar & Oman, **Air Canada**

### Solving the talent gap

- Discovering the new skills required in an era of technology and digitisation
- Tapping into talent pools and developing in house education
- Collaborating recruitment and training to ensure ROI
- Discussing the new ideas to overcome the talent gap within the aviation industry

**Raheel Ahmed,** Chief HR Officer, **Pakistan International Airlines**

**15.40**

### Looking towards GDS

- Offering more and more ancillaries
- Developing relationships to expand your network
- Connecting GDS to airline API

***Reserved for sponsor***

### Approaching disruption with a customer centric strategy

- KYC when it comes to disruption
- Treating each passenger as having different interests and priorities
- Handling passengers priorities first
- Saving the airlines reputation with small changes to disruption management

**Tim Branton,** Business Development Director, **iCoupon**

### Pilot shortage: recruiting in the shrinking pool of future pilots

- Identifying and attracting the best individuals
- Looking towards the tech savvy millennials as the future of the airline
- Building the respectable image of a pilot once again with increased salaries and more benefits
- Investing in training facilities and programs

**Joaquim Gonsalves,** Head of HR, **Bassaka Air**

**16.00**

### KEYNOTE PANEL: The start-up challenge

*Join us as we test CXOs from all corners of the board on their role, best practices and experiences in building a successful airline from scratch*

**Kazi Rahman,** Founder & CEO, **Firnas**

**Ravinder Singh,** Chief Information & Innovation Officer, **Air Vistara**

**Alex Nwuba,** CEO, **Go Smile Air**

**16.30**  Networking break

**17.00**  End of conference day two

# THE HOTTEST ROUTES AND REGIONS

## Middle East, North & East Africa, Central & South Asia

**Emirates**
COUNTRY: UAE
FLEET: 257
DESTINATIONS: 150+

**flynas**
COUNTRY: Saudi Arabia
FLEET: 31
DESTINATIONS: 33

**IndiGo**
COUNTRY: India
FLEET: 109
DESTINATIONS: 39

**Kenya Airways**
COUNTRY: Kenya
FLEET: 36
DESTINATIONS: 49

**Etihad**
COUNTRY: UAE
FLEET: 126
DESTINATIONS: 114

**Flyadeal**
COUNTRY: Saudi Arabia
FLEET: New airline
(est. 20-50 by 2020)
DESTINATIONS: New airline

**SpiceJet**
COUNTRY: India
FLEET: 40
DESTINATIONS: 55

**Air Algérie**
COUNTRY: Algeria
FLEET: 52
DESTINATIONS: 69

**Air Arabia**
COUNTRY: UAE
FLEET: 38
DESTINATIONS: 122

**SaudiGulf Airlines**
COUNTRY: Saudi Arabia
FLEET: 3
DESTINATIONS: 3

**GoAir**
COUNTRY: India
FLEET: 20
DESTINATIONS: 22

**EgyptAir**
COUNTRY: Egypt
FLEET: 60
DESTINATIONS: 69

**flydubai**
COUNTRY: UAE
FLEET: 57
DESTINATIONS: 120

**Kuwait Airways**
COUNTRY: Kuwait
FLEET: 27
DESTINATIONS: 40

**Air India Express**
COUNTRY: India
FLEET: 20
DESTINATIONS: 26

**Royal Air Maroc**
COUNTRY: Morocco
FLEET: 53
DESTINATIONS: 80

**Gulf Air**
COUNTRY: Bahrain
FLEET: 28
DESTINATIONS: 39

**Jazeera Airways**
COUNTRY: Kuwait
FLEET: 7
DESTINATIONS: 19

**Turkish Airlines**
COUNTRY: Turkey
FLEET: 294
DESTINATIONS: 265

**Safi Airways**
COUNTRY: Afghanistan
FLEET: 4
DESTINATIONS: 9

**Tajik Air**
COUNTRY: Tajikistan
FLEET: 35 (5 operational)
DESTINATIONS: 19

**Novoair**
COUNTRY: Bangladesh
FLEET: 6
DESTINATIONS: 8

**AirAsia India**
COUNTRY: India
FLEET: 6
DESTINATIONS: 10

**Tunisair**
COUNTRY: Tunisia
FLEET: 29
DESTINATIONS: 101

**Royal Jordanian Airlines**
COUNTRY: Jordan
FLEET: 26
DESTINATIONS: 56

**Middle East Airlines**
COUNTRY: Lebanon
FLEET: 20
DESTINATIONS: 31

**Pegasus Airlines**
COUNTRY: Turkey
FLEET: 79
DESTINATIONS: 99

**Air Astana**
COUNTRY: Kazakhstan
FLEET: 30
DESTINATIONS: 44

**Somon Air**
COUNTRY: Tajikistan
FLEET: 6
DESTINATIONS: 20

**US-Bangla Airlines**
COUNTRY: Bangladesh
FLEET: 3
DESTINATIONS: 8

**Pakistan International Airlines**
COUNTRY: Pakistan
FLEET: 43
DESTINATIONS: 50+

**Sudan Airways**
COUNTRY: Sudan
FLEET: 5
DESTINATIONS: 15

**Saudi Arabian Airlines**
COUNTRY: Saudi Arabia
FLEET: 171
DESTINATIONS: 92

**Oman Air**
COUNTRY: Oman
FLEET: 50
DESTINATIONS: 53

**Iran Air**
COUNTRY: Iran
FLEET: 40
DESTINATIONS: 60

**Scat Airlines**
COUNTRY: Kazakhstan
FLEET: 18
DESTINATIONS: 33

**Turkmenistan Airlines**
COUNTRY: Turkmenistan
FLEET: 23
DESTINATIONS: 15

**Regent Airways**
COUNTRY: Bangladesh
FLEET: 5
DESTINATIONS: 9

**Shaheen Air**
COUNTRY: Pakistan
FLEET: 24
DESTINATIONS: 20

**Biman Bangladesh Airlines**
COUNTRY: Bangladesh
FLEET: 14
DESTINATIONS: 520

**Arania Afghan Airlines**
COUNTRY: Afghanistan
FLEET: 4
DESTINATIONS: 11

**Airmanas**
COUNTRY: Kyrgyzstan
FLEET: 3
DESTINATIONS: 6

**Iraqi Airways**
COUNTRY: Iraq
FLEET: 31
DESTINATIONS: 38

**Air Kyrgyzstan**
COUNTRY: Kyrgyzstan
FLEET: 2
DESTINATIONS: 13

**Uzbekistan Airways**
COUNTRY: Uzbekistan
FLEET: 25
DESTINATIONS: 54+

**Air India**
COUNTRY: India
FLEET: 118
DESTINATIONS: 84

**Ethiopian Airlines**
COUNTRY: Ethiopia
FLEET: 76
DESTINATIONS: 85+

**Jet Airways**
COUNTRY: India
FLEET: 116
DESTINATIONS: 68
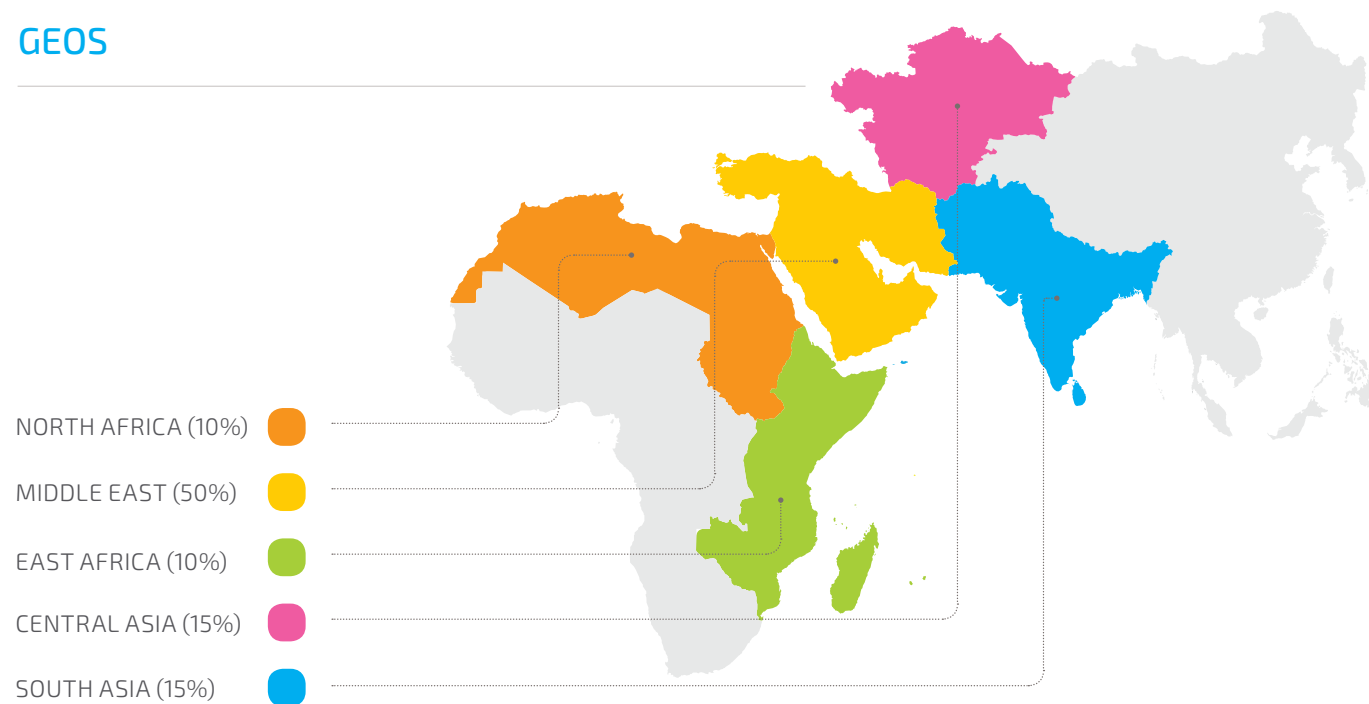
# WHO ATTENDS

**100 SPEAKERS**

**60 EXHIBITORS**

**300 AIRLINES**

**30 AIRPORTS**

## GEOS

- NORTH AFRICA (10%)
- MIDDLE EAST (50%)
- EAST AFRICA (10%)
- CENTRAL ASIA (15%)
- SOUTH ASIA (15%)

## JOB TITLES

- CEO/CHAIRMAN/MANAGING DIRECTOR
- CHIEF COMMERCIAL OFFICER
- CHIEF INFORMATION OFFICER
- CHIEF TECHNOLOGY OFFICER
- CHIEF OPERATING OFFICER
- VICE PRESIDENT SALES & MARKETING
- VICE PRESIDENT OF CORPORATE STRATEGY

- VICE PRESIDENT OF CUSTOMER EXPERIENCE
- VICE PRESIDENT DISTRIBUTION/ E-COMMERCE
- SALES & MARKETING DIRECTORS
- HEADS OF ANCILLARY REVENUE
- HEADS OF REVENUE MANAGEMENT
- VICE PRESIDENT OF INFLIGHT SERVICES

- HEADS OF ROUTE/NETWORK DEVELOPMENT
- HEADS OF STRATEGIC PLANNING
- CFO/ FINANCE DIRECTOR
- HEADS OF ONBOARD SALES
- HEADS OF RETAIL OPERATIONS
- HEADS OF LOYALTY

# AIRLINES THAT ATTEND

Sponsor the show to get exclusive access to our networking team.
Contact David Dooley at **david.dooley@terrapinn.com** or call **+ 971 4 440 2510**

# TESTIMONIALS

"Excellent and very specific to aviation industry event. It was a fantastic opportunity to speak and learn from the industry experts"
**Praful Thummar,** AVP IT, **Jazeera Airways**

"The Aviation Show 2016 was a great experience for us, the subjects covered were varied are well executed. We'll be back next year."
**Abdul Nasar,** Airport Station Manager, **Royal Brunei**

"Excellent networking venue. Very well organized. "
**Marwan Atalla,** Client Executive Officer, **Ayla Aviation Academy**

"Was very well organized and focused on the various key subjects covered. The speakers from major airlines were excellent."
**Suresh Nair,** General Manager - India, Sri Lanka and Bangladesh, **AirAsia Berhad**

"Incredibly well organized; great venue; interesting speakers; very professionally managed – the kind of event an industry can focus on each year"
**Dominic Nessi,** Deputy Director & Chief Information Officer, **Los Angeles World Airports**

"I got to meet carriers from the areas that really matter to me. The attendance from CEOs, CCOs and real decision makers made it more worthwhile."
**Dean Wicks,** Chief Flights Officer, **Wego.com**

"It is a great opportunity to meet all the key airlines from the region in one place. Sponsoring the event also gives us good exposure and the organisers help us with setting up meetings with our key targets."
**David Fedarb,** Regional Head of Travel Insurance, Eurasia, **ACE Travel Insurance**

"Perfect platform to address the issues, network, exchange ideas, learn about the latest trends, explore the new vistas and to meet and interact with the experts"
**Amir Miraj,** Airport Manager, **Go Airlines**

# NETWORKING

**We don't leave networking to chance.**

No other aviation event creates a show entirely around making sure you meet the right people to grow your business. We attract the most senior airline and airport executives from across the Middle East, North & East Africa, Central & South Asia and we have built hours of networking into the agenda.

**ROUNDTABLES**
Where else can you sit down with senior airline and airport executives from across the region? These interactive sessions are designed to introduce the new techniques and technologies being implemented to transform the aviation industry.

**SPEED NETWORKING**
With hundreds of potential customers to meet, this is your chance to network with everyone in the room. Quick, efficient and fun, speed networking is a great opportunity to establish valuable relationships in a crowd of potential customers.

**NETWORKING PLATFORM**
Take control of your time at the show by proactively contacting fellow attendees and arranging meetings in advance with our mobile platform. With an inbuilt matchmaking feature, it's easier than ever to find who you need to meet at the show and pre-arrange those vital meetings.

**WORK HARD, PLAY HARD**
Networking doesn't always have to be business as usual. Join us for an exclusive evening of **cocktails and canapés** to mingle with your industry peers from across the region whilst battling it out in The Aviation Show quiz.

Or how about showing off your childhood talent for paper airplanes? Join the competition to win prizes for the furthest glide.

**"THE FESTIVAL WAS A GREAT PLACE TO NETWORK, DISCUSS THE LATEST CHALLENGES AS WELL AS THE BIGGEST OPPORTUNITIES AFFECTING AVIATION BUSINESS"**

**Stephen Mburu,** Schedules Production Manager, **flydubai**

**DO YOU QUALIFY FOR THE AIRLINE/ AIRPORT VIP PROGRAM?**
Call Andrew Shoesmith on **+971 (0) 4440 2522** or email **andrew.shoesmith@terrapinn.com**

# WHY SPONSOR

- You see the opportunity in the region and the growth of the market
- Your sales force is in need of high quality, decision making leads
- You need to educate prospects about the possibilities created by your product or service
- You want to motivate senior business executives to grow their investment in technology and services

### THOUGHT LEADERSHIP PRESENTATIONS
Deliver your message as a thought leader on a chosen topic to a room with hundreds of senior airline and airport executives.

### CASE STUDY PRESENTATIONS
Showcase your best customer case study to establish awareness and viability to a room full of prospects.

### ROUNDTABLES
Host a roundtable of up to 15 industry professionals around a key topic. The format is a powerful platform to meet qualified, self-selected attendees to debate a problem they have, that you can solve.

### PANEL DISCUSSIONS
Join your clients and prospects in key panel discussions highlighting challenges and innovative solutions.
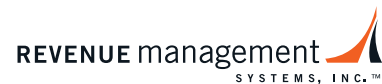
### BRANDING
We are already marketing the event. The sooner you join, the more exposure you will get, via our website and other digital channels, print media and online community.

### LEAD GENERATION
This is a digital inbound marketing program that uses social marketing and CRM to create awareness for your product or services. It allows you to generate leads that you can add to your sales pipeline.

## SPONSORS

ACACUS TECHNOLOGIES · TATA COMMUNICATIONS · wego · JR Technologies the right tools for travel distribution

REVENUE management SYSTEMS, INC.™ · Rentalcars connect powered by Rentalcars.com · iCOUPON · CHUBB

## EXHIBITORS

clarus llc IN-FLIGHT VOICE/DATA CONVERGENCE SOLUTIONS · eezeetags · FL/GHTKEYS · Kiu Airline Solutions Suite

match byte · SIGMO · IT services sirena travel · zone ADVANCED PROTECTION SYSTEMS

# WHO SPONSORS EACH BRAND

## 5 BRANDS, 1 PLATFORM

See a sample of the types of industry players that sponsor the Aviation Show MENASA.

### WORLD LOW COST AIRLINES CONGRESS

- Aircraft & Engine Manufacturers
- Airports
- Regional Development Authorities
- Revenue Management Systems
- Reservation Platforms

### AVIATION IT SHOW

- Cloud, Storage
- Infrastructure
- ERP
- BPO
- Communication Systems
- Network Infrastructure
- Big Data
- Analytics

### AIRXPERIENCE

- IFE & Connectivity
- Mobile Solutions Providers
- Self-service Kiosks
- Baggage Handling
- Check-in Systems
- Digital Signage
- Consultants
- Mobile apps
- Loyalty & CRM

### AVIATION MARKETING

- Branding and advertising agencies
- Digital marketing consultants
- Big data & analytics technology providers
- Customer experience agencies
- Loyalty, branding & CRM companies
- Mobile technology providers
- Marketing consultants
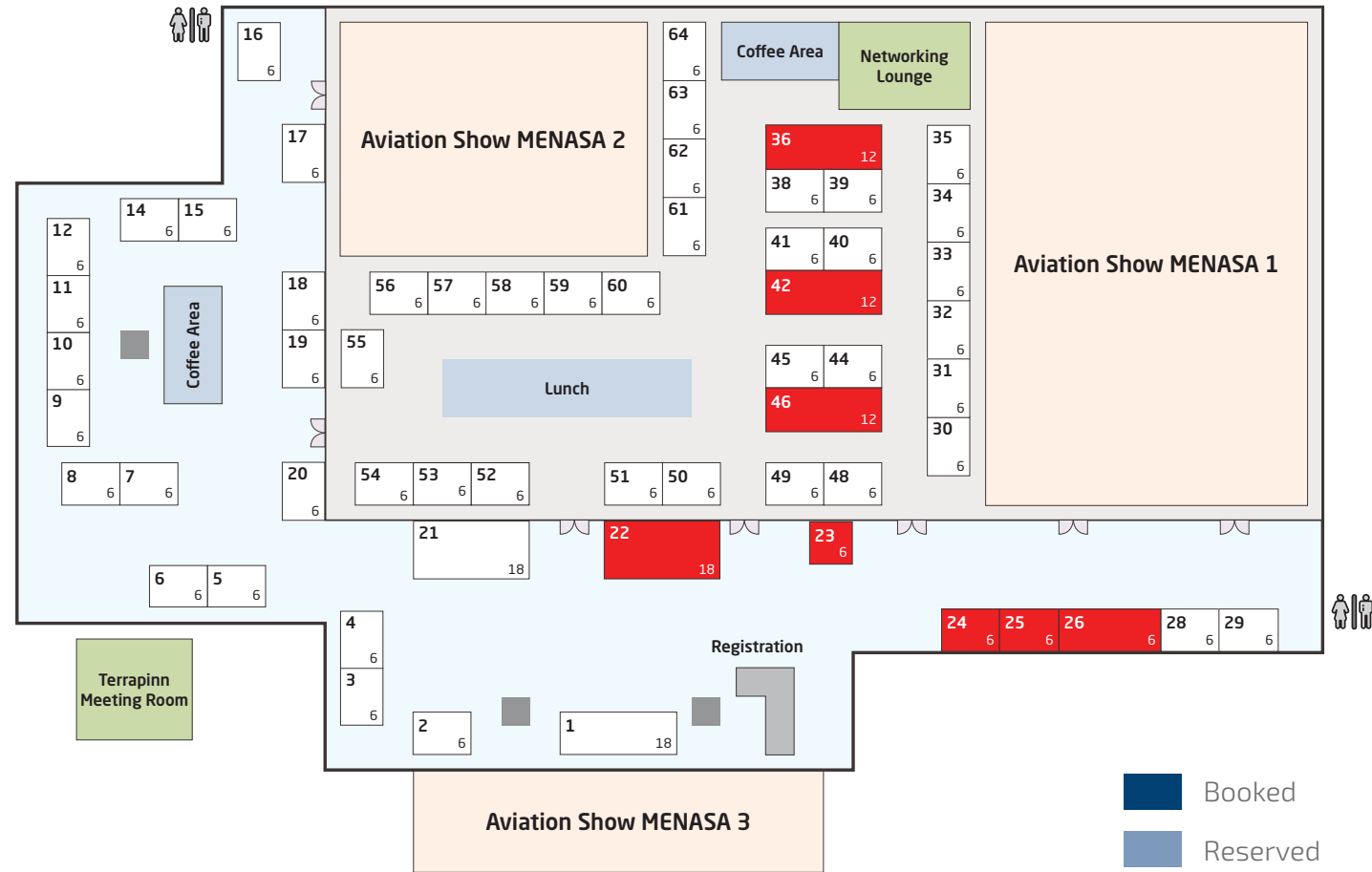
### AIRPORT T.EX MENASA

- Biometrics systems providers
- Technology and IT
- Baggage Screening Technology
- Airport Security
- Kiosks and digital signage
- Communication systems
- Traffic management solutions
- Passenger handling and management

# 2017 EVENT LAYOUT



**Booked**
**Reserved**

## TOP SPONSORS TAKE PART IN THE WHOLE EVENT

### THOUGHT LEADERSHIP PRESENTATIONS
Deliver your message as a thought leader on a chosen topic to a room of up to 600 senior airline executives.

### CASE STUDY PRESENTATIONS
Showcase your best customer case study to establish awareness and viability to a room full of prospects.

### BRANDING
This event is already being marketed by us. The sooner you join the more exposure you will get, via our website and other digital channels, print media and online community.

### PANEL DISCUSSIONS
Join airline and airport executives on key panel discussions.

### ROUNDTABLES
Host a roundtable of up to 15 industry professionals around a key topic. The format is a really powerful forum to meet qualified, self-selected attendees to debate a problem they have, that you can solve.

### WORKSHOPS
Host an exclusive workshop of up to 30 airline attendees on a topic chosen by you.

# SPONSORSHIP & EXHIBITION PACKAGES

| Benefits | Title | Platinum | Gold | Silver | Hospitality | Lanyard | Exhibitor |
|---|---|---|---|---|---|---|---|
| Opening welcoming address | 1 | | | | | | |
| keynote presentation | 1 | 1 | | | | | |
| conference presentation | | | 1 | | | | |
| Hosted rountable | 2 | 2 | 1 | 1 | | | |
| Workshop | 1 | | | | | | |
| Complimentary delegate passes | 10 | 8 | 6 | 4 | 3 | 3 | |
| Client delegate passes | 10 | 8 | 6 | 4 | 3 | 3 | |
| Exclusive networking function | 1 | | | | 1 | | |
| Exhibitor space | 18m² | 12m² | 9m² | 6m² | 6m² | 6m² | 6m² |
| Logo on event brochure | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | |
| Exclusive lanyard branding | | | | | | 🗁 | |
| Logo and profile on website | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Seat drop in conference room | ✓ | ✓ | | | | | |
| Logo on email blasts | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | |
| Logo on signage | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | |
| Access to networking platform | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Assistanve by networking manager | ✓ | ✓ | ✓ | | | | |
| Access to speed networking | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | |
| Guaranteed meetings | 10 | 8 | 6 | | | | |
| | 100,000USD | 60,000USD | 40,000USD | 25,000USD | 20,000USD | 15,000USD | 10,000USD |

# BOOK YOUR DELEGATE PASS TODAY!

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Our online calculator will ensure you get the best deal - bring your team to save even more.

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## AIRLINES COME FOR FREE

If you work are eligible for a complimentary airline pass then lease get in touch with **Andrew Shoesmith** at **Andrew.shoesmith@terrapinn.com** or call **+971 4 440 2522**

| 2 DAY CONFERENCE PASS + LUNCH & REFRESHMENTS + NETWORKING | | |
|---|---|---|
| | 1-2 PASSES - PRICE PER DELEGATE | 3-5 PASSES - PRICE PER DELEGATE |
| BEFORE 8 SEPTEMBER | $1,745 | $1,180 |
| BEFORE 20 OCTOBER | $2,495 | $1,685 |
| BEFORE 10 NOVEMBER | $2,620 | $1,770 |
| FINAL PRICE | $2,745 | $1,855 |

Contact **Prima Castelino** on **+971 4 440 2535** or **prima.castelino@terrapinn.com** to book your conference passes now!

## SPONSORS AND EXHIBITORS