

The Mega Event: FFP/ARAC Conferences
(21), 22, 23 October, Los Angeles (Huntington Beach)
Organized by: AIRLINE INFORMATION

Wednesday, 21 October

13.00 - 17.00

Optional Pre-Conference Workshop

Presented by ICLP - the global loyalty agency

Maximising the value of FFPs and FGPs in the new age of driving ancillary revenue and

loyalty

Facilitated by: *Stuart Evans, GM for UK and Europe, ICLP*

17.00 - 20.00

Cocktails & Dinner with Jay Sorensen

Sponsored by ezRez

20.00 - 23.00

Meet & Greet: Networking & Informal Opening Gathering of Delegates at Pete's Surf City Bar - Show your conference badge and get \$5 beers at anytime!" (in Hyatt Hotel conference venue).

Track 1: FFP Conference

Loyalty Marketing

Day 1: Thursday, 22 October

07.45 - 08.50

Check-in & Networking – Coffee served

Sponsored by: Just in Case

08.50 - 09.00

Chairman's Opening Remarks:

- *Michael Smith, Managing Director, SeaMountain*

09.00 - 09.25

Keynote: Personalized merchandising: where loyalty programs and optional services intersect.

- *Cory Garner, Director of Merchandising Strategy, American Airlines*

09.25 - 09.50

Keynote: Do airlines and travel providers really need a loyalty program?

- *David Canty, Director Loyalty and Partnership Marketing, JetBlue Airways*

- *Paul Walczyk, Senior Vice President, Client Services – Carlson Marketing*

09.50 - 10.15

Keynote: Loyalty program spin-off: The Aeroplan Story Chapter 2 Five years on, what are the lessons for the industry from Aeroplan's ground-breaking spin-off?

- *Craig Landry, Senior Vice President, Partnerships and Rewards, Aeroplan*

10.15 - 10.40

Keynote: Case Study: A Different Perspective: How non-travel related companies are using unique customer insights to drive loyalty and profitability

- *Simon Hay, CEO, Dunhumbly*

10.40 - 11.00

Coffee Break & Networking >>

Sponsored by: ezRez

Wednesday, 21 October

12.50 - 17.00

Ancillary Workshop -

Onboard Revenue Development & Technology

Facilitated by: *Allan Carson,*

Managing Director, PGS

Track 2: ARAC

Ancillary Revenue Airline Conference

Day 1: Thursday, 22 October

08.50 - 09.00

Chairman's Opening Remarks:

- *Stewart Wallace, Director Tiralis Global & Director, Loyalty Plus*

09.00 - 09.25

Keynote: A-Z of introducing a-la-carte fees and ancillary revenue streams into a traditional airline environment: From obtaining employee and customer buy-in to incorporating them into your accounting and revenue management.

- *Maria Walter, Director of Merchandising, United Airlines*

09.25 - 09.50

Keynote: Exploiting new media and the internet to create a better, interactive, ancillary revenue strategy

- *Freddie Laker, Director, Digital Strategy, Sapient*

09.50 - 10.15

Keynote: Show me the money! What are the key metrics and KPI's for your ancillary revenue strategy?

- *Jay Sorensen, President, IdeaWorks*

10.15 - 10.40

Keynote: Using ancillaries to enhance your brand as well as being a source of income

- *Mike Messeroff, Manager, Business Development, JetBlue*

POD I: Economic Stimulus

11.00 - 11.25

Customer Analytics and mastering unobtrusive customer intelligence gathering

- *Freek-van Essen, Head of Database Marketing, Flying Blue, Air France-KLM*

11.25 - 11.50

Currency Value: What's the value of a mile?

Weighing internal calculations against your published retail value for top-offs and transfers.

- *Scott K. Brandt, Strategy Consultant and Managing Partner, Manta Aviation Insight*

11.50 - 12.15

FFP Fraud: With fraud rates increasing due to the economic downturn, what can airlines do to combat FFP fraud?

- *Mukund Srinivasan, Business Finance Manager Emirates Group IT, Emirates Airline*

12.15 - 12.40

Co-branded Credit Cards: Reconfiguring your card relationships to enhance control and profit – Qantas case study

- *Lance Blockley, Global Managing Director, Edgar, Dunn & Company*

12.40 - 14.00

Group Lunch & Networking >>

Sponsored by: Air Meals

POD II: Loyalty Management Technology

14.00 - 14.25

Airline Case Study: new ways of technology implementation.

Whether implementing new loyalty systems or updating existing airline systems, a new methodology can deliver more quickly and cost effectively

- *Tal Shalit, Director, Systems & Product Development, Porter Airlines*

14.25 - 15.40

Panel Discussion: Loyalty System showdown, what are programs demanding and how are systems handling customer centric integration and emerging social networking initiatives?

- *Moderator: Martin Wassborn, Manager Consumer Insight, SAS*

- *Marcin Kosciak, Director Loyalty Programmes Consulting, Comarch*

- *Hakan Unlu, System Development Director, Hitit*

- *Rob Thorne, Consultant, IBS*

- *Patrick Grubbs, Senior Director, Travel Industry, Oracle*

- *Len Lubbe, CEO, LoyaltyPlus*

- *Al Toll, RI Executive Vice President, Amadeus*

15.40 - 16.10

Coffee Break & Networking >>

Sponsored by: Points.com

POD I: Ancillary Revenue Strategy

11.00 - 11.25

A new airline business model? Has ancillary revenue and more importantly ancillary profits, revolutionized forever how airlines have and will do business?

- *Ratan Ratnakar, Vice-President Revenue Optimisation, Kingfisher Airlines*

11.25 - 11.50

Case Study: Maximizing ancillary revenue from existing ancillary activities: Airlines have quickly added ancillary programs due to recent economic conditions, but how can they now be rationalized for maximum revenue?

- *John Swanciger, SVP Marketing and Business Development, EzRez*

- *Cory Garner, Director of Merchandising, American Airlines*

11.50 - 12.15

A Lesson from FareCompare about the Impact of Social Media on Fare Wars and Transparency - the Ultimate Resource for Ancillary Revenue.

- *Rick Seaney, Co-founder, FareCompare*

12.15 - 12.40

Sustainability: How sustainable is your ancillary revenue strategy-planning for tomorrow.

- *Raphael Bejar, CEO, Air Savings*

POD II: Ancillary Revenue & Loyalty: A marriage made in heaven?

14.00 - 14.25

Loyalty & CRM: Using loyalty and CRM infrastructure to support ancillary revenues

- *Brett Billick, Director CRM, Virgin America*

14.25 - 14.50

Customer Impact: Is it worth treating loyal customers differently in terms of fees and ancillary product offerings to price sensitive ones?

- *Georgia-Lee Cleland, Ancillary Revenue Manager, EuroStar*

14.50 - 15.15

Innovative ways to achieve greater return on passengers by adding value to their lives

- *Janet Titterton, Business Planning Director, Collinson Latitude*

- *Dan McKone, Partner, L.E.K Consulting*

15.15 - 15.40

Lessons from the Cruise Industry - maximizing the vacation experience to drive repeat business

- *John Chernesky, Director, Passenger Programs, Princess Cruises*

16.10 - 17.30

Panel Discussion: Loyalty-driven barter trading platforms and marketplaces.

Should loyalty programs fight or embrace this growing phenomenon?

- Moderator: Roger Williams, Managing Partner, Airline Information

- Brad Ball, President & CEO, LoyaltyMatch

- Chris Barnard, President, Points.com

- Martin Wassborn, Manager Consumer Insight, SAS

16.10 - 17.30

Panel Discussion: Today it's called ancillary revenue. Tomorrow will it just be revenue?

Moderator: Bill Brunger

- Bobby Healy, CTO, CarTrawler

- Allan Carson, DigEcorp

- Beth Godlin, Executive Vice President, Chief Sales and Marketing Officer, Mondial Assistance

- Maria Walter, Director of Merchandising, United Airlines

17.30 - 19.00

The Official Ai Networking Cocktail >>>

Sponsored by: Comarch

FFP, Day 2: Friday, 23 October

09.00 - 09.10

Chairman's Opening Remarks:

- John Bartold, Contributing Editor, COLLOQUY & VP Loyalty Solutions, Epsilon

POD III: Analytics & CRM

09.10 - 09.35

Ancillary Revenue: Using loyalty-driven customer-centric processing to deliver up and cross-selling

- Anisuddin Muhammed, Project Manager Information Services, Emirates

09.35 - 10.00

What systems and support are needed to use data generated by analytics and CRM effectively?

- John Lambe, CTO, OpenJaw

10.00 - 10.25

Social Networking: Case Study: Using social and emotional marketing to monetize your program.

- Martin Stoll, CEO & President, GoSeeTell Network

- Michael Betteridge, Manager, Retail & Partnership Marketing, Virgin America

10.25 - 10.50

CRM-light: Listening to your customers- what are customers saying about loyalty programs?

- Tim Winship, Editor-at-Large, SmarterTravel.com

ARAC, Day 2: Friday, 23 October

09.00 - 09.10

Chairman's Opening Remarks:

- Stewart Wallace, Director Tiralis Global & Director, Loyalty Plus

POD III: Ancillary Revenue- the Technology

09.10 - 09.35

Distribution: The distribution implications of fare families and a la carte fees.

Can technology drive transparency for the customer?

- Kyle Moore, Vice-President, Sabre

- Catherine Dyer, Vice President of Distribution, Westjet

09.35 - 10.00

Back Office Technology: Making the back office efficient for ancillary products.

- Gianni Cataldo, GM Americas, Datalex

10.00 - 10.25

Vendor Selection: Key criteria in selecting ebusiness suppliers supporting multi-channel strategies for Ancillary Revenues

- Frank Socha, Regional Director (EMEA), ATPCO

10.25 - 10.50

Profiting from Dynamic Currency Conversion (DCC)

- Paul K. Ackermann, Vice President, Head of Sales - North America, Travelex

Track 1: FFP Conference

10.50 - 11.15

Coffee Break & Networking >>

Sponsored by: HITIT

POD IV: Better Managing Your Loyalty Program

11.15 - 11.40

Liability Management: Actively managing your program liability: from establishing a true P&L to understanding the value of coalition and potential for spin off

- Robert Brunner, CEO, RBH Financial Group

11.40 - 12.05

Improving your member experience – the pros and cons of using social media

- Sergio Mello, CEO, Satisfly

12.05 - 12.30

Currency Management: The rewards of driving redemption – lessons from the hotel frequent guest world

- Deborah Merrens, Director of Global Strategic, Partnerships / Asia Pac, Hilton Hotels Corporation

12.30 - 12.55

Redemption Management: with capacity shrinking, who is best managing flight redemptions?

- Jay Sorensen, President, IdeaWorks

12.55 - 14.30

Group Lunch and Networking >>

Sponsored by: Mercator

14.30 - 15.35

Closing Panel: Is there an inherent conflict between loyalty and ancillary revenue?

Are airlines going to lose their best customers in their drive for new revenue sources?"

Moderator: Nicholas Krlev, Washington Times

- Ayla Dame, Director, Customer Services, Middle East Airlines

- Ratan Ratnakar, VP Revenue Optimisation, Kingfisher Airlines

- Steve Mathwig, Director, Loyalty Marketing, Midwest Airlines

- Deborah Merrens, Director of Global Strategic, Partnerships / Asia Pac, Hilton Hotels Corporation

- Simona Pignotti, Director, Contact Centre, Loyalty Program and Ticketing, Meridiana

15.35 - 16.00

Closing Keynote: Optimizing total value – the balance between loyalty and ancillary revenue

- Neil Thompson, Head of Loyalty Practice, Seabury Aviation & Aerospace LLC

16.00

Closing of Conference

17.00

Happy Hour & Networking: Join your fellow delegates in Pete's Surf City Bar for reduced priced drinks and post-event networking

Track 2: ARAC

POD IV: The Practicalities- case studies

11.15 - 11.40

Case Study: Innovative ways to maximise your onboard sales

- Julia Stamberger, President and Founding Partner, Go Picnic

- Rob Gallagher, Mgr. of catering & onboard, Virgin America

11.40 - 12.05

Case Study: Working with Revenue Management to build a new airline profitability model

- Nigel Brownlow, VP Commercial Intelligence, InterVISTAS

12.05 - 12.30

Case Study: Maximizing the income from your travel insurance program

- Ricky Horwitz, VP, Strategic Partnerships Mondial USA

- Victoria Oakman, GM, Delta Air Lines

12.30 - 12.55

Case Study: The implementation challenge – how to work across the airline to maximise revenue

- Bobby Healy, CTO, CarTrawler

- John Swanciger, SVP, Marketing & Business Development, EzRez

- Gianni Cataldo, GM Americas, Datalex

14.30 - 15.35

Closing Panel:

What are the next quantum steps in ancillary revenue? Could it include corporate and business traffic?"

Moderator: Frank Socha, Regional Director (EMEA), ATPCO

- Jason DeWinne, Manager Loyalty, Qatar Airways

- Jay Sorensen, President, IdeaWorks

- Dan Hayter, Sales and Marketing Director, Onboard Retail

- Oliver Wallace, Corporate Account Manager, Cathay Pacific

- Adam Bauer, President, Air Meals

- Ann Lowden, Dir., Product Marketing & Development, ATPCO

15.35 - 16.00

Closing Keynote: Making targeted marketing a reality today, driving the ancillary revenue of tomorrow

- Jeffrey McChesney, President & CEO, Jetera