Disrupt or Be Disrupted!
11th Annual Ancillary Merchandising Conference
25th – 27th April 2017
AGENDA

Pre-Conference - Tuesday, 25th April 2017

13.30 – 14.00: Registration, Coffee & Networking

14.00 – 17.00: Briefing Session: Supercharging your “Traditional” Ancillary Sales - a practical guide to driving conversions & sales

- **Getting your Product in Front of Customers** – in-path, post booking, learn all the tips & techniques to get your products and services noticed (and sold!)
- **Linking your Inventory and Systems** – overcoming the technology challenges to get your product from your system and in front of the customer
- **Uber Time & Making Payment Frictionless** – Uber and Amazon One-Click have made payment part of their USP. Mobile Payments like Apple Pay are set to make cross and upselling easier. Find out how to drive conversions and deliver a seamless customer payments experience

18.00 - Welcome Networking Reception sponsored by Avis Budget Group

20.00: Avis Budget Group

Day One - Wednesday, 26th April 2017

08.15 - 08.50: Registration, Coffee & Networking sponsored by Holiday Extras

08.50: Welcome Remarks from Conference Chairman

09.00: Frank Socha, Director EMEA, ATPCO

09.00 - 09.30: Merchandising from the Front Line: Insel Air NDC Case Study

09.30: Ryan Harris, Ecommerce and Ancillary Products Manager, Insel Air

10.00 - 11.10: Everything You Wanted to Know About Ancillary Merchandising: Research Findings

10.00: Robert Booth, Head of Product Marketing, Amadeus

10.30: Mike Robinson, Product Marketing Manager, Amadeus

10.30 - 11.10: Coffee Break & Networking sponsored by CarTrawler

www.AiConnects.us
Ancillary Products Track
Chairman: Sinead Finn, Director, affinity

11.10 - 12.00:
Panel Session: What are the Implications of One Order for Ancillaries? Will this help sales or create more challenges than benefits?
Moderator:
• Michael Smith, Managing Partner, Ai
Panellists:
• Catharina Tornemo Fecko, Head of Concepts & Ancillary, SAS
• Anne Pimia, Head of Ground Ancillaries, Norwegian
• Abram Richman, Lead Product Architect, Datalex
• Sascha List, Senior Manager Ancillary Development, Air Berlin

Merchandising Track
Chairman: Frank Socha, Director EMEA, ATPCO

Panel Session: Is Technology a Blessing or a Curse? Are Technology Challenges Disrupting or Enabling your Merchandising Strategy
Moderator:
• Frank Socha, Director EMEA, ATPCO
Panellists:
• Seth Anagnostis, Director Business Development, Routehappy
• Eric Dumas, CEO, Vayant
• Pavel Khomich, Product Development Director, S7 Travel Retail
• Mark Egan, VP Sales & Business Development, Farelogix
• Clement Wong, CEO, BeMyGuest

12.00 - 12.30:
Mobiles, Smartphones & Multi Channel Distribution: Threat or opportunity for ancillary products?
• Dejan Cusic, Business Director Ireland & UK, Comtrade Digital Services
• Snjezana Momic, Scrum Master at Ryanair on behalf of Comtrade Digital Services

Lunch & Networking sponsored by Vayant

Ancillary Products Track
Chairman: Sinead Finn, Director, affinity

14.00 - 14.30:
How Vale and Timmy are Set to Revolutionise Ancillaries: AI and chatbots that help sell
• Jonathan Newman, Commercial Director, Caravelo

Lessons from the OTA World
• James Lever, CTO, Zen3
• Rajan Sawhney, Director, Zen3

Merchandising Track
Chairman: Frank Socha, Director EMEA, ATPCO

Merchandising Lessons from NDC Early Adopters
• Jorge Diaz, CEO, AirGateway

The NDC Exchange: How to control your NDC messaging
• Jason Balluck, Product Delivery Executive, British Airways
• David Smith, Product Strategy Manager, ATPCO
• Ian Tunnacliffe, Principal Business Consultant, SITA

15.00 - 15.30:
Hacking Mobile: How to build new revenue streams
• Kevin O’Shaughnessy, CEO, Indigo

Payments are Key to Airline Retailing: Uber revolutionised their product with easy payment – learn how you can copy their approach!
• George Khairallah, President, JR Technologies

Coffee Break & Networking sponsored by Amadeus
16.10 - 17.00: **The Ai Lions’ Den**

Uber and AirBnB are just two companies that have caused major disruption in the travel market. What products and services will be next? The Ai Event’s Lions’ Den is a showcase for new products where companies get a 5 minute pitch to convince our industry experts that their product is the next best thing!

**Ring Master** (Moderator): Michael Smith, Managing Partner, Ai

**Lions** (Judges):
- Sheerien Salindera, Ancillary Revenue Director, Qantas
- Sarah Panthou, Retail & Ancillaries, Air France KLM
- Zeljka Vujic, Manager Ancillary Development, Air Berlin
- Andis Drengers, Head of Distribution, Condor/Thomas Cook Airlines

**Pitching Companies:**
- LikeWhere
- United Networks
- Intent Media
- Button
- Arconics

Interview with Avisell, a previous Lions’ Den winner

17.00 - 18.00: **Networking Reception**

**Day Two - Thursday, 27th April 2017**

08.30 - 09.00: **Coffee & Networking**

09.00 - 09.30: **Ancillary Merchandising Innovation: Top tips to optimising and personalising pricing**
- Stavros Macrakis, Product Manager, ITA Software by Google

09.30 - 10.30: **Digital Retailing & Innovation Workshop** sponsored by Datalex

**Session 1: What Do Customers Really Want?**

**Workshop Moderators for both sessions:**
- Sinead Finn, Director, affinity
- Daniel Friedli, Managing Director, Travel in Motion

10.30 - 11.00: **Coffee Break & Networking**

11.10 - 12.00: **Digital Retailing & Innovation Workshop Session II: How to Deliver what Customers Want?**

12.00 - 12.30: **Key Insights for Disrupting Online Travel**
- Fraser Ellacott, Managing Director, Rentalcars Connect

For a full listing of all our conferences, networking events: www.AiConnects.us