AGENDA

Pre-Conference - Monday, 9th April 2018

13.30 – Registration, Coffee & Networking
14.00: Briefing Session: How to get ahead – Onboard, Mobile and Personalisation
17.00:
• Is your Onboard Customer Experience Fit for the 21st Century? – How best to merchandise onboard?
• Personalisation is the Holy Grail – Getting the Right Product, at the Right Time to the Right Customer should be easy in the digital age – who’s getting this right? Is AI and predictive analytics the solution?
• Mobile is the Key – what’s new, what’s trending and what you need to know to succeed!

18.00: Welcome Networking Reception sponsored by Avis Budget Group
20.00:

Day One - Tuesday, 10th April 2018

08.15 - 08.50: Registration, Coffee & Networking sponsored by travelaer
08.50 - 09.00: Welcome Remarks from Conference Chairman
09.00:
• Marc Rosenberg, President, Strataconnex
09.00 - 09.30: The WOW Airlines Case Study: Global Merchandising from Iceland!
09.30:
• Ragnhildur Geirsdóttir, Chief Operating Officer, WOW Airlines interviewed by
• Jay Sorensen, President, IdeaWorksCompany
09.30 - 10.00: The Key to Ancillary Growth: Getting the customer experience right
10.00:
• Mike Slone, Chief Experience Office, travelaer
• Iztok Franko, Founder, Diggintravel
10.00 - 10.30: Best Mobile Retail Practices for Ancillary Revenue by Global Network Airlines & LCCs
10.30:
• Jay Sorensen, President, IdeaWorksCompany
10.30 - 11.10: Coffee Break & Networking

Ancillary Products Track
Chairman: Dr John Thompson, Senior Lecturer, Napier University

Merchandising Track
Chairman: Marc Rosenberg, President, Strataconnex

11.10 - 12.00:
Panel Session: Airline Retailing - What’s the challenge moving forward?
Moderator:
• Stephen Luurtsema, Principal Consultant, Travel In Motion
Panellists:
• Donna Bahar, Deputy Director Distribution and Reservations Systems, EL AL Israel Airlines
• Brandon Norman, Director Retail & Strategy Delivery American Airlines
• Mark Pegler, Managing Director, ParkCloud

Panel Session: Getting the Platform to Deliver: Is this a technology challenge or a strategy one? Does merchandising drive technology or the other way around?
Moderator:
• Sinead Finn, Director, affinnity
Panellists:
• Ahmet Bagdat, Ancillary Marketing Manager, Pegasus Airlines
• Parand Rohani, Head of Traffic Acquisition & External Partners, Swiss International Airlines
• Bill McKimm, Business Development Director, Thoughtworks
• Mike Naylor, VP Strategic Sales, Datalex

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12.00 - 12.30: 
**Re-imagining the Travel Transaction: Approaches that enable personalisation, easy payments and “smart” promotions**
- Bharat Sharma, VP European Sales, CellPoint Mobile

**Merchandising Seats: How to maximise revenue and satisfy customers**
- Janick Denoncourt, Manager Ancillary Revenue, Air Canada
- Emma Welfare, VP Product, Plusgrade

12.30 - 14.00: 
**Lunch & Networking**

**Ancillary Products Track**
Chairman: Dr John Thompson, Senior Lecturer, Napier University

**Merchandising Track**
Chairman: Marc Rosenberg, President, Strataconnex

14.00 - 14.30: 
**Managing the Digital Journey: How Avis is developing Car Hire in the Internet of Things**
- Stig Williams, Head of International Partnerships, Avis Budget Group

**NDC Update: Is it delivering all it promised?**
- Ian Tunnacliffe, former Principal Consultant @ SITA

14.30 - 15.00: 
**Ancillary Merchandising Innovation: Top tips to optimising and personalising pricing**
- Stephen Grabowski, Founder, Gordian Software

**Merchandising in Third Party Channels: What’s possible?**
- Sarah Panthou, Retail & Ancillary Revenues, Air France KLM Group

15.00 - 15.30: 
**Post Sale Merchandising: How to increase revenues!**
- Jonathan Newman, Commercial Director, Caravelo
- Carlos Jovel, VP Revenue Innovation, LATAM Airlines (via Skype)

15.30 - 16.10: 
**Coffee Break & Networking**

16.10 - 17.00: 
**The Lions’ Den sponsored by CarTrawler**

The Digital Age is fertile ground for new products and services. The Lions’ Den is a showcase of new products and services where companies pitch their product to our ancillary/merchandising experts. This year the session is sponsored by CarTrawler – who are no strangers to innovation themselves with market leading products used by many airlines!

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

**Lions (Judges):**
- Gulcan Berberogullari, Ancillary Marketing Leader, Pegasus Airlines
- Sarah Panthou, Retail & Ancillary Revenues, Air France KLM Group
- Marta Rosselli, Digital Product Intelligence, Vueling

**Pitching Companies:**
- GetYourGuide  •  Essentialist  •  Raleigh & Drake  •  LikeWhere

17.00 - 18.00: 
**Networking Reception**

18.00 - 19.00: 
**Whisky and Chocolate Tasting:** Come and join us for a whisky and chocolate tasting! Whisky is the “water of life” and you’ll get a chance to taste a range of fantastic flavours of Scotland’s National Drink as well as some fantastic chocolate too! Registration is included as part of your delegate pass, however, registration is required.

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Day Two – Wednesday 11th, April 2017

08.00 - Coffee & Networking
09.00 - Full Service and Regional Airlines: A better approach to merchandising
09.30 - Meta Search: Opportunity or threat?
10.00 - IATA One Order: What it is and the impact for ancillaries
10.30 - Coffee Break & Networking
11.10 - Czech Airlines Case Study: Exploiting Ancillary Revenues
11.40 - GDPR: What it means, who it impacts & what you need to know
12.00 - The Five Key Technologies you Need to Know for Best in Class Travel Retail Merchandising
12.30: 

Lead Sponsor of the 12th Ancillary Merchandising Conference 2018