



08.30 – 09.30 *Delegate registration and coffee*

09.30 – 11.00 PLENARY SESSION

This inspirational session will bring all delegates together to consider ideas and issues that will define the vision and strategy for future passenger experience.

09.30 – 09.40 Welcome

09.40 – 11.00 Insights from industry leaders

Moderator: Dr Joe Leader, Chief Executive Officer, Airline Passenger Experience Association (APEX) and International Flight Services Association (IFSA)

This session provides the inside track on the strategies that will deliver more competitive cabins that offer value for passengers and improve revenue for airlines; transformative approaches to making the journey better; and integrating new technologies and tools every step of the way. Hear how some of the best minds in the business are tackling the passenger experience challenges of the next three years.

Jóhanna Bergi, Chief Executive Officer, Atlantic Airways

Andrés Castañeda Ochoa, Corporate Director of Marketing and Client Experience, Aeromexico

Juha Jarvinen, Executive Vice President of Commercial, Virgin Atlantic Airways

Dr. Christian Langer, Chief Digital Officer, Lufthansa Group and Managing Director Lufthansa Innovation Hub

11.00 – 11.30 *Coffee and networking break*

After the coffee break the programme splits into three breakout sessions that will run in parallel for the rest of the day.

VENUE: HAMBURG MESSE A4 UPPER

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Details may be subject to change, correct as of 18 March 2019

11.30 – 13.00 THE COMPETITIVE CABIN

In the face of competition from high speed trains and with disruptive technologies set to provide alternative travel modes, travellers will have plenty of choice in the coming decade.

This stream will explore how we can ensure that air travel will be their preferred choice? How do we innovate products and services to deliver better experiences to passengers and increased revenue for our businesses?

Moderator: Gary Weissel, Managing Officer, Tronos Aviation Consulting

11.30 – 12.00 Keynote: The Travellers of Tomorrow

We are living through times of unprecedented change; our world is being shaped by seismic shifts in technology, the environment, and our global economy. Collectively these elements are giving rise to new traveller tribes, each bringing with them significant opportunities to innovate.

This exclusive research reveals three passenger cohorts that aerospace businesses cannot ignore: unpacking the opportunities that exist to create new and disruptive areas of competitive advantage that are rooted in the unique passenger needs of tomorrow.

Mariel Brown, Director of Futures, Seymourpowell

12.00 – 13.00: Challenge the cabin status quo

The requirement to improve value for customers, airlines and passengers alike, is more imperative than ever. This session will examine how interiors experts and their airline partners can break the chains of obsolete thinking and become the disruptors within:

- How can you achieve the most equitable balance between cost saving, improved buying power, revenue generation and enhanced user experience?
- Are there better alternatives to seat densification to deliver ROI and robust revenues?
- How do you achieve greater flexibility and choice with your cabin and seating configurations *AND* slash the time to service?
- How should you value products and services in a way that is appropriate to your unique mix of passengers, aircraft and markets?
- How can the data you already have support interiors investment? How to apply revenue economics of the latest aircraft interiors to show budget holders they will grow ancillary and seat revenue?

Scott Savian, Executive Vice President, ZEO, Safran Cabin

Oliver Ranson, Airline Monetization Expert, Ranson Pricing

Andrew Masson, Director – Interior Modifications and Leasing, Boeing Global Services, The Boeing Company

Daniel Kerrison, Vice President Inflight Product, flydubai

13.00 – 14.15 *Lunch and networking*

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14.15 – 16.00 THE COMPETITIVE CABIN

Moderator: Anthony James, Editorial Director, *Aircraft Interiors International* magazine

14.15 – 14.45 **Keynote: The Travellers of Tomorrow**

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14.45 – 16.00: **Innovations at the leading edge**

14.45 – 15.25: **F1 technology enabling next-generation design**

World leading, high profile design and engineering companies are collaborating to deploy Formula One-derived technology into real-world designs. The goal is to deliver enhanced passenger experience and airline performance. This session is an opportunity to learn more about up-coming cabin innovations, including:

- Delivering significantly lower weight, improving the seat to provide an enhanced onboard experience while reducing fuel burn, boosting an airline's profitability and sustainability.
- Revolutionary technologies for premium airline seating, opening up additional space in the aircraft for greater utilisation, comfort and a more spacious cabin environment.

Stuart Olden, Senior Commercial Manager, Williams Advanced Engineering

Ben Orson, Managing Director, JPA Design London

15.25 – 16.00: **Case study: Solving spacial puzzles**

How do you balance the demands of passengers, operational requirements and business pressures of the airline to maximise the available cabin space and make it work for everyone?

Bombardier's Atmosphère cabin for the CRJ900 regional jet addressed this challenge and this session will offer insights on creating larger passenger living spaces, improving entrance ways and making lavatories more accessible. It will also include perspectives on the impact it is having on passenger experience and operations.

Patrick Baudis, Vice President & Head of Marketing for Commercial Aircraft, Bombardier Commercial Aircraft

Scott Savian, Executive Vice President, ZEO, Safran Cabin

16.00 – 16.45 *Networking break*

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16.4 5 – 18.00 THE COMPETITIVE CABIN

16.45 – 18.00: Flying for All

Moderator: Paul Priestman, Chairman, PriestmanGoode

Are airlines overlooking a critical opportunity to access new customers and strengthen brand loyalty? How can an inclusive attitude and innovative solutions create an onboard experience that works for every passenger, including those travellers with mobility, visual or hearing impairments?

This round-table discussion will bring together a cross-section of experts from across the value chain so that we can get a holistic understanding of the challenges and potential solutions or innovations.

- For someone to fly in their 'own' wheelchair requires that unique solution inside the aircraft cabin, this requires aviation to innovate together – can this be done?
- IATA predicts passenger number will double by 2036 and PRMs (passengers with reduced mobility) are rising in double digit figures yearly. How can we best accommodate them with dignity in air travel?
- Is there an appetite for change and what are the benefits for customers and airlines?

Zuzana Hrnkova, Vice President Marketing, ATR

Christopher Wood, Lobbyist, Flying Disabled

Martin Darbyshire, Chief Executive Officer, tangerine

David Brown, Business Development Director, Bluebox Aviation Systems

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11.30 – 13.00 REVITALISING THE JOURNEY

Travel is exciting and opens up new possibilities and experiences. It can also be arduous and the journey can take its toll on even the most seasoned travellers. How should we transform the physical travel experience by questioning the current offers, deploying new technologies and services and creating innovative differentiators to help passengers navigate their journey?

Moderator: Andrew Doyle, Director, Aerospace Market, Cirium

11.30 – 12.00 Keynote: Rethink Everything

Bored passengers don't do anyone any favours. Loyalty suffers, net promoter score is down, ancillaries don't hit targets. How do we ensure that every journey is an unforgettable experience? And, with jet fuel squeezing margins in these turbulent times, how do we translate great experiences into a healthier bottom line?

The solution can be unlocked by connectivity. Internet bandwidth will open up a whole new menu of business models that keep everyone happy, from the cabin to the airline boardroom. It's time to rethink everything you thought you knew about the in-flight entertainment and monetisation experience and innovate how we connect content producers and IFEC platforms.

Donald Buchman, Vice President Commercial Aviation, Viasat

12.00 – 13.00: Rethinking the physical experience

How can we embrace more voices in the passenger journey? How do we devise holistic responses to the traveller's journey? What can airlines learn from how the rail and rail and hospitality industries are by making travel experiences more appealing and delighting their customers?

This session will examine delivering revitalisation through new capabilities – technology engagement, integration of approaches, behavioural patterns, biometrics.

Peter Wilander, Vice President, Passenger Experience & Product Development, AMTRAK

Andreas Koukas, Senior Manager, Europe & Middle East & Africa Luxury, Hilton Worldwide

Dr Stathis Kefallonitis, Founder & President, branding.aero and Noesis Analysis labs

David Kondo, Head of Cabin Interior Development, Finnair

Geraldine Lundy, Passenger Accessibility Manager, Virgin Atlantic

13.00 – 14.15 *Lunch and networking*

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14.15 – 16.00 REVITALISING THE JOURNEY

Moderator: Blake Emery, Director Differentiation Strategy, Boeing Commercial Airplanes

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14.45 – 15.20: Innovating experiences with new sensory touchpoints – sound

14.45 – 14.55 Sonic Branding – how music can build a stronger bond with your (future) customers

Air travel will always remain an emotional service; not only when it comes to inspiring passengers about their destinations but also by ensuring that they feel safe when flying. Music can tap in to these emotions and amplify them throughout the customer journey to create brand benefit. It can also play an integral part, triggering recall, and steering and shaping brand perception.

- Why is sonic branding relevant for the airline industry
- Developing and implementing a successful and own-able identity in music for KLM

Luc Van Stiphout, Head of Music & Brands, MassiveMusic

14.55 – 15.05: Hear the taste

It is not just cabin pressure that affects passenger's enjoyment of food and drink inflight. Sound also affects how we perceive taste and the background noise on an aircraft has an impact on the flavours of the food served on board. Learn how Finnair has optimised the dining experience on some of its intercontinental by combining dishes from signature chef Tommy Myllymäki with unique soundscapes developed by Swedish band Roxette. This is an opportunity to learn more about the taste science driving the airline's Hear the Taste Concept.

Maarit Keränen, Head of Inflight Food & Beverage, Finnair

15.05 – 15.20: Discussion and Q&A

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16.45 – 18.00 REVITALISING THE JOURNEY

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15.20 – 16.00 Biometrics – the value of recognition

This session will address how biometric technologies such as facial recognition are transforming passenger experiences in a world of increased self-service, including:

- How seamless are future travel journeys going to be?
- Insights from early biometric adopters on the ground
- How does the inflight experience fit into the seamless vision and can biometric technologies support better inflight services for passengers?

Pierre Charbonneau, Director Passenger Experience & Facilitation, International Air Transport Association

Christopher Forrest, Vice President, Airport Systems, Collins Aerospace

16.00 – 16.55 *Networking break*

16.45 – 18.00: Sleep – the New Differentiator

Moderator: Vern Alg, Consultant, Reed Exhibitions

The most challenging sleep you will have is on an aircraft, but most airlines do not understand how people sleep and to date, have not taken this vital aspect of the journey seriously enough. However, new wellness technologies and services are emerging that will enable airlines to elevate service personalisation to an unprecedented level. How then should airlines provide better value, more restful customer experiences, including:

- Understand how people sleep within confined spaces and how new technology and thoughtful design can help airlines provide the ultimate sleep experience on board.
- How should new aircraft, lounge-side preparation and on-board amenities be adapted for the ultra-long-haul market?
- Digital wellness solutions on board – an opportunity to deliver outstanding personalisation of services and set the next standard in airlines distinction?
- Can artificial intelligence help us understand passengers' needs and preferences?
- Menus and service innovations that will ensure passengers arrive relaxed and refreshed.

John Tighe, Design Director Transport, JPA Design

Dr Jacques Durand, Chief Innovation Officer, AeroHealth.ai

Peter Azzouni, Senior Manager Guest Experience & Delivery – Cabin Interiors, Etihad

PJ Wilczynski, Payloads Chief Architect, Boeing Commercial Airplanes

Grit Peschke, Product Manager Onboard Comfort, LSG Group / SPIRIANT

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11.30 – 13.00 DIGITAL: THE NEW REALITY

Moderator: Marisa Garcia, Aviation industry Analyst, Flight Chic

Digital tools are moving beyond trending mobile app features and will increasingly be integrated across the entire journey to create a user space that is seamless and finally delivers on the much-heralded digital environment. This session will explore how will digitisation and gamification, new tech tools and data empowering every step of the journey change the conversation with customers? How will these evolve physical as well as digital experiences?

11.30 – 12.00 Keynote: The Future for Cabin Digitalisation

If, scanning the *Yellow Pages* into a PDF file is digitisation, Google is digitalisation. Digitalisation, by definition, will allow end users to have more control of the process. What then will we achieve when we apply this concept to the cabin interior?

When the galleys, seats, overhead bins and inflight entertainment screens can connect and communicate with each other, how will that transform an airline's ability to deliver a more empowered experience to passengers?

And how can the data-connected cabin seamlessly unlock additional value in ancillary revenue and efficiency for the airline and better journeys for its passengers?

Anaïs Marzo de Costa, Head of Aircraft Interiors Marketing, Airbus

12.00 – 13.00: Creating the complete digital and physical journey

Can we put ourselves in the shoes of the digital natives to transform passenger experiences? If Apple or Google launched an airline or an airport, how would they innovate travellers' the digital and physical digital travel landscape to delight and address the stresses of air travel? This strategic discussion will also consider:

- How to collaborate better – can a shared approach to data and solutions help airlines and their partners deliver better experiences?
- How should we combine brand vision and digital tools to transform experiences on the ground and inflight?
- How will digital transformation in the pax-ex and interiors supply chain support customer journey transformation?
- Digital opportunities to make life easier for passengers
- Many digital initiatives are about automating processes and self-service – how do you differentiate the digital experience?
- How do you put human empathy back into the experience and can technology help?

Russell Holmes, Strategy Director & Partner, ico Design

Simon Krasowski, Senior Vice President Digital Transformation, Diehl Aviation

Anne De Hauw, Founder, IN Air Travel Experience

David Bartlett, Chief Technology Officer, Panasonic Avionics

Bess Chapman, Operating Principal, JetBlue Technology Ventures

13.00 – 14.15 Lunch and networking

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14.15 -18.00 DIGITAL: THE NEW REALITY

Moderator: Nigel Duncan, President, Duncan Aero

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Anaïs Marzo de Costa, Head of Aircraft Interiors Marketing, Airbus

14.45 – 16.00: Digital- and data- supported experiences

14.45 – 15.20 Seamless, connected experiences – the reality and the vision

What is the reality of seamless connectivity across the airport and onto the aircraft today and how it could be realised in the future to support a less fragmented digital journey for the traveller? This session will explore:

- How will connected data help to integrate and ease the passenger journey?
- New opportunities and services created by connected operations
- Predicting operational risks and disruptions for better passenger experiences and reductions in delays and costs
- Minimising passenger wait times at the airport and reducing airport congestion.

Bernd Knobe, Managing Partner, P3 Aero Systems

15.20 – 16.00: Taking the pain out of the digital journey

Air travellers today have to negotiate a fragmented environment of service providers on their journey from home or office to airport, flight, destination and hotel. While many travel companies now offer digital and mobile tools to support their customers, juggling multiple devices, apps, texts and websites and chats can be an equally complex and disconnected experience.

- How can airlines and their travel partners create better ecosystems and platforms that will make life simpler for their customers and deliver more robust revenue streams and business opportunities?
- And how can the latest technology not only help, but support new product innovations to engage passengers?
- What are the challenges of sharing customer data across multiple stakeholders?
- How do you ensure travellers have control over their information and their relationships with individual service providers?
- What issues need industry-level initiatives to tackle?
- What can we learn from other sectors?

Dennis Bauer, Head of conichiwa

Konsta Hansson, Managing Director, Reaktor Aero

Steven Bailey, Chief Sales Officer, AOE

16.00 – 16.55 *Networking break*

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16.45 – 18.00: Enhancing Your Reality

Moderator: Cristian Sutter, Cabin Design and Development Lead for Boeing and Airbus Programs

Augmented, virtual and mixed realities offer exciting opportunities to boost retail and create immersive passenger experiences. What can we learn from the first movers already capitalising on these technologies? And as immersive onboard experiences become more mainstream, what will be the impact on the inflight environment and services? How do you tackle the cabin design, regulations and crew challenges of seamlessly blending the virtual and real world inflight?

David Dicko, Chief Executive Officer, SkyLights

Nicodemus Panarung Lampe, Director of Services, Garuda Indonesia

Senior Executive, GMF AeroAsia

Greg Caterer, Chief Operating Officer, Neutral Digital

Fabian Birgfeld, Chief Executive Officer, W12 Studios

Claire Nurcombe, Head of Marketing, Stelia Aerospace

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18.00 – 21.30 INDUSTRY NETWORKING PARTY

Networking is an essential part of everyone's time in Hamburg, so take advantage of this unrivalled opportunity to make new contacts, strengthen existing relationships and meet with friends, old and new, in a relaxed atmosphere.

Free to attend for conference delegates, the Industry Networking Party starts at 18.00, straight after the Passenger Experience Conference, and is the unmissable networking event of the week, with the who's who of the industry all present under one roof.

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