

PROGRAMME PEC-2025

AGENDA

08.30 - 09.30: Delegate registration and coffee

09.30 - 09.40: Welcome

Archana Dharni, Event Director, Aircraft Interiors Expo & Passenger Experience Conference

PLENARY SESSION: ALL OF THE PASSENGERS? ALL OF THE TIME? EVERYWHERE?

Maturing technologies are enabling us to identify new areas of opportunity that have come within reach. Major changes can be delivered by leveraging existing innovation and much can be achieved by making bold strides in the area of process engineering. But there is still a need to further challenge ourselves to think differently about what we do and how it is delivered.

Will the next phase of innovation be one of ensuring that all passengers are part of an inclusive process, rather than consigning some travellers to be managed out-of-process at greater cost, with unacceptable delivery failures and low customer satisfaction?

How can a universal design approach that seeks to eliminate as many process exceptions as possible deliver efficiencies, value and satisfaction for all?

Moderator: Seth Miller, Founder and Editor-in-chief, PaxEx.Aero

09.40 - 10.15: Designing with empathy

With society more sensitive to the needs of others and a greater expectation placed on brands to be more inclusive, good design has the potential to remove current pain points in journeys and bring possibilities that elevate the experience of travel for all.

In this plenary session, PriestmanGoode's Jo Rowan will share both process and best practice in listening to and working with those who have diverse perspectives and lived experiences; share examples of how design with empathy has unlocked outcomes that respond to different needs in aviation, other modes of transport and at different stages of the journey.

The session will also probe on the ways digital technologies have the potential to personalise the experience and support operational efficiency – and why the route towards more sustainable design choices is inextricably connected.

Jo Rowan, Associate Director, Strategy and Customer Experience Design, PriestmanGoode

10.15 - 11.00: Sharing ideas on including all of the passengers, all of the time

Innovators, travel leaders and travellers with lived experience share their perspectives on creating more equitable travel journeys and next steps to start addressing some of the challenges.

Seth Miller, Founder and Editor-in-chief, PaxEx.Aero

Axel Becker, Manager Trend Research, Cabin & Cargo Expert Future Cabin Performance & Design, Airbus

Shawn Raybell, Director, Business Development, Collins Aerospace
John Morris, Founder, WheelchairTravel.org

Jo Rowan, Associate Director, Strategy and Customer Experience Design, PriestmanGood

11.00 - 11.30: Network Break

After the networking break the programme splits into three streams that will run in parallel for the rest of the day:

ENGAGEMENT INITIATIVES

DELIVERING MORE DESIRABLE EXPERIENCES

How can we turn thinking about the onboard experience on its head by offering experiences that will enrich passengers' time onboard rather than providing distractions? The winners will be those businesses providing an experience, not selling a commodity.

Moderators: **Johannes Lampela**, Director of Design, LA Studio, Designworks, A BWM Group Company
Nathan Portlock, Associate Director, Strategy and Partnerships, Designworks, A BMW Group Company

11.30 - 11.50: Experience driven design for the inflight segment

How might we create unique inflight experiences that delight passengers, making inflight time something valuable and even anticipated?

Neil Baptista will explore experience driven design perspectives, including the use of context and personalisation, as well as, translating some approaches from outside the airline industry. He will look ahead to challenges related to the airline experience of 2030 including:

- Can holistic, personalised profiles unlock the ultimate flight?
- Can we connect relevant aspects of a user's life into the inflight experience?
- What tools will help us provide dynamic and immersive experiences?
- How can AI affect each step of the customer journey and crush current KPIs?
- What will a "gameful" airplane look and feel like? It's more than getting from A to B
- Ecosystem view: Will you be the provider or the enabler of experiences? What role do you play, with what business model?

Neil Baptista, Managing Director, Icon Ventures

TRANSFORMATION INITIATIVES

EXPLORING ONGOING PROJECTS

Use cases and insights from visionary projects across the passenger experience community to rebuild, rethink and create more value for society, passengers and aviation businesses.

Moderator: **Vimal Rai**, Co-Founder Managing Partner, Commercial Excellence Partners

11.30 - 13.00: Artificial intelligence - transforming digital transformation

Air India is midway through a five-year transformation journey, which has included launching onboard WiFi and its Vista Stream wireless in-flight entertainment system for passengers' electronic devices; upgrading passenger experience on more than 80 single aisle aircraft deployed on domestic and international routes; and setting a new standard for passenger experience in business, premium and economy cabins across its A350 aircraft.

IndiGo has undertaken a comprehensive digital transformation programme to enhance customer experience and drive greater efficiencies across its check-in to boarding processes; it is moving to redefine business travel in India with its tailor-made business product, IndiGoStretch; and was recognised by CAPA - Centre for Aviation as 2024 Airline of the Year.

Meanwhile **Adani Airport Holdings** is investing in its seven Indian airports to increase terminal and runway capacities and reinforce their revenue-generating potential. Its eighth airport, Navi Mumbai, is set to become operational in 2025.

COLLABORATION INITIATIVES

FORGING BETTER CONNECTIONS ACROSS THE TRAVELCHAIN

Exploring the opportunities for airline and rail operators to partner and collaborate to deliver more coherent travel journeys and experiences that deliver genuine value for all parties - including passengers.

Moderator: **Geraint Edwards**, Creative Director of Service Design, Tangerine

11.30 - 11.55: How rail-aviation cross-pollination can elevate passenger experiences

In this presentation, Weiwei He will examine the latest advancements in train interior design and passenger experience, highlighting new innovations that are shaping the future of rail travel. She will provide a comparative analysis between the rail and aviation industries, focusing on key aspects such as comfort, spatial layout, sustainability initiatives, digital and inclusivity in design.

Weiwei He, Director, Tangerine

ENGAGEMENT INITIATIVES

DELIVERING MORE DESIRABLE EXPERIENCES

11.50 - 12.10: Insights from the travel ecosystem

Inflight and innovation experts will explore a possible vision of 2030 inflight travel, defining a target experience for your development initiatives.

Amanda Mai Khuong-Duc,
Head of Vision Hub, GHARAGE

Bastian Schütz, *Global Lead, Sourcing & Strategic Deals, Virtual & Mixed Reality Solutions, Meta*

12.10 - 13.00: Round table discussion: A vision of 2030 inflight experience

Inflight experience experts will join with travel thought leaders to consider next steps to delivering experiences passengers will desire and value, as well as tackling the challenges along the way.

Neil Baptista, *Managing Director,*
Icon Ventures

Amanda Mai Khuong-Duc,
Head of Vision Hub, GHARAGE

Bastian Schütz, *Global Lead, Sourcing & Strategic Deals, Virtual & Mixed Reality Solutions, Meta*

Kolbrún Ýr Jónsdóttir, *Manager of Service and Product Excellence,*
Customer Experience, Icelandair

Anne de Hauw, *Founder,*
IN Air Travel Experience

Andrew Mohr, *Vice President,* Digital Solutions, Panasonic Avionics

Melanie Berry, *Chief Customer Officer,*
Vueling Airlines

TRANSFORMATION INITIATIVES

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Thought leaders from all three organisations will be sharing insights and learnings from their transformation journeys and how they dovetail with the needs and aspirations of Indian passengers, including:

- Indian consumer trends and how they are shaping travellers' expectations about air travel and the inflight experience
- Evolving business models to meet cultural changes
- Building agility into the business and empowering staff to deliver
- Reinvigorating the cabin interior and inflight services, including connectivity and onboard retail
- Supporting the needs of every traveller across their airport and inflight journey.

Ron Verweij, *UX and Innovation Strategy Consultant, Solution Lab*

Jan-Hendrik Lendholt, *Chief Technology Officer, Retail inMotion*

Joe Harvey, *Business Development Manager, Travel, Deli Lites Ireland*

Benny Retnamony, *Founder and Chief Executive Officer, Quvia*

13.00 - 14.15: Lunch and networking

As sustainability initiatives across the supply chain start to mature, learn from the companies putting sustainable practices at the heart of grass roots change to encourage circularity and add value to customers as well as their own businesses.

Moderator:

Matthew Nicholls, *Vice President of Marketing, Perrone Performance Leather & Textiles*

Daniel Clucas, *Founder and Design Director, Studio ID Design*

COLLABORATION INITIATIVES

FORGING BETTER CONNECTIONS ACROSS THE TRAVELCHAIN

11.55 - 13.00: Making the connections - insights into rail-aviation partnerships and customer journeys

This round table discussion will consider the future evolution of connected rail-aviation journeys, the opportunities to innovate passenger experiences, as well as challenges to be addressed, including:

- Rail partnerships as part of a sustainability strategy
- Creating consistency and addressing the gaps in experience
- Passenger expectation and journey management
- Technology to support the journey experience for passengers and in the backend between service providers.
- Connecting real-time tracking information and status updates across rail and aviation
- Improving the transfer process - for passengers and their baggage
- Service recovery and rebooking

Weiwei He, *Director, Tangerine*

Mark Pfeiffer,
Vice President Sales, Expliseat

John Davidson, *Head of Customer Experience, Trenitalia UK*

Karyn McAlphin, *Creative Design Lead, SEKISUI KYDEX*

Claudia Frohns, *Independent Strategic Consultant for Cabin Interiors*

13.00 - 14.15: Lunch and networking

ENGAGEMENT INITIATIVES

DELIVERING MORE DESIRABLE EXPERIENCES

13.00 - 14.15: Lunch and networking

A new era of more robust inflight connectivity is on the horizon. How then should we start to shape digital management strategies that will enhance passenger engagement, improve passenger feedback and drive ancillary revenue growth?

Moderators: Alex Preston, Technology Journalist

14.15 - 16.00: Building the foundations for digital experience strategies in the 2030s

More powerful and affordable connectivity options are on the horizon with the arrival of multi-orbit satellite constellations. Accelerated and easily refreshed content delivery is also opening up, thanks to deploying technologies such as edge caching, cloud storage, and integrated digital content platforms.

These developments offer airlines the possibility of some compelling and dynamic tools to engage with their passengers.

This round table of leading technology and content delivery experts will discuss how we should start preparing for this brave new future, including:

- How should airlines be evolving today's digital experience strategies to prepare for what's coming next and ensure they offer relevance and revenue in the future?
- How do you change corporate mindsets to embrace technological change rather than fear it?
- How do you manage and track bandwidth delivery to ensure all passengers – and crew operations – have an optimum experience while also delivering value to airlines?
- What are the key opportunities to innovate compelling onboard experiences for passengers and open the door to new ancillary revenues?
- What can we learn from other travel sectors who are already embracing these strategies and technologies?

TRANSFORMATION INITIATIVES

EXPLORING ONGOING PROJECTS

14.15 - 15.05: The appliance of science for a sustainable future: Inperial's mission to revolutionise the mass transportation industry

Inperial Group, which includes leather specialist Perrone and adhesive films company Adhetect, is on a mission to rebuild the organisation from the ground up with sustainability at its core. This conversation, led by Perrone's VP of Marketing Matthew Nicholls, is an opportunity to hear from the pioneers who are working to drive change on a global scale, including:

- How their collaborative approach has built a next-generation company, uniting people and ideas from around the world to revolutionise an industry
- Harnessing R&D investments to create sustainable, customised solutions that meet the unique demands of global transportation markets
- The challenges and triumphs of managing operations and aligning goals across different cultures, societal norms, and time zones.

Bill Perrone, *Founder*, Perrone Performance Leather & Textiles
Dr Stephen Van Hall, *Materials Engineer*, Perrone Performance Leather & Textiles
Dr Willy Agut, *Head of Research & Development*, Inperial
Marc Westcott, *Regional Sales Manager*, Inperial
Candice Wong, *Commercial Team Leader*, Asia Pacific, Inperial

15.05 - 16.00: Circularity in the cabin – progress reports

Leaders from three projects to introduce meaningful sustainability solutions into the cabin report back on the breakthroughs and challenges of the past year:

LUCID is a research collaboration between Orson Associates, IBA Group and the Aircraft Interior Recycling Association that provides rigorous, transparent, and

COLLABORATION INITIATIVES

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With new electric craft – both aviation and maritime – getting closer to service, how will these new approaches to transport integrate with commercial aviation and connect into the extended travel journey? How are ideas about electric flight maturing to define an emerging vernacular of cabin and journey experiences, including addressing accessibility and sustainability requirements?

Moderator: Gary Weissel, *Managing Officer*, Tronos Aviation Consulting

14.15 - 14.35: The urban transit e-VTOL putting passengers first

e-VTOL aircraft are set to transform aviation, yet most in development are small air taxis with a handful of seats and interiors that play on established luxury traditions. Sora Aviation envisions a more inclusive future, where safe, fast and comfortable e-VTOL travel is accessible to all. The Sora S-1, a 30-seat e-VTOL bus, is designed for urban transit, its unique scale offering low ticket prices and a familiar passenger experience.

Sora is committed to putting passengers first, and to achieve this has partnered with aviation design specialists Orson Associates, ensuring passenger and operator requirements are integral to the aircraft's design from day one.

In this presentation, Furqan of Sora Aviation and Ben Orson of Orson Associates will discuss the advantages of a clean-sheet passenger-centric approach, insights from commercial and private aviation best practice, prioritisation of accessibility and sustainability, and research conducted with the University of the Arts London on integrating these revolutionary aircraft into diverse user lifestyles.

Furqan, *Chief Executive Officer*, Sora Aviation

Ben Orson, *Chief Executive Officer*, Orson Associates

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DELIVERING MORE DESIRABLE EXPERIENCES

Andre Valera, *Vice President Business Development*, Conetic

Jonas von Kruechten, *Principal Consultant*, dgflsky

Aaron Goldberg, *Director of Product Management*, Intelsat

Mike Moeller, *Senior Vice President of Aviation*, Quvia

Dimitrios Tsirangelos, *Vice President Business Development Technology & Innovation*, Spafax

Andrew Ruskowski, *Global Head of Aviation*, SES

Jon Norris, *Director of Marketing Operations*, InFlyt Experience, Thales

16.00 - 16.45: Networking Break

How can real-time passenger feedback, both during and after the journey, serve as a catalyst for improving ancillary sales? What are the actionable strategies for turning insights into increased customer satisfaction, loyalty, and revenue generation?

Moderator: Andrew Doyle, Senior Director, Market Development, Cirium

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in-depth analytics of cabin lifecycle impacts across multiple levels, from the global fleet to specific operators, aircraft, and components. Its data-driven approach can reduce costs associated with sustainable solutions, foster new business models, as well as drive enhancements in design, procurement, through-life maintenance, and end-of-life management.

Gen Phoenix is a year on from the launch of its Circular Dress Cover – a closed-loop solution that allows airlines to recycle 100% of their end-of-life seat covers into new seat cover materials with no impact on quality, durability or certification requirements.

The **Green Cabin Alliance** has a key goal to facilitate a collective shift to more sustainable practices. To that end it is launching a Good Practice Guide to support all sections of the passenger experience supply chain to transition to a sustainable culture and mindset.

William McClintock, *Manager – Consulting*, IBA Group

Lisa Conway, *Chief Revenue Officer*, Gen Phoenix

Belinda Mason, *CMF Designer*, AVIC Cabin Systems

16.00 - 16.45: Networking Break

Investigating the next steps to delivering travel experiences that are designed from the ground up for everyone, creating a process of inclusion and connection across all journey touch points.

Moderator: Christopher Wood MBE, Founder and Director, Flying Disabled

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FORGING BETTER CONNECTIONS ACROSS THE TRAVELCHAIN

14.35 – 14.55: From means to meaning: How new modes of travel enhance the passenger experience

For decades, transportation has been viewed as a means to an end—simply a way to get from point A to point B. But today's travellers expect more. The journey itself is becoming just as important as the destination, and the most successful travel modes will be the ones that deliver an exceptional end-to-end experience.

In this talk, we'll explore how new innovations in mobility — like REGENT's all-electric sea gliders — can be designed around the top three factors passengers prioritise when choosing how to travel: cost, comfort, and convenience. We'll discuss how advances in technology, infrastructure, and operations can reduce fares to be competitive with existing options, how thoughtful design and accessibility can enhance comfort, and how seamless multimodal integration can make new modes of transportation the most convenient choice.

By designing transportation with passenger experience at the core, we can transform travel from a necessary step into a preferred part of the adventure—one that's not just faster and more efficient, but also enjoyable, sustainable, and unforgettable. The future of travel isn't just about getting there; it's about how you get there.

Tamás Kolos-Lakatos, Director of Product Strategy, REGENT

ENGAGEMENT INITIATIVES

DELIVERING MORE DESIRABLE EXPERIENCES

16.45 – 18.00: Closing the Loop: Leveraging passenger feedback to drive ancillary revenue across the travel ecosystem

This session brings together leaders from a technology company specialising in ancillary revenue, a data-driven net promoter score company, an airline focused on enhancing customer experience, and a global hotel brand. Together, we will explore how real-time passenger feedback, both during and after the journey, can serve as a catalyst for improving ancillary sales.

We will discuss whether airlines are fully leveraging in-flight feedback loops to uncover untapped revenue opportunities and how a collaborative approach with the wider travel ecosystem can create a seamless end-to-end experience for passengers. Attendees will leave with actionable strategies for turning insights into increased customer satisfaction, loyalty, and revenue generation.

Ajay Awtaney, *Editor*,
LiveFromALounge.com

Michael Raasch, *Chief Executive Officer*, Omnevo

Kolbrún Ýr Jónsdóttir, *Manager of Service and Product Excellence*,
Customer Experience, Icelandair

Vimal Rai, *Co-Founder Managing Partner*, Commercial Excellence Partners

Melanie Berry, *Chief Customer Officer*,

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16.45 – 18.00: Accessible, inclusive and equitable – action to improve air travel for all

This session will examine how to hardwire universal design principles into product and experience development and delivery to support end-to-end journeys that have the needs of all passengers front of mind, including:

- Scrutinising the customer journey with the support of accessibility boards and travellers with lived experience and integrating their feedback into strategies and corporate mindsets
- Expanding stakeholder engagement from travellers with lived experience to cabin, maintenance, cleaning crew and more
- And building better processes to manage external services providers across the travel chain.

Walt Fluharty, *Board Member, Aviation Advisory Committee*, All Wheels Up

Xavier Mascarell, *Customer Accessibility Strategy Manager*,

Responsible Business, British Airways

Daniel Murphy, *Vice President*, Product, Programs and Innovation,

Delta Flight Products

Duncan Jackson,

resident, FlightPath3D

Mary Doyle, *Accessible Aviation Consultant and Inclusion Trainer*,

Rocket Girl Coaching

John Morris, *Founder*,

WheelchairTravel.org

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14.55 – 16.00: Innovating and engineering new electric experiences

Insights from the passenger experience experts crafting electric travel experiences, including:

- **Seat and cabin interior innovations**
- **Addressing safety requirements**
- **Opportunities to adapt passenger experience innovations across commercial aviation and electric travel**
- **The challenges and rewards of adapting to new mindsets and agile working practices.**

Furqan, *Chief Executive Officer*, Sora Aviation

Ben Orson, *Chief Executive Officer*, Orson Associates

Tamás Kolos-Lakatos, *Director of Product Strategy*, REGENT

Carsten Laufs, *Senior Vice President, Product Innovation and Digitalisation*, Diehl Aviation

René Dankwerth, *Chief Business Development Officer*, Recaro Holdings

Jacobo Mesta, *Chief Growth Officer*, Soisa Aircraft Interiors

16.00 - 16.45: Networking Break

Insights from across the travel chain – the passenger experience trends in VIP and business jets that will have the potential to inspire and enable innovation in mainstream air travel

Moderator: Cristian Sutter, *Managing Director*, Sutter Aviation Consulting

WELCOME PARTY

18.00 - 21.30:

The Welcome Party is the unmissable networking event of the week with the who's who of the industry all present under one roof. This party is the perfect opportunity to network with your peers and other industry professionals in a relaxed, sociable environment, while enjoying live music, cocktails and international cuisine.

The party gets underway straight after the conference and is free to attend for all delegates and is also open to all visitors and exhibitors.

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16.45 - 17.05: Shaping the Future of VIP Travel: Experience, Design, and Technology

VIP passengers expect more than luxury—they seek a seamless, stress-free journey from departure to arrival. McCahl Troupe, and Grayson Steding from Greenpoint Technologies explore the future of VIP aviation, focusing on evolving client expectations, emerging design trends, and innovative technologies.

From seamless ground-to-air transitions to immersive entertainment and wellness solutions, this session highlights how design and technical integration are shaping the next generation of VIP aircraft interiors—enhancing comfort, connectivity, and the overall in-flight experience.

Jeannine Kray, *Senior CMF Designer*, Greenpoint Technologies

Grayson Steding, *Director*, Client Support, Greenpoint Technologies

17.05 - 18.00: Trends and experience transfer: inspiration for mainstream air experiences

Cabin experts consider the potential for passenger experience trends and innovations in VIP and business jet interiors to inspire and enable innovation in mainstream air travel experiences.

Jeannine Kray, *Senior CMF Designer*, Greenpoint Technologies

Grayson Steding, *Director*, Client Support, Greenpoint Technologies

Alexandra Collins, *Managing Partner*, Design Investment

Mitchell Johnstone, *Lead Industrial Designer*, JPA Design

Lee Clark *Senior Vice President Strategy*, Rosen Aviation