



AGENDA

High tech and customer service - opportunities and limitations 1

Shopping and planning on the internet, reservations for flights, trains, car rental and hotels, self service passport controls and boarding gates - how far can technology go? How can organisations achieve differentiation and establish a sustainable business model in the dynamic market environment?23

Customer, technology and innovation will again be the topics for the next Hamburg Aviation Conference. The conference has become the leading think tank for future oriented organisations. It brings CEOs and senior management, experts and thought leaders from the aviation and travel industry together with retailers and universities to discuss strategies to face the new reality.

When: Tuesday 10 @15.00 (optional workshops), Wednesday 11th @9.00 - 12th February 2015 @14.00 hours

Location: Moevenpick Hotel Hamburg, Sternschanze 6, 20357 Hamburg

Key contact: getintouch@hamburgaviationconference.com

Key marketing partners: Hamburg Airport (original founder of the

conference), Lumexis, ICLP, GuestLogix, Airbus and more

Organizer: XXL Solutions GmbH; last update of agenda 29/1/2015

	10 February 2015 - Exclusive Pre-Conference Workshops (max 15 attendants per workshop)	Confirmed Speakers
15.00 - 17.30	Workshop 1: Know me - potential scenarios for direct customer engagement for airports and airport retailers. Top 5 tips for success and major pitfalls.	Mignon Buckingham, Managing Director at ICLP, James Edmunds, Field Leader - Airline & Tourism, University of West London
15.00 - 17.30	Workshop 2: The airline perspective on mobile and automation: Benefits, savings, customer service perspective, issues and more. - A real life experience to show why to invest & how much.	Pedro Casimiro, Manager Ground Product and Processes, & Charter Stations at Brussels Airlines
15.00 - 17.30	Workshop 3: Social media and mobile - business cases for immediate adaptation.	Mr Massimo Scialò, Prof. in IT Marketing & Communication at Rome University. CEO of Beatpick, keynote speaker 2014
15.00 - 17.30	Workshop 4: Passenger end-to-end connectivity - from connectivity 101 through to establishing the right questions to ask any potential provider of connectivity and/or services	Jonathan Norris, Vice President of Sales at Lumexis Corporation
15.00 - 17.30	Workshop 5: Revenue management through the eyes of a retailer - bringing light & new concepts to the black box of airline RM - incl. how ancillary services can be revenue managed to achieve higher returns	Laurent Lebard, Chief Executive Officer at YieldIn Revenue Management Solutions
15.00 - 17.30	Workshop 6: How Google came to love brands unfairly. And other ranking influences. - Dispelling the myths of SEO plus an eighty page takeaway packed iwth facts, figures and vital check lists.	Derek Mansfield, the irreverent President and CEO of the Bold Endeavours Group

14.30 - 18.00	<i>register & "get your professional photo"</i>	
as from 19.30	<i>informal get together in the Cave Bar in the Moevenpick Hotel</i>	
	11 February 2015 Conference Day 1	Confirmed Speakers
as from 08:45	register, have a coffee, meet people, "get your professional photo"	
9:45 - 10:15	Welcome note	Senator Frank Horch, Economics, Transport & Innovation Authorities Hamburg Michael Eggenschwiler, CEO Hamburg Airport
10:15-10:45	Keynote: No limits	Beatie Wolfe, Musician, Singer, Artist, Technical Innovator, Member of British "Great" campaign

10:45-12:15	<p>Top industry leaders opening panel: The future of customer experience - differentiator or commodity? - CEOs/Chairmen from Aegean and Olympic Air, Hamburg Airport, London Gatwick Airport, moo.com and Queensland University of Technology</p>	<p>Simon Calver, Chairmann at moo.com, previously CEO at Mothercare & Lovefilm video rental Alexander Dreiling, Associate Prof. and Chair in Airport Innovation at Queensland University of Technology Michael Eggenschwiler, CEO Hamburg Airport Dimitris Gerogiannis, Managing Director Aegean Airlines Stewart Wingate, CEO Gatwick Airport</p>
12:15-13:45	<p>have lunch, meet people - Restaurant Moevenpick, "get your professional photo"</p>	
13:45-14:45	<p>Session I - opportunities and limitations of technology</p>	
13:45-14:15	<p>1.1. Managing the impact of technology on people and business strategy</p>	<p>Audrey Benoit, Director Web & Social at Mobistar; Owner at Digital Nature</p>
14:15-14:45	<p>1.2. From frequent flyer to frequent shopper</p>	<p>Gabi Kool, CEO Coalition Rewards</p>
14:45-18:00	<p>Session II - knowing the customer to drive business performance</p>	

14:45-15:15	2.1 Managing the digital customer	Bernd Skiera, Professor at Frankfurt University, Director at e-Finance Lab
15:15-15:45	2.2 Get to know the airport customer - and what influences their behaviour. Insight from a global survey.	Mignon Buckingham, Managing Director at ICLP,
15:45-16:15	have a coffee, meet people	
16:15-16:45	2.3 The social perspective - driving customer experience and business success	Gert Wim ter Haar, KLM, Manager Social Media Hub
16:45-18:15	Customer and Technology panel - opportunities and limitations of technology to improve the customer experience - CEOs and top leaders from Guest Logix, Liverpool Airport, Kuwait Airways, Oneworld, Ukraine International Airlines	Andrew Cornish, CEO at Liverpool Airport Clare Elford, VP Client Services EMEA at GuestLogix Inc. Sergey Fomenko, EVP Commercial at Ukraine Int. Airlines Philip Saunders, CCO at Kuwait Airways Dennis Tierney, VP Customer Experience at Oneworld
18:15-19:00	"get your professional photo"	
19:30 - 22:30	have dinner and meet people - Cave Bar Moevenpick Hotel	
12 February 2015 Conference Day 2		Confirmed Speakers
08:15-09:00	have a coffee, meet people, "get your professional photo"	

09:00-09:30	Keynote: "Innovation is not a choice" - changes in business practices mean that innovation has become both a way of life and necessary for survival!	Iain Rawlinson, Principal of strategic adviser Rawlinson Partners, previously Chairman of the Monarch Group, Director of companies
09:30-13.30	Session III - business success through innovative solutions	
09:30-10.00	3.1 Key elements of an innovation culture - why an interdisciplinary approach and design thinking are vital components	Anne Bergner, Professor for Design Communication at University Coburg, Owner at Anne Bergner Design Consulting
10.00-10.30	3.2 Comfort without compromise - Airbus cabin Interior innovations	Ingo Wuggetzer, Head of Cabin Marketing at Airbus
10.30-11.15	think future panel I: a bunch of innovative case studies - with top leaders from Hertz, London City University, Virgin Atlantic	Clare McCaffrey, Director Marketing Operations & Strategic Sales & CRM at Hertz Tilmann Gabriel, Director Aviation Master-Programs at London City University and CEO tiansalo consultants Jonathan Hinkles, Head of Flight Crew at Virgin Atlantic
11.15-12.15	have a coffee and meet people	

<p>12.15-13.15</p>	<p>think future panel II: How innovation can take business strategy to a new level - with top leaders from Future Railway, Hamburg Airport, Heinemann Duty Free, Lufthansa Technik, Monarch Airlines</p>	<p>Marisa Blasco-Bayona, Director Revenue Management, Sales, Network Development at Monarch Airline Kieron Gavan, Head of Commercial at Future Railway Markus Ettlin, Director Retail Marketing at Gebr.Heinemann</p> <p>Wolfgang Pollety, Managing Director Airport Hamburg Helge Sachs, Head of Corporate Innovation Management & Product Development at Lufthansa Technik AG</p>
<p>13.15-14:00</p>	<p>saying goodbye and last opportunity to "get your professional photo"</p>	

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