



AGENDA

Agenda Hamburg Aviation Conference 10 - 11 February 2016

Draft update 22nd November 2015

Google, Facebook, Amazon and Apple determine the expectations of today's consumers. Lufthansa announced the creation of the innovation centre and a long haul low cost airline, Star Alliance introduced distribution fees and a new product strategy, Ryanair focuses on customer experience and invests all their marketing budget in winter 2016 in low fares, Air Malta started the world's first sky spa for economy class passengers and Alaska Airlines introduced sockets in the seat backs to enable charging for all customers. The world is upside down, and we have to get used to it.

Let's learn from others how they face this new reality.

When: Wednesday 10th February 2016 full day, Thursday 11th February 2016 closure 16.00 hours

Location: Moevenpick Hotel Hamburg, Sternschanze 6, 20357 Hamburg

Key contact: getintouch@hamburgaviationconference.com

Organizer: XXL Solutions GmbH

Wednesday 10th February 2016 - Day 1 (08.30 - 18.00 hours, networking dinner at 19.30)

The customer of tomorrow and how to deal with her

1. 8.00 - 8.50 Welcome coffee and registration

2. 8.50 - 10.30 Top Industry Leader Opening Panel

Game changers - digitalisation, customer experience, technological , do we all need to convert into retailers and technology organisations?

Michael Eggenschwiler, Hamburg Airport, CEO (incl welcome and presentation moderators)

Andrew Cowen, HongKong Express (LCC)

Michael O'Leary, Ryanair, CEO

Other participants to be confirmed

3. 10.30 - 11.00 Coffee break, networking, take your professional photo

4. 11.00 - 11.15 Welcome message, Senator Horch

5. 11.15 - 13.15 Customer session: Customer Engagement, loyalty AND ancillary revenues

5.1 11.00 - 12.00 Panel - Customer experience and ancillary revenues as key to success - instead of classic business models?

Dr. Marco Remiorz, Dabelstein & Passehl

Prof. Dr. Eyden Samunderu, ISM International School of Management, Program Director

Other cross industry participants from airports, airlines and retail to be published as soon as they are finally confirmed

5.2 12.00 - 13.15 Panel - Cutting edge revenue management as a critical success factor

Iliana Cruz, Lot Polish Airlines, Executive Director of Revenue Management, Pricing, Distribution

Laurent Lebard, YieldIn, CEO

Benny Mantin, Associate Professor University of Waterloo

Christophe Viatte, Air Baltic, Chief Commercial Officer

Seb Wereszczynski, Monarch Airlines, Head of Revenue

5. 13.15 - 14.15 Networking Lunch

6. 14.15 - 18.00 Technology Session: The future beyond digital - and what it means for us

6.1 14.15 - 14.35 Keynote speech: "The Airline Experience of You"

Joe Leader, CEO Apex

6.2 14.35 - 15.00 Moving from legacy to digital, from flight seller to retailer
speaker to be confirmed

6.3 15.00 - 15.25 Monarch's data journey, our progress to date and future vision.

Artis Lismanis, Monarch Airlines, ex Easy Jet, Head of Analytics & Decision
Support

6.4 15.25 - 16.15 The paradoxes of technology – how do we feel about the digital experience?

Ralph Beisel, German Airports Association ADV, Managing Director

Radoslaw Dutkowski, LOT, Director eCommerce speaker to be confirmed

other speakers to be confirmed

6.5 16.15 - 16.45 Coffee break, networking, take your professional photo

6.6 16.45 - 17.15 Smart meets fast – how digital changes our world.

Mairead Brady, Trinity College

6.7 17.15 - 17.45 Mobile and the "everything, everywhere, now" world - what does it mean for us?

speaker to be confirmed

17.45 - 19.00 Get your professional photograph

19.30 Networking dinner

Thursday 11th February 2016. Day 2 (9.00 - 16.00 hours)

Innovation is not a choice

7. 8.00 - 9.00 Good morning coffee and registration

8. 9.00 - 9.30 Keynote speech: What will the airline future look like?

Patrick Murphy, Peach Airlines, Chief Advisor, ex Chairman of the Board at Ryanair

9. 9.30 - 10.00 Innovative approaches and how to make them happen

Speaker to be confirmed

10. 10.00 - 11.00 Panel: End to end connectivity - Innovative solutions to improve connectivity and reach

Jon Norris, Lumexis Inc., Vice President of Sales

Other speakers to be confirmed

11. 11.00 - 11.40 Coffee break, networking, take your professional photo

12. 11.40 - 13.00 Panel: The next generation airport

Mignon Buckingham, ICLP, Managing Director

Lutz Deubel, Hamburg Airport, Director Centre Management

Wataru Tanaka, Nikken Sekkei, Principal, Urban Design and Planning Group, main designer of Tokyo Narita Terminal 3

Lee Lipton, Vantage Airport Group, Director Air Service and Cargo Development

Ludger van Bebber, Airport Niederrhein, CEO

13. 13.00 - 14.50 Networking Lunch

14. 13.45 - 14.45 Panel: Innovative solutions to cut cost and increase efficiency

Pramod Jain, Managing Director at Sabre Austria

Other speakers to be confirmed

15. 14.50 - 16.10 Daring to be different

Eddie Robb, Make It Social, Founder & Managing Director

Stephan Uhrenbacher, Flio, CEO

other speakers to be confirmed

16.10 - 16.15 Closure and good bye

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THE CUSTOMER OF TOMORROW AND DEAL WITH HER

02:00 - 03:00

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