

T2 **PSS**
RL **2019**

2019 attracted over 300 delegates representing over 100 airlines and vendors

RETAIL EXCELLENCE

Transformation strategies to develop airline business capability and revenue

PSS2019.london

For more information
+44 (0) 7957 354 940 | jb.noon@t2rl.com

CONFERENCE OVERVIEW

3 days of knowledge-sharing, networking and learning



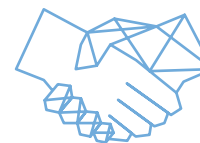
OVER 5 HOURS OF MASTERCLASSES & ROUNDTABLES

Over 50 vendors in attendance at the vendor masterclass and two airline specific masterclasses attended by 45 airline delegates



50 SPEAKERS FROM ACROSS THE INDUSTRY

Keynotes and panel sessions, lightning talks and roundtables made a packed and innovative agenda



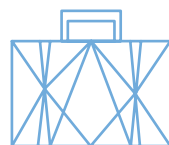
MORE THAN 12 HOURS OF QUALITY NETWORKING TIME

A fantastic drinks reception sponsored by OpenJaw and unique Gala Dinner sponsored by Sabre in addition to networking breaks throughout the day



AUDIENCE ENGAGEMENT AT ALL TIME HIGH

61% of the audience interacted with sli.do. Nearly 100% of the delegates downloaded and interacted with the conference app.v



40% OF THE WORLD'S PBs ATTENDED



OVER 40 AIRLINES IN ATTENDANCE FROM ALL 6 GLOBAL REGIONS



48% OF AIRLINES HAD OVER 25M PBs

WHAT DID WE LEARN?

Three days of expert sessions shared knowledge and insight, whilst encouraging lively debate on the opportunities and challenges in developing strategies for business capability and revenue growth. Industry leaders and experts left with ideas and inspiration to share with their businesses.

Transformation

Insight and opinion on developing a retail-agile PSS and an equity analyst's view of travel and retail.

Transition

Lively debate on retail disruption and the impact of new shapeshifters. Southwest case study demonstrated how the world's largest airline retail outlet delivers value.

Transparency

Digital transformation and migration experience shared by SAS, PIA and T2RL migration consultant.

WHO ATTENDED?





Thank you to our sponsors

Platinum



Gold



Silver



Bronze



DELEGATES BENEFITTED FROM...

PSS2019 was the largest gathering of passenger service systems and associated complex technology experts globally. **PSS2019** provided a range of opportunities to gain new knowledge and skills, share best practise and debate key industry issues

LEARN FROM THE EXPERTS

- **Pre-conference consulting master classes:**
3 hands-on working sessions for airlines and vendors
- **Masterclass 1:** Contract Negotiation and Extension of existing contracts: How to ensure you're getting a 'buyer contract' with your IT providers. Top tips on negotiating and renegotiating your contract. In a multi-vendor solution, how can you handle and enforce the SLA in the case of a major problem. Three most common mistakes in contracting. How to future proof your IT contracts.
- **Masterclass 2:** How to roll out new technology and standards effectively: In order to be agile in embracing new technology, how can retailers afford to rollout new standards and complex technology efficiently in a fast moving environment?

PRESENTATIONS FROM THE EXPERTS

- **Keynote presentations:** leading industry figures share market knowledge, analysis and insight
- **Panel discussions:** on a range of hot topics, industry challenges and future scenarios, provoking open debate, moderated by independent experts
- **Horizon scanning:** a view into future technology trends from out of industry experts
- **Expert analysis:** T2RL and other independent analysts provide insight into key industry topics

BREAKTHROUGH INNOVATION

- **Exhibitor marketplace:** a select range of technology suppliers are available to answer questions and inform decision-making
- **1 2 1 sponsor meetings:** opportunity to discuss specific system requirements or capabilities with sponsors directly
- **Lightning speeches:** 10 min. innovation overviews from complex technology vendors

NETWORKING WITH YOUR PEERS

- 1 2 1 with selected peers and vendors through our online networking tool
- **Drinks reception:** complimentary evening drinks at the QEII centre at the end of day 1
- Throughout the conference there was also ample opportunities to engage with delegates over lunch and during tea/coffee breaks

COLLABORATION

- **Round table sessions:** addressing thorny industry topics, moderated by industry experts, the results to be shared with all delegates

JOIN T2RL IN 2020

T2 **ASIA**
RL **2020**

T2RL ASIA SUMMIT 2020

Wednesday 1st April, AVANI Riverside, Bangkok

T2 **PSS**
RL **2020**

PSS2020: OPTIMISING THE PASSENGER EXPERIENCE

Wednesday 11th - Friday 13th November, QEII Centre, London

A SNAPSHOT

VIEW MORE



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PSS2019 AGENDA

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PSS2019 AGENDA

DAY 1 - TRANSFORMING THE PSS FOR RETAIL

As new technology and revenue opportunities emerge, airlines continue to look at transforming their business capabilities to improve the way they retail to customers. The PSS lies at the heart of an airline's IT infrastructure and hence plays a major part in this transformation.

SETTING THE SCENE

Richard Clarke, CEO, T2RL

KEYNOTE: DYNAMIC OFFERS INSIDE THE PLATFORM AT THE CENTRE OF TRAVEL

Cem Tanyel, Executive Vice President & President Airline Solutions, Sabre

KEYNOTE: STAYING AHEAD OF THE TRANSFORMATION CURVE

Nawal Taneja, Executive-in-Residence Fisher College of Business and Distinguished Fellow College of Engineering Ohio State University

PANEL: A RETAIL-AGILE PSS

Mike Barrera, Chief Product Officer, Radixx
David Friderici, Vice President & Head of Product Strategy & Management of Airline Passenger Solution, IBS Software
Jeff Jones, Vice President, Southwest Airlines
Mark McDonald, Director, ASia Pacific, Farelogix
Oliver Wigdahl, Director, TimeSpy
Moderator: Bert Craven, Chief Strategy Officer, T2RL

PANEL: UNLOCKING THE VALUE IN REAL-TIME CUSTOMER DATA

Cemil Agagil, Product Director, Hitit
James Barr, Principal Associate, Gowling WLG
Stephane Druet, SVP Head of Marketing and Product Strategy, Cellpoint Digital
France Grenot, Enterprise Architect, Southwest Airlines
Karan Rao, Senior Consultant & Program Director - Travel & Transportation and Hospitality Business, Mindtree
Julia Reichel, VP Sales, OpenJaw
Moderator:: Chris Bird, Principal Analyst, Architecture, T2RL

KEYNOTE: THE EQUITY ANALYST'S VIEW OF THE TRAVEL RETAIL MARKET

James Goodall, Equity Analyst Transport and Leisure, Redburn

NETWORKING OPPORTUNITY



DAY ONE
TRANSFORMATION

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RETAIL EXCELLENCE

DAY 2 - TRANSITION FROM OLD GENERATION TO NEW GENERATION RETAILING TECHNOLOGY

KEYNOTE: WHAT IT TAKES TO DELIVER THE WORLD'S LARGEST AIRLINE RETAIL OUTLET

Kathleen Wayton, Senior Vice President and Chief Information Officer, Southwest Airlines

KEYNOTE: BEYOND THE BUZZWORD: WHAT CAN AI DO FOR THE AIR TRANSPORT INDUSTRY?

Southwest Adnan Saulat, AVP & Head of Consulting - Travel, Transportation and Hospitality Business, Mindtree

PANEL: WHERE IS THE REAL RETAIL DISRUPTION COMING FROM?

*Surain Adyanthaya, Principal Travel Strategy, PROS
Simon Lightman, Partner, Morgan Lewis
Bas Nieman, Senior Manager Aviation, Accenture
Carsten Schaeffer, CCO, Blue Air
Ian Tunnacliffe, Editor in Chief, T2RL*

PANEL: NEW SHAPESHIFTERS

*Tim Catling, Program Manager, NIIT Technologies
Bertrand Kientz, Co-Founder and CEO, Conztanz
Malachi Faughnan, Director of Product Strategy, Datalex
Nick Stott, Managing Director and Partner, Travel in Motion
Nawal Taneja, Executive-in-Residence Fisher College of Business and Distinguished Fellow College of Engineering Ohio State University
Julio Toro, Chief Information Officer, Copa Airlines
Bert Craven, Chief Strategy & Research Officer, T2RL*

KEYNOTE: NEW RETAIL STRATEGIES FOR AIRLINES TO DEVELOP REVENUE

Gian Caprini, Head of Digital Sales Growth, Expedia Group

PANEL: STRATEGICALLY DRIVING ADDITIONAL SALES AND REVENUE THROUGH TECHNOLOGY

*Gian Caprini, Head of Digital Sales Growth, Expedia Group
Dave Cruickshank, CEO, The ATCORE Group
Mandy Round, Airline Tour Operations, Logi Travel Group
James Spalding, Airline Director UK and Europe, Trip.com/Ctrip
Assen Vassilev, Founder and CEO, CTW Consulting
Group Moderator: Ben Moss, VP Research for Distribution Platforms & Technology, T2RL*

LIGHTNING TALKS: 15BELOW AND GOWLING

*Al Tredinnick, Head of Business Development, 15Below
James Barr, Principal Associate, Gowling WLG*

KEYNOTE: BEYOND THE STANDARD: A STRATEGIC APPROACH TO NAVIGATING THE NEW DISTRIBUTION LANDSCAPE

Bryan Porter, Chief Commercial Officer, OpenJaw

KEYNOTE: CONTRACT PRINCIPLES: RISK ALLOCATION VS RISK MITIGATION

*Bert Craven, Chief Strategy & Research Officer, T2RL
Mike Pierides, Partner, Morgan Lewis*

PANEL: ORDER MANAGEMENT - HOW IS IT DIFFERENT?

*Thomas Helldorff, VP Airlines & Travel, Worldpay
Mao Junwei, General Manager Airlines Business Department, TravelSky
Mona Kristensen, Director NDC Product Management, OpenJaw
Arnulf Pribas, Managing Director, pribas
Oana Savu, Senior Manager Industry Distribution Programs Adoption, IATA*

KEYNOTE: DYNAMIC PRICING FOR AIRLINES: THE TIME HAS COME

Scott Nason, T2RL Fellow, T2RL

FIRESIDE CHAT: THE ART OF THE POSSIBLE

*Karl Isler, Managing Partner, Karl Isler Consulting
Scott Nason, T2RL Fellow, T2RL*

PANEL: DYNAMIC PRICING IN A DYNAMIC RETAILING ENVIRONMENT

*Fellow Tom Gregorson, Chief Strategy Officer, ATPCO
Michael Reyes, Senior Director, Offer Management, Sabre
Paul Rose, Managing Director, Paul Rose Consulting
Sebastien Touraine, Head, Dynamic Offers Program, IATA
Matthias Viehmann, Head of Methods and Processes Revenue Management and Distribution Lufthansa Group
Scott Nason, T2RL Fellow, T2RL*

GALA DINNER: TOWER OF LONDON

Delegates experience a unique evening of fine food, drink and premium networking opportunities all set among the backdrop of one of London's most iconic landmarks. Kindly sponsored by Sabre.



RETAIL EXCELLENCE

DAY 3 - TRANSPARENCY - PRACTICAL ADVICE FOR BUYERS AND SELLERS

FIRESIDE CHAT: SABRE AND RADIXX

Richard Clarke, CEO, T2RL

John Elieson, President, Radixx

Darren Rickey, SVP and General Manager, Regional Sales and Account Management, Airline Solutions, Sabre

KEYNOTE: THE RETAIL RACE IS ON: CREATING NEW VALUE IN AN NDC ECO SYSTEM

Chris Phillips, Regional Director, EMEA, ATPCO

PANEL: DISTRIBUTION - COMPETITION FOR NO REASON?

Donna Bahar, Head of Reservations & Distribution, EL AL Airlines

Shannon Durbin, Distribution Account Manager, Alaska Airlines

Veronica Hull, Head of Distribution Strategy, Virgin Atlantic

Kenneth Lee, Head of Distribution Strategy, Cathay Pacific

Anthony Radar, Senior Manager, Distribution Strategy, American Airlines

Moderator: Bert Craven, Chief Strategy & research Officer, T2RL

ROUNDTABLES: SPONSORED INTERACTIVE DISCUSSIONS

Sabre, OpenJaw, Accenture, ATPCO, Covington, Datalex, Hitit, IBS, Farelogix, PROS, Morgan Lewis,

KEYNOTE: SAS' DIGITAL TRANSFORMATION

Kati Andersson, VP Digital Sales & Distribution, SAS

KEYNOTE: PIA'S PSS MIGRATION AND LESSONS LEARNED

Asad Bukhari, General Manager, Digital Systems, PIA

KEYNOTE: IMPLEMENTATION - ADVICE FOR PRACTITIONERS

Mike Moore, Managing Partner, T2RL

