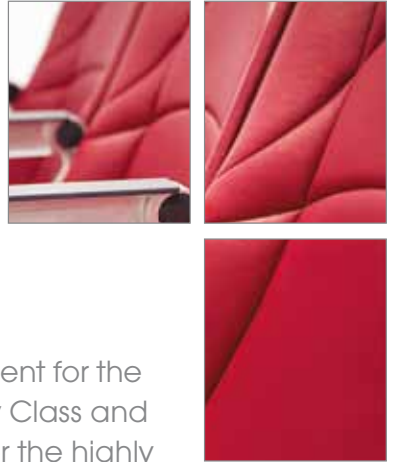


# Your Invitation

The leading global market place  
for the Aircraft Interiors Industry

# Why attend



- The world's leading event for the aircraft interiors industry
- Engage with 500 industry suppliers
- Discover interior concepts and equipment for the full spectrum of First, Business, Economy Class and Low-Cost carriers as well as products for the highly specialised VIP sectors
- Network with senior level professionals from over 90 countries specialising in every aspect of the aircraft interior
- See the latest innovations and emerging technologies
- Do a year's worth of business in just 3 days



Excellent one stop shop for a complex subject ranging from IFE to basic low cost option seats.

**Engineer, Shannon Aerospace, Ireland**



## Co-located with World Travel Catering & Onboard Services Expo

**World Travel Catering  
& Onboard Services**

**EXPO** 27-29 March 2012  
Hamburg Messe, Germany

For the first time this year Aircraft Interiors Expo will be co-located alongside World Travel Catering & Onboard Services Expo, formally known as the ITCA exhibition, a premiere event for the catering and onboard services industry. It provides the perfect face-to-face business arena for sourcing new and existing products, services and innovative solutions for air, rail and passenger sea travel.

Register now for free entry to the exhibition: [www.aircraftinteriorsexpo.com/register](http://www.aircraftinteriorsexpo.com/register)

Register now to attend the conference: [www.aircraftinteriorsexpo.com/confreg](http://www.aircraftinteriorsexpo.com/confreg)

# EXHIBITION 27-29 March 2012

Free to attend

Join us in Hamburg for Aircraft Interiors Expo 2012, the launch pad for cabin programmes showcasing tomorrow's designs, in-flight entertainment, connectivity and passenger services whilst providing the ability to research and compare the world's leading aircraft cabin solutions.

## Crystal Cabin Award



The Crystal Cabin Award is the only international award for excellence in aircraft interior innovation. Winners will be presented in the Crystal Cabin Award Gallery in Hall B1.

## Hospitality evenings

We would like to invite you to attend our hospitality evenings on Tuesday and Wednesday when the halls will remain open from 5pm – 7.30pm where exhibitors will be providing refreshments and networking opportunities to attendees.

Register now for free entry to the exhibition: [www.aircraftinteriorsexpo.com/register](http://www.aircraftinteriorsexpo.com/register)

# CONFERENCE 26 March 2012

Cost @ €100 + VAT

NEW FOR  
2012

**The Cabin Innovation & Strategies for the Future Conference** is the world's premier event focusing on the key strategic issues surrounding cabin innovation, consumer expectations and strategies for profitability within the cabin.

This is a highly targeted one-day conference incorporating insightful plenary sessions, panel discussions and case studies followed by an opportunity to network with industry leaders and the world's most innovative airlines.

## Plenary Session 1:

Tomorrow's passengers, today's journey

- Changing tastes and lifestyles – critical trends shaping consumer expectations in the future?
- Embracing the future – welcoming change and innovation in the cabin

## Breakout Session 1:

Expanding the boundaries of airline hospitality

- New visions for comfort
- Meeting changing expectations of friendliness and service
- Offering choice, making money - what are the future service options your customers will want to buy into?

## Plenary Session 2:

Affording the future – daring to be different?

- Economic briefing: Future cabin innovations in context
- Panel discussion: Can astute airlines take advantage of standardisation but still differentiate their brands?

## Breakout Session 2:

Strategies to manage the passenger experience

- How to create an engaging passenger experience?
- Panel discussion: How can airlines evolve their IFE&C strategies in a way that is good for business and makes sense to passengers?

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# CONFERENCE PROGRAMME

## CABIN INNOVATION & STRATEGIES FOR THE FUTURE CONFERENCE

09.00–09.30 Conference registration and coffee

### PLENARY SESSION 1: TOMORROW'S PASSENGERS, TODAY'S JOURNEY

- 09.30–09.40 **Welcome**
- 09.40–10.05 **Changing tastes and lifestyles – critical trends shaping consumer expectations in the future.**
- What are the trend indicators for future design and service?
  - What will brands need to do to impress them and stand out from the crowd?
- 10.05–10.30 **Embracing the future – welcoming change and innovation in the cabin.**
- How do you foster a culture of change and innovation?
  - What are the challenges to evolving the cabin experience to meet the demands of tomorrow's passenger?
- 10.30–10.45 Q&A

### PLENARY SESSION 2: AFFORDING THE FUTURE – DARING TO BE DIFFERENT?

- 10.45–11.15 Coffee
- 11.15–11.30 **Economic briefing: Future cabin innovations in context.**
- What are the medium and long-term growth prospects for airlines and how ready is the interiors supply chain to deliver?
  - Is the timing right for airlines to continue to invest in the onboard experience?
- 11.30–12.30 **Panel discussion: Can astute airlines take advantage of standardisation but still differentiate their brands?**
- Airlines and suppliers explore the challenges of standardisation and differentiation.
- 12.30–14.00 **Lunch and networking**

### AFTERNOON SESSION CHOOSE FROM:

### BREAKOUT SESSION 1: EXPANDING THE BOUNDARIES OF AIRLINE HOSPITALITY

- 14.00–14.05 **Chairman's welcome**
- 14.05–14.20 **New vision for comfort – lessons from the hospitality industry**
- How can the concept of comfort be expanded beyond the seat across other elements of your customer's experience?
- 14.20–14.40 **Meeting changing expectations of friendliness and service**
- How are passengers' expectations of friendliness and service evolving?
- 14.40–14.45 Q&A
- 14.45–15.30 **Panel discussion: Offering choice, making money – what are the future service options your customers will want to buy into?**
- Exploring the challenges of innovating onboard catering and retail.
- 15.30–16.00 Coffee
- 16.00–16.55 **Insight on innovation:**
- Airlines and their supplier partners reveal the behind the scenes challenges and learning from bringing a recent project to successful implementation.
- 17.00–18.00 **Networking reception**

### BREAKOUT SESSION 2: STRATEGIES TO MANAGE THE PASSENGER EXPERIENCE

- 14.00–14.05 **Chairman's welcome**
- 14.05–14.40 **How to create an engaging passenger experience?**
- Two alternate visions of the future for inflight entertainment and connectivity.
- How will the way consumers engage with technology at home and at work drive their expectations of entertainment and connectivity in the air?
- 14.40–14.45 Q&A
- 14.45–15.30 **Panel discussion: How can airlines evolve their IFE&C strategies in a way that is good for business and makes sense to passengers?**
- Airlines and suppliers explore the challenges of innovating IFE & Connectivity.
- 15.30–16.00 Coffee
- 16.00–16.55 **Insight on innovation:**
- Airlines and their supplier partners reveal the behind the scenes challenges and learning from bringing a recent project to successful implementation.
- 17.00–18.00 **Networking reception**

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For the complete agenda visit [www.aircraftinteriorexpo.com/conference](http://www.aircraftinteriorexpo.com/conference)

# Visiting information

## Opening times

### Cabin Innovation & Strategies for the Future Conference

Monday 26 March 2012 09.00 - 18.00

### Aircraft Interiors Expo

Tuesday 27 March 2012 09.00 - 17.00

Wednesday 28 March 2012 09.00 - 17.00

Thursday 29 March 2012 09.00 - 17.00

## Accommodation

We have teamed up with Interplan who are able to provide a comprehensive range of hotels in Hamburg at a special event rate for Aircraft Interiors Expo attendees.

[www.aircraftinteriorexpo.com/hotels](http://www.aircraftinteriorexpo.com/hotels)

## Travel

We are pleased to announce that Lufthansa is the official airline partner for Aircraft Interiors Expo 2012 and are offering discounted travel to and from Hamburg over the event period.

[www.aircraftinteriorexpo.com/travel](http://www.aircraftinteriorexpo.com/travel)



*It is the most important event for Aircraft Interiors, you meet the people you need and want to meet*

**Senior Advisor, DRIESSEN Limmen, The Netherlands**



Co-located event:

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