

## AGENDA

*Please join us from 08.30 onwards for delegate registration and coffee.*

### PLENARY: RENEWAL AND REVOLUTION

#### 09.30 – 09.40: Welcome

**Polly Magraw, Event Director, Aircraft Interiors Expo**

#### 09.40 – 10.20: Renewal and Revolution

**Moderator: Jennifer Newlands, Vice President, Head of Strategy, Brand, Content, Airbus**

Aviation is emerging from survival mode and is preparing for the recovery. Even so, critical uncertainties seem to be becoming more commonplace and the passenger experience community has a vital role to play in helping to rebuild the industry to be robust to ongoing challenges, wherever the opportunity presents itself. What will inspire and challenge us to envision the arc of sustainable, worthwhile business that will be lucrative for aviation and desirable for travellers and wider society?

**Paul Wylde, Founder, CEO & Creative Director, paulwylde**

#### 10.20 – 11.00: Revitalising air travel

What are the critical passenger experience strategies that will transform travel and support airline renewal? How are innovative airlines mapping out the routes to more seamless and efficient journeys with human values at their heart? This is an opportunity to hear directly from airline experience chiefs on how they are responding to the needs of those passengers who will be in the vanguard of travel recovery *and* building sustainable businesses.

**Silvia Mosquera, Chief Commercial and Revenue Officer, TAP Portugal**  
**Anthony Woodman, Vice President – Customer Journeys & Reward, Virgin Atlantic**

#### 11.00 – 11.30: Networking break

*After the break the programme splits into two streams that will run in parallel until the late afternoon*

REBELLIOUS RECONSTRUCTION

INTEGRITY IN ACTION

VENUE: CONGRESS CENTER HAMBURG  
<https://www.aircraftinteriorsexpo.com/en-gb/whats-on/pec-overview.html>

*Details may be subject to change, correct as of 1 June 2022*

## BREAKOUT STREAM: REBELLIOUS RECONSTRUCTION

In many areas of their post-pandemic lives people have reviewed and often altered their behaviours, from working practices to shopping and leisure to keeping connected with family and friends. These paradigm shifts mean that our focus should be on building anew for the future and not repairing the past. How should we be responding to the different cohorts of passengers who will be in the vanguard of travel recovery and create flying experiences that meet their needs and addresses their values?

### **11.30 – 13.00: Writing the histories of the future – redefining the cabin**

**Moderator: Cristian Sutter, Chief Executive Officer, Avensis**

Societal trends, climate change and the global health crisis are fundamentally changing how many consumers view air travel. While increased competition, plus the constant pressure on costs, requires that airlines constantly reinvent themselves within the context of long lead times for revolutionary products.

This interactive round table session aims to define the ideal cabin and customer experience of the future.

### **11.35 – 12.15: Radical rethinking**

Four innovators will challenge our ideas about what can be achieved in the cabin and outline their visions to deliver better, more compelling experiences for passengers and support sustainable business for airlines.

**Daniel Baron, Managing Director, LIFT Aero Design**  
**Anthony Harcup, Senior Director of Airline Experience, TEAGUE**  
**Boney Mathew, Vice President of Engineering & Quality, Pexco Aerospace**

### **12.15 – 13.00: Redefining the cabin panel discussion**

Cabin experts discuss potential opportunities to re-think the cabin and the issues that will need to be addressed to progress innovations from concept to cabin fixtures of the future.

**Brenna Wynhof, Regional Director, Cabin & Passenger Experience, Boeing Commercial Airplanes**  
**Carsten Laufs, Senior Vice President Product Innovation and Digitalization, Diehl Aviation**  
**Matthew Nicholls, Sales Director, Tapis Corporation**  
**David Kelly, Vice President Marketing & Strategy, HAECO Americas**  
**Enda Swan, Head of New Aircraft, Delivery and Engineering Support, Avolon**  
**Alexandra Wakefield, Director of Procurement, Breeze Airways**

### **13.00 – 14.15: Lunch and networking**

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## BREAKOUT STREAM: REBELLIOUS RECONSTRUCTION

### **14.15 – 16.15: Action on climate change – opportunities for the cabin community**

**Moderator: John Walton, Independent Transportation and Aviation Journalist**

Climate change is an existential crisis that threatens consumers and businesses alike, in all countries, industries and sectors. As the passenger experience community innovates and renews the cabin interior to support aviation recovery, how should it also play its part in reducing the environmental footprint of aviation?

### **14.15 – 14.30: Carbon budgets – a new way to address the environmental footprint of business travel**

Pressure for aviation to change is not only coming from individual travellers; businesses are also weighing up aviation's environmental impact when booking corporate travel. This session offers context to the challenges and opportunities ahead, including:

- How corporate travel spending is being shaped by the carbon emissions of individual flights
- Solutions to give travellers more agency and a better understanding of the carbon cost of their flight
- Potential impacts on aircraft routes, fleet and, ultimately, cabin classes onboard.

**Andrew Doyle, Senior Director, Market Development, Cirium**

### **14.30 – 15.00: Zero Carbon Cabins**

At around 10% of the weight of a modern airliner, and swapped out many times, the cabin makes a big contribution to its environmental impact. But beyond continuing to drive down weight, how can we work towards meaningful improvement? Led by the Aerospace Technology Institute and backed by the UK Government, FlyZero is an intensive research project investigating sustainable commercial aviation. Determining the impact of today's cabins, and how they must evolve has been a key objective.

This talk will discuss the project's research, and share its recommendations for how cabins can play a role in supporting our industry's Net Zero 2050 commitments.

**Ben Orson, Managing Director and Founder, Orson Associates and FlyZero Cabins Lead**

### **15.00 – 15.30: Green line-fit and retrofit – driving change across today's journey**

Line-fit is an obvious opportunity to re-think cabin interiors with more emphasis on sustainability, but change can also be achieved in retrofit programmes.

Reduction in waste and weight might be the immediate strategies for change, but modularity, material innovation and design for circularity should also be part of the toolkit. They can be used to achieve comparable aesthetics that don't compromise the overall experience – and even have the potential to enhance it.

Referencing examples in the cabin and in related industries such as automotive industry, this session will consider opportunities to deploy methodologies and materials that are better for passengers, for business and the planet.

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

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## BREAKOUT STREAM: REBELLIOUS RECONSTRUCTION

### **15.30 – 15.35: Green horizons – a materials engineer’s perspective (video)**

Insights and food for thought from an R&D specialist focused on new technologies and trends.

**Tatiana Cortez, Material Engineer, and Independent Sustainability Consultant**

### **15.35 – 16.15: Getting to net zero in four seat generations**

How do we change our thinking about seat design and manufacture to take account of full life emissions and recyclability? What systems should we implement in our own operations and sourcing to support decarbonisation? And how should we build transparency and reporting of carbon footprint data into our processes?

This session will investigate the critical issues and strategies the interiors sector must address to support aviation's goal of achieving net zero carbon emissions by 2050 – or in four seat generations.

**David Kondo, Head of Customer Experience Product Design, Finnair**

**Chris Brady, Chairman and Founder, Unum Aircraft Seating**

**Ben Smalley, Aviation Market Business Manager, SEKISUI KYDEX and Green Cabin Alliance member**

**Elena Kopola, Trend & CMF Specialist, TrendWorks and Green Cabin Alliance member**

### **16.15 – 17.00: Networking break**

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## BREAKOUT STREAM: INTEGRITY IN ACTION

### 11.30 – 13.00: The Power of Experience

The trend is for consumers to want to place human values more evidently first. They seek greater integrity and trustworthiness, all the while expecting smooth digital processes to manage their lives in ways that suit their needs or mood. How then should airlines and their partners align with these values to create cabin environments and services that will provide the experiences travellers desire?

### 11.30 – 12.15: Redefining the flight experience with a cabin that feels like home

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

The idea that the cabin delivers benefits to airline and passengers alike when it becomes an experience or destination in its own right takes on fresh impetus with Finnair's €200 million investment to redefine modern premium travel.

The Finnish flag carrier, known for connecting Asia and Europe, collaborated with Tangerine and contemporary Finnish designers to create a distinctive Nordic experience that emulates home comforts and appeals to passengers from a wide range of cultures.

This session will explore the critical elements to building truly compelling cabin experiences and will share insights from the collaborative processes underpinning the Nordic Freedom cabins.

**David Kondo, Head of Customer Experience & Product Design, Finnair**  
**Matt Round, Chief Creative Officer, Tangerine**

### 12.15 – 13.00: Building value *and* values into the journey

**Moderator: Johannes Lampela, Director, Design, LA studio, Designworks, A BMW Group Company**

How do we imbue delight into the journey and create onboard services that passengers will truly value because they are aligned their needs and respond to their values? What processes need rethinking and where are the opportunities to make passengers' onboard experience easier? What are the focal points to establishing connection and trust with customers?

This session will examine the opportunities to create meaningful engagement with passengers and the strategies that also open up revenue opportunities for airlines and their partners.

**Dr Stathis Kefallonitis, Associate Professor, Aviation Business & Passenger Intelligence, Embry-Riddle Aeronautical University**  
**Ron Verweij, Senior Manager, UX Design & Innovation Connectivity, Safran Cabin**  
**Anne De Hauw, Founder, IN Air Travel Experience**  
**Robin Sippel, Head of Digital Agenda, LSG Group**

### 13.00 – 14.15: Lunch and networking

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## BREAKOUT STREAM: INTEGRITY IN ACTION

### 14.15 – 16.15: Digital interactions and connectivity – opportunities to amplify experience

Recent events have driven profound socio-economic change. Consumers have come to expect connectivity and digital services that allow them to navigate the world at an increasingly granular level. This interactive round table session aims to define how the inflight data consuming space and digital services will evolve to not only meet passengers' expectations but also to elevate their onboard experiences.

**Moderator: Seth Miller, Editor, PaxEx.Aero**

### 14.15 – 14.35: Passenger perspectives on inflight connectivity

What do today's travellers expect from inflight connectivity and what do they already thirst for on future flights? Whether it is entertainment, supporting their wellbeing or enabling their productivity, this new research from OneWeb will provide insights into passengers' connectivity wish-list and some context for the afternoon's discussion.

**Ben Griffin, Vice President Mobility, OneWeb**

### 14.35 – 15.25: Creating a great digital service today and making it meaningful for tomorrow

The changing technology of delivering data is a continually moving target, with inflight services inevitable playing catch-up with what's on offer on the ground. How should we go about ensuring that we deliver the base-line of reliability that passengers expect?

What solutions or hybrid combinations will provide the high speed inflight broadband connections that will be required in the future? What strategies will help airlines bridge the gap between up-coming higher-performance communications services and what we are able to deliver today? And what balance of technology, business and passenger strategies will ensure a satisfying digital travel experience that meets the business need?

**Don Buchman, Vice President and General Manager of Commercial Aviation, Viasat**  
**Mike Pigott, Executive Vice President, Connectivity, Anuvu**  
**Jonathan Hofeller, Vice President Starlink Commercial Sales, SpaceX**  
**Ryan Stone, President and co-founder of SmartSky Networks**  
**Michael Holler, Design Director, Reaktor Aero**

### 15.25 – 16.15 Differentiating by delight – mapping the future for digital experiences

**Moderator: Joe Leader, Chief Executive Officer, Airline Passenger Experience Association and International Flight Services Association**

How should we move beyond entertainment, beyond monetisation to connecting with passengers' practical and emotional needs and delighting them with everything that is possible? How will creating more nuanced and targeted connections also open new business opportunities and revenues?

What are the key strategic and practical requirements for airlines seeking to elevate their digital passenger engagement?

**Guillaume Vivet, Vice President Digital Commerce & Experience, Inmarsat**  
**Jonas von Kruechten, Head of Strategy & Business Development, AERQ**  
**Christian Grou, Co-Founder and Chief Commercial Officer, Neutral Digital**  
**Michael Raasch, Chief Executive Officer, Omnevo**  
**Vivian Lo, General Manager Customer Experience & Design, Cathay Pacific**

### 16.15 – 17.00: Networking break

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## PLENARY: RENEWAL, REVOLUTION AND CONSENSUS

**17.00 – 18.00: Renewal, Revolution and Consensus**

**Moderator: Jennifer Newlands, Vice President, Head of Strategy, Brand, Content, Airbus**

Air France's Fabien Pelous kicks off this final session and promises some candid insights into how his airline is dealing with many of the issues discussed throughout the day.

This will be followed by a round table discussion to review some of the main feedback from the day.

**Fabien Pelous, Senior Vice President Customer Experience, Air France**  
**Joe Bentley, Chief Technology Officer, Panasonic Avionics**  
**Jochen Werner, Vice President Industrial Design, Airbus**

## INDUSTRY NETWORKING PARTY

**18.00 – 21.30**

Free to attend for all conference delegates and open to all visitors and exhibitors, the Industry Networking Party starts at 18.00, straight after the conference and 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.

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