

# 3<sup>rd</sup> Customer Experience Management for Airports

## Summit 2020

- MAIN SUMMIT: 5 & 6 FEBRUARY 2020
- WORKSHOPS: 4 & 7 FEBRUARY 2020
- VENUE: FURAMA RIVERFRONT HOTEL SINGAPORE

Understanding The Future Passenger: Explore at the World's Leading Airport Customer Experience Management Platform on How You Can Go Above and Beyond Your Passenger and Customer Expectations!

### FEATURED SPEAKERS INCLUDE:



**Jai Ferrell**  
Airport Director,  
Marketing & Creative  
Services,  
**Hartsfield-Jackson  
Atlanta International  
Airport**



**Rami Hindieh**  
Associate Director,  
Enterprise Data  
Management,  
**Toronto-Pearson  
Airport**



**Robert Young**  
Former VP  
Commercial,  
**Dubai International  
Airport**



**Ramdan Pradarma**  
Vice President  
Corporate Planning &  
Transformation,  
**Angkasa Pura Airports**



**Enzo Zangrilli**  
Commercial  
Director Aviation  
and non Aviation  
Development,  
**Trieste - Friuli Venezia  
Airport**



**Ioanna Papadopoulou**  
Director,  
Communications &  
Marketing,  
**Athens Airport**



**Sundeep Malik**  
Vice President,  
**Zurich Airport  
International**



**Óscar Oliver Cristià**  
Former Commercial  
Director,  
**Aeroports de  
Catalunya**

*more expert speakers on page 2*

### WHY YOU CANNOT MISS THE SUMMIT!



**THE Best Platform to hear End-user Perspectives** around the globe on the best practices and technological tools to create operational efficiency to **Enhance Passenger Experience.**



**Highlighted Case Studies from Leading Airports Operators!**

- ▶ Dubai International Airport
- ▶ Hartsfield-Jackson Atlanta International Airport
- ▶ Toronto Pearson International Airport
- ▶ Zurich International Airport
- ▶ Athens International Airport
- ▶ Marco Polo Airport



Hear from **BUSIEST AIRPORT GLOBALLY** on how they understand, reach and cater passengers to create **Customer Centrality** ensure ultimate **Passenger Experience**



Understand how **leading Airports view changing trends in Passenger profiles and strategies** they use to match changing expectations

### 6 Expert-led WORKSHOPS are Available!

- A** Strategies and Considerations to Create Airport Shopping Experiences for Customers That Drive Traffic and Sales
- B** Learn About the Integrated Social Functionality and What It Means For Your Social Media Strategy
- C** Exploring the Best Practices in Passenger Guidance and Movement Control to create a Seamless Experience
- D** Setting up an E-Commerce Experience: Creating a Seamless Shopping Experience for Customers and Enhancing Revenues through Digitization
- E** Intelligent Use of Service quality KPI and Measurement Approaches to Better Understand your Customer to Drive Positive Change and Increase Customer Retention
- F** Designing and Implementing an Effective Route Development Strategy for Emerging Airports

Researched & Developed by:

**EQUIP  
GLOBAL**

**OVER 8 HOURS OF NETWORKING OPPORTUNITIES WITH LEADING EXPERTS OF AIRPORT OPERATORS & AIRPORT AUTHORITIES AROUND THE WORLD!**

3<sup>rd</sup> Customer Experience Management for Airports Summit 2020  
4 - 7 FEBRUARY 2020, SINGAPORE



**MORE EXPERT SPEAKERS INCLUDE:**



**Bryan Cyril Dique**  
Section Head - Passenger Services,  
**Department Of Civil Aviation UAE**



**Andrea Geretto**  
Commercial and Marketing Director,  
**SAVE S.p.A**



**Ireneusz Dylczyk**  
Commercial Director,  
**Lublin Airport**



**Yann Le Page**  
Former Airside Design Director,  
**IGA Istanbul New Airport**



**Rajan Mittal**  
Snr Manager Quality,  
**Adani Airports**



**Torsten Hentschel**  
Managing Director,  
**TH Airport Consulting**

**5 KEY BENEFITS OF ATTENDING THIS SUMMIT!**

- 1 Gateway to the City:** Explore strategies of how other Airports improve customer experience and smoother passenger movement as well as **reducing waiting times at various Airport choke points, best ways to create wayfinding as well as planning transport services for passengers to better explore the rest of the city!**
- 2 Airport as A Destination:** Explore how other airports in the world are no longer just a hub, but also a recreational and entertainment location to attract tourists and transit passengers. Hear case studies of the various strategies you can to **utilize at your airport to create a unique sense of place for your airport an all-round experience at your Airport.**
- 3 Unique Brand Identity:** Explore how other Airports **create their branding and marketing strategies** based on their passenger types to create a unique Brand Proposition that sticks in the mind of the consumer!
- 4 Better Understand your customer:** Hear about how Airports can **learn about passenger's preferences, behavioural and consumption patterns** and learn the tools you can use to better understand your customer and create a better personalized experience.
- 5 Creating the best commercial proposition:** Hear how your **retail and commercial strategy** can add to the overall experience and explore how you can create the most suitable retail experience to best-fit your target audience to maximize income.

**EXPECT TO MEET WITH?**

Register now to meet the stakeholders involved in Customer Experience Projects in the roles of:

- Airport Services
- Airport as a Destination
- Brand Management
- Customer Experience
- Customer Engagement
- Retail/Commercial Proposition
- Digital Transformation
- Operational Efficiency
- Passenger Service Management
- Quality/Quality Service Management

“*Engaging, Empowering. This is the event to be to find out how Airports around the world delivers World Class Customer Experience in challenging circumstances!*”

- Óscar Oliver Cristià,  
Former Commercial Director,  
Aeroports de Catalunya

### A

8.10am – 11.00am

#### Strategies and Considerations to Create Airport Shopping Experiences for Customers That Drive Traffic and Sales

With the change in consumer expectations, brands and retailers need to go a step further and woo their customers by transforming the 'shopping trip' into a 'shopping journey'. They will expect the same from airport retail, and so the industry needs to keep up to date with their consumers' expectations. By analyzing passenger consumer patterns and trends, utilizing latest tools and targeting the correct segment, an airport can create a retail proposition that is not only profitable, but create a wonderful experience at the Airport.

##### After attending this workshop, you will:

- ▶ Understanding the increasing importance of consumer patterns and adapt Retail Strategies to increase revenues
- ▶ Explore the difference in passengers purchase pattern across cultures in planned vs impulse purchasing and how to target each segment
- ▶ Create a compelling airport Retail Strategy by understanding your passenger mix and consumer drivers to create an appropriate retail proposition
- ▶ Understanding the moments of decision-making before making a purchase and how to capitalize on it
- ▶ Explore various Airport retail trends, challenges ahead and barriers, as well as and tools available that will shape customer experience into the future

##### About your workshop leader:



**Vincenzo Zangrilli**  
Commercial Director  
Aviation and non Aviation  
Development,  
Trieste – Friuli Venezia  
Airport

Vincenzo Zangrilli is the current Commercial Director of Aviation and Non-Aviation Development at Trieste Friuli Venezia Airport. After graduating from Venice classical lyceum and carrying out commercial law studies at the University of Bologna, he has worked in a number of countries for over a decade in the areas of contracting and technical tendering management for large multinational companies, such as the Pilkington group, IMERYS and ABB. Within the Aviation Industry, Enzo has covered a multitude of roles as Senior Executive for easyJet, Alitalia, Menzies Aviation, Avia partner and private aviation companies in the Middle East, being responsible for contracts, procurement of airport services and addressing the economic regulation in both Airlines and Airports alike.

He is involved heavily as a subject matter expert in the market evolution of Airports in terms of ownership, regulatory and policy changes as well as Ground Handling and Competition scenarios.

He also acts as a communicator and coordinator with both internal as well as external stakeholder to maximize commercial levers for various Airports

### B

11.10am – 3.00pm

#### Learn About the Integrated Social Functionality and What It Means For Your Social Media Strategy

As people all over the world becomes increasingly connected and tech-savvy, airports need to take advantage of social media as a tool in enhancing the airport experience, growing airport revenue, and building passenger loyalty.

##### After attending this workshop, you will:

- ▶ Understand the usage and functions of various Social Media platforms including Facebook, LinkedIn, Twitter, Instagram, Google Business and Wechat
- ▶ Explore how to maximize your social media campaigns into powerful differentiation engines that drive brand cohesion, and cultural acceptance across channels
- ▶ Hear about content marketing, storytelling, channel trends, creating echo chambers using user, audiences and communities engagement
- ▶ Explore other usages including Crisis management, media relations, employee engagement, and news and events update
- ▶ Explore considerations and best practices when planning, executing and measuring the effectiveness of your Social Media Campaigns

##### About your workshop leader:



**Jai Ferrell**  
Airport Director,  
Marketing & Creative  
Services,  
Hartsfield-Jackson  
Atlanta International  
Airport

Jai Ferrell is the airport director of marketing and creative services at Hartsfield-Jackson Atlanta International Airport (ATL). In her role, she oversees all marketing outreach, brand strategy efforts, social media engagement and creative services for the world's busiest airport.

She oversees promotional efforts for the Airport's award winning food, beverage & retail program - ATL Skypointe and parking services that generate over a billion dollars in revenue annually. Additionally, she directs content strategy for ATL's social platforms and digital products. In 2018, she was named the Aviation lead for Super Bowl 53 in Atlanta where she managed all aspects of the special operation including airside/ landside operations, NFL marketing needs and general aviation related matters for team transit, corporate engagement and increased passenger traffic. While Ferrell develops integrated strategies for non-aeronautical revenue programs, she also serves as marketing lead for ATL's Human Trafficking initiative, bringing awareness to the 100 million passengers that travel to and through ATL. Ferrell's award-winning career spans 15 years, including work in entertainment television and sports properties from Turner, CNN, Major League Baseball, Viacom and BET Networks.

Professionally, she serves on the global marketing and communications committee for Airports Council International - North America (ACI-NA) and has been recognized as Airport Business Magazine's Top 40 under 40 executives in the aviation industry. She is a magna cum laude graduate of Spelman College and has a master's degree in communication from Georgia State University.

### C

3.10pm – 6.00pm

#### Exploring the Best Practices in Passenger Guidance and Movement Control to create a Seamless Experience

Managing such a huge gathering can be difficult and it necessitates putting systematic processes at work and most importantly employing personnel who are not only present but also willing to go an extra mile to assist the customers. However, in large crowd, it can be difficult to ensure people always behave under stress and discomfort. Therefore, Airports must prepare her staff and facilities to cope with growing crowds to ensure the passengers stay comfortable.

##### After attending this workshop, you will:

- ▶ Explore The policies, procedures and the products used in crowd management and queue control
- ▶ Organizing Manpower to Improve Operational Efficiency & Customer Experience in Airport Chokepoints Critical for Passenger Flow.
- ▶ Understand the pros and cons of various queuing management systems.
- ▶ Preparing your staff and facilities for seasonal increase in passengers in seasonal holidays and mega-events
- ▶ Understand the best practices in optimizing wayfinding at Airport
- ▶ Learn about methods to control customer flow and during construction and upgrading

##### About your workshop leader:



**Bryan Cyril Dique**  
Section Head - Passenger  
Services,  
Department Of Civil  
Aviation UAE

Bryan Dique, is the current Section Head of Passenger Services at Fujairah International Airport with Department Of Civil Aviation UAE. Bryan has almost 18 years of Aviation Experience in Customer Relation Management roles being the Airport Manager of several Airlines before his current role as the Section Head of Passenger Services. Throughout his career, Bryan has been heavily involved in Initiating and Sustaining efforts for better Customer Satisfaction with Passengers by ensuring delivery of Service Level Standards by providing effective training and motivating front-end staff, as well as streamlining operation processes to create optimization of efficiencies while ensuring safety and security of passengers.

In his current role at Fujairah International Airport, Bryan is responsible for planning, developing and executing policies that leads to Operation efficiency as well as create positive Passenger Experience in Ground handling operations and services He is required to work closely with various authorities including Immigration, Custom and Police to ensure security and safety without compromising on customer experience and movement at various Airport Chokepoints. He played a key role in the streamlining of various processes and operations which allowed Fujairah International Airport to attain certification of ISACO, as well as played a strong part in helping Fujairah Airport achieving certification in RA3, ISO and OHSAS. Bryan is certified for ISO9001:2015 and ISO 14001:2015 by TURD NORD 2016.

8.25am **Registration and Welcome Coffee**

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8.50am **Welcome Address by Chairman**

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9.00am **Case Study: How Zurich Position Herself As A Gateway To Europe For High-Income Passengers By Becoming A Destination In Its Own Right**

- Analyzing the passenger profile and drivers for High-Income Passengers at transit Airport
- Understand how Zurich Airport works with Tourism Board to position herself as a go-to stop-over Airport for Transit Passengers
- How Zurich Airport becomes a destination in her own right using of Retail Proposition and Creating a Sense of Place
- Learn how Zurich positions itself for the Future by creating "The Center" to ensure Zurich Airport becomes a New Service Destination for other forms of Tourism

**Sundeep Malik, Vice President, Zurich Airport International**

9.45am **Learning How Customer Experience Can Be Utilized As An Airport Strategy For Branding And Leveraging Non-Aeronautical Revenue**

- Understanding the increasing importance of Customer Experience at Airports
- Learn how positive Customer Experience affects Branding Image of Airport
- Hear how you can leverage Customer Experience to increase Non-aeronautical revenue streams at Airports

**Ramdan Pradarma, Vice President Corporate Planning & Transformation, Angkasa Pura Airports**

10.30 am **Morning Tea and Networking Break**

11.00am **Understanding Airport Management Center (AMC)'S Role For Operational Excellence & Efficiency At Capacity Constrained Airports**

- Taking a pro-active approach: being an orchestrator rather than an administrator
- Understand the importance of working with partners and stakeholders to share information for better collaboration
- Explore the factors to enable free-flow of information for coordination and operational excellence
- Explore the best practices in setting up and operating a AMC

**Yann Le Page, Former Airside Design Director, IGA Istanbul New Airport**

11.45am **Asian Passengers Growth Trend, What it Means For European Airports And Lesson Learnt**

- Why the Asian Market matters to European Aviation and sector trends.
- The difference in behavior/ consumers practices in Asia vs Europe
- The impact of the Strategy of European Airports in terms of customer experience improvement offers
- How Airports can capture the Asian Market: Products and Commercial Strategies

**Vincenzo Zangrilli, Commercial Director Aviation and non Aviation Development, Trieste - Friuli Venezia Airport**

12.30 pm **Lunch and networking break**

1.50pm **You're Always Welcomed In ATL: Developing A Sense Of ATL While Engaging The Global Passenger**

- Targeted marketing integration: Local/Regional/International
- Integrated technology: Developments with WeChat, Alipay, Google Pay, Apple Pay
- Homegrown Concessions: Immersing local Atlanta brands in the food, beverage and retail concepts
- ATL Experience: Immersion experiences with iconic Atlanta brands to develop a sense of place in the airport
- Social Media: leveraging global influencers with Atlanta ties to promote services and offerings in ATL

**Jai Ferrell, Airport Director, Marketing & Creative Services, Hartsfield-Jackson Atlanta International Airport**

2.15pm **Destination Branding: Creating A Sense Of Place For The Airport As A Gateway For Inbound Passengers**

- Understand Airports not only as gateways, but destination in its own right to visitors
- Hear how you can showcase the local essence through design and creating a feeling of physical and social connection
- Airport as pointers: Utilizing authentic local cultures in retail and F&B mix to create ambiance as roadmaps to local cultures

**Brian Cyril Dique, Head of Passenger Services, Fujairah Airport**

3.00 pm **Afternoon Tea and Networking Break**

3.30pm **Creating A Unique Airport Brand And Passenger Experience To Differentiate Your Airport From Competitors**

- Hear how the strategy and design that enable Athens Airport to become known as an easily assessible and friendly airport.
- Hear how Athens showcases the local essence through designing and creating a feeling of physical and social connection
- Explore how Athens Airport utilizing authentic local cultures in retail, amenities and F&B mix to create ambiance as roadmaps to local cultures

**Ioanna Papadopoulou, Director, Communications & Marketing, Athens Airport**

4.30pm **Panel Discussion: Catering to Customer Airport Customer Experience In The Age Of Digitization**

- Explore the possible impacts that the latest technological trend can have on Airport Experience.
- Technology vs the Human touch: Where do we strike a balance? Can they work together?
- Motivating and Empowering the service staff to embrace technology
- Creating a Meaningful Ecosystem that Supports Your Digital Transformation Strategy

**Panellists:**

- Sundeep Malik, Vice President, Zurich Airport International**
- Ramdan Pradarma, Vice President Corporate Planning & Transformation, Angkasa Pura Airports**
- Bryan Cyril Dique, Section Head - Passenger Services, Department of Civil Aviation UAE**

5.00pm **Closing address by Chairman**

5.10pm **End of Summit Day One**

GROUP DISCUSSION



8.25am **Registration and Welcome Coffee**

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8.50am **Welcome Address by Chairman**

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9.00am **Case Study: Hear How Venice Airport Uses Loyalty Program To Retain Transit Passengers And Increase Revenue Stream**

- Learn about the latest technique in loyalty cards and how you can apply them to your Airport to build stronger relationships with passengers and vendors
- Hear how you can segment the market via Advanced customer behaviour analysis helping you create personalized offers
- Hear the process, channels and timeline to market and roll-out loyalty program to maximize market capture
- Learning about Passenger Profile and How you can create utility for each market segment

**Andrea Geretto, Commercial and Marketing Director, SAVE S.p.A**

9.45am **Case Study of GTAA: Using Data And Analytics To Understand And Improve Customer Experience**

- Hear about Service Quality KPI and measurement approaches used at CYY.
- The difference between "outcomes KPIs" and "performance KPIs" and how to use them in appropriate situation
- Explore how CYYZ leverages analytics models to assess future behavioral trends.
- Hear how Airport Focused relational data model complements a Big Data platform for Social Media and other forms of Data

**Rami Hindieh, Associate Director, Enterprise Data Management, Toronto-Pearson Airport**

**10.30 am Morning Tea and Networking Break**

11.00am **Explore How You Can Improve Customer Shopping Experience For Customers And Enhance Revenues Through Digitization**

- Explore changes in passenger demographics and consumption pattern.
- Combining elements of Offline and Online shopping to create a seamless experience.
- Natural advantage of Ecommerce business model at Airports Considerations and best practices when selecting and working with vendors and partners

**Robert Young, Former VP Commercial, Dubai Airport**

11.45am **Management & Operations: Service Quality KPI And Measurement Approaches To Better Understand Your Customer**

- Understand the importance of using KPI's intelligently for measuring and empowering service staff
- Understand why some KPIs just do not work and may even have a negative impact on service quality
- Difference of "outcomes KPIs" and "performance KPIs" and how to use them in appropriate situation
- Explore possible methods to gather customer feedback on customer and service experience

**Rajan Mittal, Snr Manager Quality, Adani Airports**

**12.30 pm Lunch and networking break**

1.50pm **Airport As A Gateway To The Nation: Strategic Transport Infrastructure To Link Airport To The Rest Of The City**

- Learn about how transportation services at Airport is important in enhancing passenger experience
- Hear ways Airport allowing transit passengers to find it easier to access the rest of the city during a stopover with better transport services
- Learn how technology can provide a better "Home to hold room picture." By allowing better planning and interaction

**Oscar Oliver Cristià, Former Commercial Director, Aeroports de Catalunya**

2.15pm **Passenger Engagement: Considerations of Frontline vs Digital Service Management for your Airport**

- Explore the use of chatbots and virtual agents to reduce waiting time to obtain information
- Understand the Advantage of A.I has in predictive, speed and creating a consistent experience
- Explore the trade-off between DSM and frontline staff Volume against Personalization
- Understand the considerations of using DSM including processes, human resistance
- integrating enterprise wide, and preparing for future changes

**Torsten Hentschel, Managing Director, TH Airport Consulting**

**3.00 pm Afternoon Tea and Networking Break**

3.30pm **Learn Hear about Route Development Strategies for Emerging Airports**

- Understanding The Disadvantage Of Emerging Airports And Explore Strategies To Overcome And Hinderance To Growth
- Learn How To Identify Route Opportunities, As Well Key Success Factors To Enable Emerging Airports To Continuing Growing.
- Hear How Emerging Airports Can Build An Effective Airline Marketing And Airport Brand.
- Forecasting The Future: Considering The Size And Shape Of The Future Aviation Market

**Ireneusz Dylczyk, Commercial Director, Lublin Airport**

4.15pm **Roadmap To Creating A Complete 'Home To Hold Room' Picture For Airports**

- Exploring the possible factors that can create a seamless experience
- Creating appropriate benchmarks in the roadmap for "Home to Hold Room"
- Working with Stakeholders, best practices when sharing data and information
- Considerations and best practices when selecting and working with vendors and partners

**GROUP DISCUSSION**

**Panellists:**

- Oscar Oliver, Director General, Cetmo**
- Rajan Mittal, Snr Manager Quality, Adani Airports**
- Torsten Hentschel, Managing Director, TH Airport Consulting**

**5.00pm Closing address by Chairman**

**5.10pm End of Summit Day Two**



**D** 8.10am – 11.00am

### Setting Up An E-Commerce Platform At Your Airport: Creating A Seamless Shopping Experience For Customers And Enhancing Revenues Through Digitization

With the change in consumer expectations, brands and retailers need to go a step further and woo their customers by transforming the 'shopping trip' into a 'shopping journey'. They will expect the same from airport retail so the industry needs to keep up to date with their consumers' expectations. By using technology, you can cater to the changing shopping habits of consumers, you can engage create a personalized shopping experience and increase the purchasing window for your airport retailers.

#### After attending this workshop, you will:

- ▶ Explore Why Digital E-Commerce Ecosystem Is Beneficial To All Stakeholders And Why Airports Are A Natural Fit For E-Commerce
- ▶ Understanding The Moments Of Decision Making To Making A Purchase And How To Increase Digital Engagement Using Various Digital Channels To Create Booking Portal.
- ▶ Explore Key Elements Of Airport E-Commerce And How It Interacts With The Airport Commerce Ecosystem.
- ▶ Create A Roadmap By Laying Out Strategies To Attract And Assist Retail Vendors To Increase E-Commerce Activity
- ▶ Learn About Infrastructure Considerations At Airports Including Bundling Deals Targeted Marketing And Creating Pickup Points For E-Commerce

#### About your workshop leader:



**Óscar Oliver Cristià**  
Former Commercial Director,  
**Aeroports de Catalunya**

Óscar Oliver Cristià, is the former Commercial Director of Aeroports de Catalunya. From 2011 to 2017, responsible for the commercial strategy, its design and implementation of 2 local airport Lleida-Alguaire and Andorra-La airport, and contributes to manage other three airports in Catalonia (Barcelona airport, Girona airport and Reus airport) collaborating with the operator AENA. Aeroports de Catalunya also has as a purpose to contribute to develop the air transport industry in Catalonia, working with other Catalan institutions in order to attract new companies and to develop new economic activities in this sense.

Oscar also contribute heavily in route development, specially working together with the airlines from Asia to create long haul routes for Barcelona. Oscar was also in charge of the candidacy and the organization of the World Routes 2017 in, Barcelona. This project is the result of a good cooperation between different Spanish and Catalan public and private institutions: the Government of Catalonia, the Barcelona City Council, the Barcelona Chamber of Commerce and AENA. Currently, Oscar serves as the Director General of CETMO, (Center for Transportation Studies for the Western Mediterranean), leading projects in the field of international collaboration in the promotion and development of transport infrastructure and services.

**E** 11.10am – 3.00pm

### Intelligent Use of Service quality KPI and Measurement Approaches to Better Understand your Customer to Drive Positive Change and Increase Customer Retention

How do you know if your customer service is living up to customer expectations? The most important answer is in KPIs, or key performance indicators. However not KPIs are the equal, if set up correctly and intelligently, it will encourage staff and vendors to work towards a positive customer experience, but if set up incorrectly, it will mess with processes, change priorities and take resources away from what are truly important.

#### After attending this workshop, you will:

- ▶ Understand Customer subjective data and how to remove bias to create a better understanding
- ▶ Understand the importance of benchmarking your KPIs against other Airports
- ▶ Considering the difference between Customer Satisfaction and Customer Experience and why it is important
- ▶ Understand why some KPIs just do not work and may even have a negative impact on service quality
- ▶ Explore the possible KPIs used at Airports and which KPI's may help or hinder staff effectiveness and how to improve them
- ▶ Explore possible methods to gather customer feedback on customer and service experience

#### About your workshop leader:



**Rami Hindieh**  
Associate Director,  
Enterprise Data Management,  
**Toronto-Pearson Airport**

Rami Hindieh, is the current Associate Director of Enterprise Data Management at Toronto Pearson International Airport. Rami is a key accountable member of the Senior Leadership team and is responsible for leading Canada's largest and busiest Airport to become a data centric driven operation by rationalizing information, processes, applications, systems, and people across multiple business lines and IT functions.

Rami's career has been focused around leveraging new and existing technologies to deliver business value, improve operational efficiencies, increase revenue generation, and improve customer experiences in rapidly changing industries. In his current tenure at the Greater Toronto Airports Authority, Rami leads in the design and execution of the Enterprise Data Strategy and ensures the airport is aligned to the latest trends in leveraging data as a key asset.

Prior to this role, Rami held leadership roles in corporate banking at major financial institutions in Canada with data focused mandates that included work in structuring and standardizing entire organization's Master Reference data, Anti Money Laundering, and regulatory based financial liquidity assessment and reporting.

**F** 3.10pm – 6.00pm

### Designing And Implementing An Effective Route Development Strategy For Airports

Route development is a crucial business process for both airports and airlines across the world, as it not only generates growth in terms of numbers of flights, passengers or cargo, but also improves the quality of the air service network. However, not all airports are equal and there are many challenges that emerging airport faces that can affect connectivity and growth opportunities. Therefore, there is a need to ensure a consistent Airport brand and effective Airline Marketing Strategy to ensure Airport growth Opportunities are maximized.

#### After attending this workshop, you will:

- ▶ Understand Why Attracting Transit Passengers Is A Very Important Commercial Strategy For Airports
- ▶ Designing And Implementing A Profitable Go-To Model In Route Development Strategy And Airline Marketing Strategy For Your Airport
- ▶ Understanding Your Passenger Profile And Ensuring Consistent Experience And Branding For Effective Airline Marketing
- ▶ Determine Your Airport's Position In The Competitive Airport Landscape
- ▶ Learn How To Identify Route Opportunities, Market Enablers, Understanding Passenger Profiles And The Importance Of Engaging Stakeholders
- ▶ Understanding The Dynamics Of Airlines, Passengers And Airport And The Future Airline And Airport Relationship And How To Cater To Changing Demands And Expectations

#### About your workshop leader:



**Ireneusz Dylczyk**  
Commercial Director,  
**Lublin Airport**

Ireneusz Dylczyk is the Commercial director of Lublin Airport, a fast-growing airport in located in the Lublin region of Poland. Ireneusz has nearly 15 Years of Marketing and Business Development experience in Aviation and has been with Lublin since 2012, contributing heavily to its increase in commercial success and route development. As Commercial Director, Ireneusz is responsible for network development, aviation and non-aviation revenues, organization and business processes, B2B and B2C airport marketing and PR activities, as well route development & scheduling, airport business development, airport and airline marketing, developing market intelligence as well as airport and airline non-aviation business.

Prior to his current role was in various marketing and commercial role including Jet Air, Kiev Borispil Airport, Lodz Airport and Pozan Airport, specializing in development of Air Traffic including LLCs, network planning as well as airport organisation and management.

Ireneusz is a graduate in 2004 from Adam Mickiewicz University majoring in Sociology.

## LIMITED SPONSORSHIP & EXHIBITION OPPORTUNITIES ARE AVAILABLE AT 3<sup>rd</sup> CUSTOMER EXPERIENCE MANAGEMENT FOR AIRPORTS SUMMIT

Would you like to increase your brand visibility? Do you care about contributing positively to the industry and spreading a positive message? Would you like to gain valuable audience insights and build long-lasting business relationships? Then **3<sup>rd</sup> Customer Experience Management for Airports Summit 2020** is indeed the perfect platform for you!

A tailored sponsorship package at the 3<sup>rd</sup> Customer Experience Management for Airports Summit 2020 provides a direct, cost-effective path to help you get your message out to existing or new target clients. Once we understand your specific business objectives and marketing goals, we can leverage the power of our summit brands to work to your advantage!



### WHO SHOULD SPONSOR?

If your company provides any of the following services and systems, don't miss the chance to meet decision makers of Airport Transformation Projects from across the globe at the event:

- Customer Experience Management Software & Technologies
- Customer Relationship Management Systems
- Customer/Airport Information Systems
- Customer Analytics/Data Analytics for Airports
- Social Media Solutions/Technologies
- Smart Airport Solutions/Technology
- Digital Technologies/Solutions

### Networking Opportunities

- ✎ Premium speaking slot
- ✎ Panellist
- ✎ Pre-Conference Welcome
- ✎ Drinks
- ✎ Speed Networking
- ✎ Targeted invitation to your prospect list

### Thought Leadership

- ✎ Focus Group Lead
- ✎ Plenary Session/Client Testimonial
- ✎ Client Session On Track
- ✎ Chairing Role During Conference
- ✎ Panel Session

### Brand Awareness

- ✎ Reception
- ✎ Welcome Banner / Premium Signage
- ✎ Collateral Distribution
- ✎ Sponsored Pads and Pens
- ✎ Customised opportunities



Contact us now at **+65 63760908** or email **enquiry@equip-global.com** to discuss how we can tailor our sponsorship packages to achieve your business objectives.



# 3<sup>rd</sup> Customer Experience Management for Airports Summit 2020

Summit 2020

4 - 7 FEBRUARY 2020, SINGAPORE

Please complete in BLOCK CAPITALS as information is used to produce delegate badges

Please photocopy for multiple bookings. Your priority registration code is printed below. Please quote it when registering -

**Event Code: AV10071.003**

## PRICING & DISCOUNTS

	Price in SGD	Early Bird Price (by 23 Oct.2019)	Standard Price
<input type="checkbox"/>	<b>Summit + 6 Workshops</b> (Workshop A + Workshop B + Workshop C + Workshop D + Workshop E + Workshop F)	<del>S\$14,793.00</del> S\$12,793.00 (Save S\$2,000.00)	<del>S\$14,793.00</del> S\$13,293.00 (Save S\$1,500.00)
<input type="checkbox"/>	<b>Summit + 5 Workshops</b> (5 out of 6 choices from Workshop A, Workshop B, Workshop C, Workshop D, Workshop E, Workshop F)	<del>S\$12,994.00</del> S\$11,244.00 (Save S\$1,750.00)	<del>S\$12,994.00</del> S\$11,744.00 (Save S\$1,250.00)
<input type="checkbox"/>	<b>Summit + 4 Workshops</b> (4 out of 6 choices from Workshop A, Workshop B, Workshop C, Workshop D, Workshop E, Workshop F)	<del>S\$11,195.00</del> S\$9,695.00 (Save S\$1,500.00)	<del>S\$11,195.00</del> S\$10,195.00 (Save S\$1,000.00)
<input type="checkbox"/>	<b>Summit + 3 Workshops</b> (3 out of 6 choices from Workshop A, Workshop B, Workshop C, Workshop D, Workshop E, Workshop F)	<del>S\$9,396.00</del> S\$8,146.00 (Save S\$1,250.00)	<del>S\$9,396.00</del> S\$8,646.00 (Save S\$750.00)
<input type="checkbox"/>	<b>Summit + 2 Workshops</b> (2 out of 6 choices from Workshop A, Workshop B, Workshop C, Workshop D, Workshop E, Workshop F)	<del>S\$7,597.00</del> S\$6,597.00 (Save S\$1,000.00)	<del>S\$7,597.00</del> S\$7,097.00 (Save S\$500.00)
<input type="checkbox"/>	<b>Summit + 1 Workshop</b> (Workshop A or Workshop B or Workshop C or Workshop D or Workshop E or Workshop F)	<del>S\$5,798.00</del> S\$5,048.00 (Save S\$750.00)	<del>S\$5,798.00</del> S\$5,548.00 (Save S\$250.00)
<input type="checkbox"/>	<b>Summit only</b>	<del>S\$3,999.00</del> S\$3,499.00 (Save S\$500.00)	S\$3,999.00
<input type="checkbox"/>	<b>Workshop Only</b> (Workshop A or Workshop B or Workshop C or Workshop D or Workshop E or Workshop F)	S\$1,799.00	S\$1,799.00

## TEAM DISCOUNTS

Equip Global recognises the value of learning in teams. Group bookings at the same time from the same company receive these discounts:

**3 or more 7% 5 or more 10%**

This offer is exclusive of the early bird discount. Call us for a special discount rate for teams of 8 and above. Group Discounts are only applicable for registrations made at least 21 days prior to event date. Not applicable to workshop(s) and/or site visit(s) only bookings.

## CONFERENCE DOCUMENTATION

I cannot attend the event. Please send me a set of the conference documentation at SGD 999.

## VENUE & ACCOMMODATION

### Furama Riverfront Hotel Singapore

405 Havelock Rd, Singapore 169633  
Phone: 6333 8898

Hotel accommodation and travel costs are not included in the registration fee. A reduced corporate room rate has been arranged for attendees at this conference at this hotel. To take advantage of this special rate, please process the hotel room reservation form provided upon confirmation of your attendance.

## PAYMENT TERMS & CONDITIONS

All 'Early Bird', 'Super Saver' Discounts or any discounts offered by Equip Global require payment at time of registration and before the cut-off date in order to receive any discount. All discount offers cannot be combined with any other offer. - 100% payment is required upon receipt of invoice and includes lunches, refreshments and detailed conference materials. - Registration made within 14 working days of the conference/training must be paid by credit card. - No delegate will be allowed into the conference or training unless all payments are received prior to the conference or training - Discounts do not apply to workshop(s) only bookings. - Please note that credit card payments will incur a credit card charge of 3.4% + SGD 0.50. - Payment not made at the time of registration will be subject to a SGD99 processing fee.

## EQUIP GLOBAL PAYMENT, CANCELLATION, SUBSTITUTION AND POSTPONEMENT POLICY

Substitution of delegate places is permitted, provided that Equip Global is given reasonable advance notice in writing. For any cancellations received in writing not less than thirty (30) working days prior to the Conference or Training, you will receive a 70% credit to be used at another Equip Global conference which must occur within six (6) months from the date of issuance of such credit. All issued credit is strictly non-transferable from the original registered delegate to any other person. An administration fee of 30% of the registration fee will be retained by Equip Global for all permitted cancellations. No credit will be issued for any cancellations occurring within twenty-nine (29) working days (inclusive) of the conference or training. In the event that Equip Global postpones an event for any reason and the delegate is unable or unwilling to attend in on the rescheduled date, you will receive a credit for 100% of the registration fee paid. You may use this credit for another Equip Global event to be mutually agreed with Equip Global, which must occur within six months from the date of postponement. Except as specified above, no credits will be issued for cancellations. In any circumstance, no refund will be made for cancellations. All cancellations must be made in writing. If payment has not been made, all Registrations cancelled within 8 weeks to the first day of the event date will be charged a cancellation fee of S\$999. Equip Global is not responsible for any loss or damage as a result of a substitution, alteration or cancellation/postponement of an event. Equip Global shall assume no liability whatsoever in the event this conference is cancelled, rescheduled or postponed due to a fortuitous event, Act of God, unforeseen occurrence or any other event that renders performance of this conference impracticable, illegal or impossible. For purposes of this clause, a fortuitous event shall include, but not be limited to: war, fire, labor strike, extreme weather or other emergency. While speakers, topics and session timings were confirmed at the time of publishing, circumstances beyond the control of the organizers may necessitate substitutions, alterations or cancellations of the speakers and/or topics and/or session timings. As such, Equip Global reserves the right to alter or modify the advertised speakers and/or topics and/or session timings if necessary without any liability to you whatsoever. Any substitutions or alterations will be updated on our web page and all marketing collaterals as soon as possible.

## REGISTRATION DETAILS

Title	Mr.	Mrs.	Ms.	Dr.	Other
First Name				Last Name	
Company				Department	
Job Title				Email	
Address					
Country				Postcode	
Phone				Fax	
Approving Manager Name					
Email				Phone	
Delegate Signature				Manager Signature	Date DD/MM/YYYY
<input type="checkbox"/> I agree to Equip Global's payment terms					

If you have not received an acknowledgement before the conference, please call us on +65 63760908 to confirm your booking.

## PAYMENT METHODS

I WISH TO PAY BY CHEQUE/BANK DRAFT: Made payable to Equip Global Pte. Ltd

I WISH TO PAY BY CREDIT CARD: Please debit my credit card

Card Type	VISA	MASTER	Name Printed on Card
Card Number			Expiry MM/YYYY
CVC	Signature	Date	

I WISH TO PAY BY DIRECT TRANSFER: Please quote AV10071.003 with remittance advice.

Equip Global Bank Details: Account Name: Equip Global Pte Ltd  
Account Number: 630-824993-001  
Swift Code: OCBSCGSG  
Bank Code: 7339  
Bank Address: Overseas-Chinese Banking Corporation Limited  
65 Chulia Street, OCBC Centre, Singapore  
Intermediary Bank: JP Morgan Chase Bank, New York, USA  
Swift Code: CHASU33

All bank charges to be borne by the payer. Please ensure that Equip Global receives the full invoiced amount.

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