

Agenda

19-21 April Bangkok Marriott Resort and Spa

Tuesday 19 April 2005

- 18.00-19.00** **Registration**
- 19.00-21.00** **Opening Welcome Reception – Sponsored by THAI Airways**, The Official Airline Host of Airline Distribution 2005
Chao Phraya Ballroom

Wednesday 20 April 2005

- 08.30-09.00** **Registration**
- 09.00-09.15** **Welcome: Chao Phraya Ballroom**
- Ralph Kaiser, President & Chief Executive, UATP
- Chairman's Opening Address: Chao Phraya Ballroom**
- Kevin O'Toole, Editor, *Airline Business*
- 09.15-10.45** **SESSION 1: Executive Session - New models in air travel and distribution**
New low-cost carriers have helped change the face of the business around the world and are now having a major impact in Asia. Major carriers have responded to the challenge with new simplified fares structures and online sales. This panel explores the new models that are emerging. **Chao Phraya Ballroom**
- Moderated by:** Kevin O'Toole, Editor, *Airline Business*
- Low-cost carrier view**
Tony Davis, Chief Executive, Tiger Airways
- Relationship between network and low cost carriers and how LCC's fit into a major's structure/business model
- The travel industry view**
Don Birch, Chief Executive, Abacus
- The dynamics of the Asia-Pacific market and how global travel is impacting the Asian market.
- Major carrier view**
Christian Hylander, Vice President Sales & Distribution, SAS
- The strategy network carriers are using to position themselves against low-cost and global competition.
- 10.45-11.15** **Break**

11.15-12.15

SESSION 2: Challenges in the air travel market

The airline sector continues to recover from the worst series of crises in its history, especially in Asia. But this is not a return to business as usual with some fundamental change spurred by the rise of low-cost carriers and online sales. The opening panel looks at the opportunities and challenges ahead, with special focus on the implications for airline sales and marketing. **Chao Phraya Ballroom**

Asian outlook

Peter Negline, Airline Analyst, JP Morgan

- What the majors need to do to build business – forces affecting majors
- Earning potential – do the LCC's affect it? What about China/India?
- What does bilateral liberalisation mean for foreign airlines in the Asian market?

Regional market outlook

Peter Harbison, MD, Centre for Asia Pacific Aviation

- LCC's in Asia and how they are different;
- Their formative stages and where they go from here;
- How will deregulation and consolidation affect intra-Asian operations?
- Where is the growth potential in regional markets?

12.15-13.00

Solutions Seminar – Sponsored by PRISM Group, Inc.

13.00-14.00

Lunch - Trader Vic's

14.00-15.30

SESSION 3: The future of the GDS

The global distribution system (GDS) providers face a major challenge as airlines apply pressure to reduce costs and online sales cut into the traditional business. How are the GDSs responding to these challenges and what future role do they see for themselves in a changing world? **Chao Phraya Ballroom**

An analyst's view

Richard Clarke, Vice President Travel and Transportation – META Group

- What are the costs of building alternatives to GDSs? What does it mean to have everything in-house?

The Global Distribution Systems

David Doctor, Director Airline Marketing and Sales, Airline Business Group, Amadeus

- IT influences. What is Amadeus doing now and forecast for the future

Brad Holman, VP Airline Services, Asia/Pacific, Cendant

- How does Cendant bring everything together and make it work? What are the advantages?

An airline perspective

Oliver King, General Manager GM Latin America and the Caribbean, British Airways

- Reorganization of distribution – options to airlines and what airlines can do.

15.30-16.00

Break

16.00-17.15

SESSION 4: New online distribution

Online ticket sales are growing fast and bringing with it new options to reduce the cost of distribution. What does the future hold and where would the airlines like to see the market move? **Chao Phraya Ballroom**

Moderated by: Jay Campbell, Editor/Founder, Business Travel Beat

Technology:

Dr. Anselm Eggert, Vice President, Corporate Strategy, Lufthansa Systems Group

New GDS View:

Michael Randall, Vice President Worldwide Business Development, ITA Software

Airlines – What does this customer want? What is this customer doing?

John Slater, Managing Director Distribution, Continental

Darren Peisley, General Manager Distribution Strategy & Sales Planning, Qantas

17:15 -

Remarks:

17:30

Carl Clump, Chief Executive Officer, Retail Decisions plc

17.30

Closing Remarks: Chao Phraya Ballroom

Ralph Kaiser, President & Chief Executive, UATP

18.30

Cocktails/Dinner - Sponsored by: Retail Decisions plc – Riverside Terrace

Thursday 21 April 2005

09.00-09.05

Welcome: Chao Phraya Ballroom

Ralph Kaiser, President & Chief Executive, UATP

09:05-09:15

Chairman Remarks:

Kevin O'Toole, Editor, *Airline Business*

09.15-10.30

SESSION 5: The corporate travel market

How are relationships changing between players in the corporate travel chain? What do corporate travel buyers really want in the new environment? How can airlines seek to maximise revenues from the corporate sector and how are online travel agencies and other distribution systems working to provide services to this market segment? **Chao Phraya Ballroom**

Moderator

Sandi Dhuyvetter, Travel Talk Radio

- Opening words – how will corporate travel be buying tickets in the future?

Panel

Horst Findeisen, Vice President Commercial, Star Alliance Services

- Where is Star and the alliance concept today? Terms, platforms, direct connects, etc. and how they effect Star
- What will be important to corporate travel?
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Ellen Keszler CTC, President, Corporate Solutions, Sabre Holdings

- Online travel and how it is changing – looking into direct connects as well and how will Sabre handle Competition from traditional and new GDS's. Where are the benefits targeted: airlines or business customers?
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Berthold Trenkel, Chief Operating Officer, Carlson Wagonlit Travel, Asia-Pacific

- CWT's outlook on corporate travel and the role a full services operation takes i the industry. How does this model vary by region e.g. Asia versus US or Europe?

10.30-11.00

Break

11.00-12.00

SESSION 6: Simplifying the business

The drive to cut the industry's legacy of complexity is well underway, actively encouraged by new IATA targets, with the aim to make substantial progress towards an e-ticketing, self-serve, paperless industry by 2007. What are the benefits and challenges? **Chao Phraya Ballroom**

Progress towards targets

C.S. Kong, Regional Director Asia/Pacific, IATA

- Where IATA is in terms of paperless industry

Benchmarking

Gil Turner, Head of Applications Solutions, Asia Pacific, SITA

- Where SITA is - IT, Gabriel – shared platform, e-ticketing involvement

Airline transformation

Kevin Krone, Vice President Interactive Marketing, Southwest

- DING! – The sound of progress and more immediate customer contact. Are simple fares, easy to use booking tools and good marketing the keys to success?

12.00–14.00

UATP Marketing Council

12.00-14.00

**Lunch
Trader Vic's**

13.00-13.45

Solutions Seminar – sponsored by Retail Decisions plc

14.15-15.15

SESSION 7: Tackling payment costs

Moving sales online has exposed the cost and complexity of taking customer payments, not least charge card fees. What are the emerging technologies to speed online payments and options to reduce the cost? Who are the new players in electronic payments? **Chao Phraya Ballroom**

Overview: Low-cost credit cards and alternate payment systems:

Lance Blockley, Director, Edgar, Dunn & Company, Sydney

Trends in card usage

Pascal Burg, Director, Edgar Dunn & Company, San Francisco

Online payment systems

Jeff Foster, Executive Vice President, Retail Decisions, Inc.

Roy Vella, Director, Merchant Services, PayPal, Inc.

15.15-15.45

Break

15.45-16.30

SESSION 8: Fraud/Revenue Integrity

Fraud in the airline industry is estimated between USD 270 million to USD 1.5 billion. What are the latest trends in fraud prevention for payments and ticketing? Will new technologies reduce or increase the risk of fraud? How is the industry responding to this economic threat? What is the role of law enforcement? **Chao Phraya Ballroom**

Moderator

Bill Houck, Director of Risk Management, UATP

Panel

James Gehr, Resident Agent in Charge, US Secret Service

Pierre Briant, Manager Revenue Protection Services, IATA

Ken Gilbart, Senior Manager, Field Investigation/Fraud Prevention, ARC

16.30-16.45

Chairman Closing Remarks: Chao Phraya Ballroom

Kevin O'Toole, Editor, *Airline Business*

16:45-17:00

Closing Remarks: Chao Phraya Ballroom

Ralph Kaiser, President & Chief Executive, UATP

About Airline Distribution 2005

Airline Business and UATP, the business travel payment system, have joined forces to organise the Airline Distribution 2005 conference, as an annual event to bring together the major players and key decision makers in this fast-moving sector of the air travel business.

This year, the event is preceded by a meeting of the IATA Fraud Prevention Steering Group, which addresses one of the crucial issues facing financial fraud in airline sales and marketing.

Registration is expected to reach 150, including dozens of high-level airline and industry executives. For further details contact the event organisers at *Airline Business* or UATP.

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