

DEPARTURE
MAY 15-16 2014
TRUMP INTERNATIONAL BEACH RESORT
MIAMI FL

WORLD
Low Cost Airlines
Americas

AviationIT
SHOW AMERICAS 2014

AirXperience
AMERICAS 2014

THE
Air Retail
SHOW AMERICAS 2014

Maximizing profitability for the
aviation industry

www.terrapinn.com/go/air-americas

Maximizing profitability for the aviation industry

This is where leading low-cost and full-service carriers come to source new partners and brainstorm new strategies for growth.

For 2014, we're pleased to host 3 new conferences alongside the highly successful World Low Cost Airlines Americas – Aviation IT, AirXperience and The Air Retail Show.



An event to wow

Take your pick: This year, choose the most interesting and useful sessions for yourself, all on one ticket. Whether it's 1-2-1 Partnering, roundtable brainstorms, ground-breaking case studies or sourcing new technologies on the expo floor, you will always find something to help grow your business.

Don't forget to download the Blue Sky app!
WiFi Password:
NorthStar

Hear how to meet today's challenging market from some of the biggest names in aviation including Southwest, Virgin Atlantic, and TAM

Pick sessions relevant to you: Air Retail, Aviation IT, AirXperience, Low Cost

Shop around the latest industry solutions in the exhibition

Keynotes



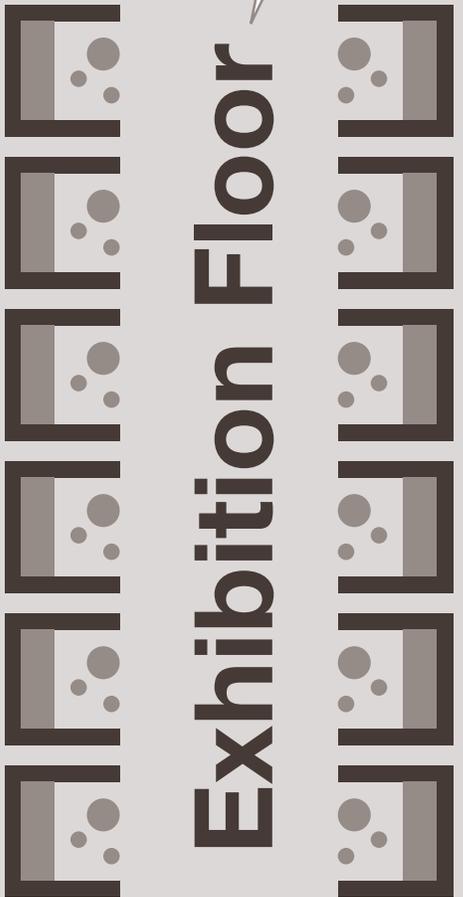
Roundtables



Case studies



Exhibition Floor



121 partnering



PARTY PARTY PARTY PARTY PARTY

Learn from the real life experiences of your peers

Have a Mai Tai and party Hawaiian style at the Luau by the pool with leis, networking and fun, and even a paper airplane contest!

Meetings run concurrently with the conference all day: use the networking app to contact attendees & arrange meetings

KEYNOTE SPEAKERS



Randy Babbitt
SVP, Labor Relations
Southwest Airlines

The importance of culture and employee engagement

Randy handles the negotiation, communication, and ongoing relationships between Southwest Airlines and the eleven organizations that represent 87 percent of Southwest employees.

He is also a veteran pilot and former CEO of US ALPA, the world's largest professional organization of airline pilots. Don't miss his session on the ways your airline can engage with your employees to create real impact.



David Bulman
Director of IT
Virgin Atlantic

Using Google Glass and wearable technologies

David has held chief technology roles at numerous global data and media companies before heading IT at the world famous Virgin Atlantic.

Don't miss the opportunity to hear how Virgin Atlantic have pioneered the use of Google Glass, the reasons behind this bold technological move and the issues they needed to address in training staff and rolling this out.



Jacob Guerra
Senior Manager, Marketing
Systems, eCommerce/
Merchandising
United Airlines

Maximizing your cross shopping distribution network

Since joining United Airlines, Jacobs' efforts have allowed their eCommerce ticket sales to grow by 33%.

Understanding the pivotal role online shopping plays to airlines is just one of Jacob's fortes and he hopes to continue that discussion during his roundtable session on Day 1 of the event. Join him and ask him any question you want.

KEYNOTE SPEAKERS



Robin Hayes
President
JetBlue Airways

Mastering operational procedure, both internal and external

How broad is the term operations? How many different areas within a business, let alone an airline, can it encompass? And yet, as big as the matrix can be, an efficient and seamless operational structure can guarantee the success of an airline in this competitive industry.

Robin Hayes, President of Jetblue Airways, is responsible for overseeing Airport Operations, Customer Support (Reservations), Flight Operations, Inflight, System Operations, Technical Operations, Communications, Marketing, Network Planning and Sales and yet through it all, he has been able to ensure one of the smoothest operational systems in the industry. Mr. Hayes will be sharing some best practices on making all of these moving pieces work together to ensure operational success.



Peter Cerda
Regional Vice President
IATA

100 years in the making – where airlines have been and where they're going

It's been 100 years since the first passenger flight and we've come a long way – but where are we headed from here? As Regional Vice President at International Air Transport Association (IATA), one of the world's largest airline associations, Peter Cerda will be taking a look at the changes that have revolutionized the airline industry, as well as new trends that are developing.

As a key executive within IATA for over 10 years with a regional focus on the Americas, Peter will be able to offer a comprehensive and in depth perspective on the aviation industry as a whole, and more importantly, where the Americas aviation industry is headed.



James Callaghan
Chief Technologist
WestJet

The trials and tribulations in designing the best electronic flight experience

With guests' expectations that they can have a continuum of connectivity and interaction with their personal devices in any environment, how does this all come together in the integration of in-flight Internet, entertainment, cabin merchandising, crew mobile applications and social networking?

As Chief Technologist of one of Canada's leading low cost carriers, James will shed light on the challenges of creating a memorable and seamless in-flight experience for customers with even the highest of expectations.



8:00 Breakfast & registration

9:00  **Chairman's opening remarks: How can modern airlines prosper in the aviation economy?**
Marc Rosenberg, President, **STRATACONNEX**

9:10  **Keynote address: What's next in the age of consolidation?**

- Creating a differentiated product in a commodity business
- Delivering better service through tools and empowerment
- Out-innovating the competition

Robin Hayes, President, **jetBlue Airways**

9:40  **Keynote address: embracing the technology of tomorrow**

- Examining technological innovation in enterprise data, new distribution capabilities and social tech
- Phasing out legacy systems in IT
- How to avoid incurring costs or harming customer experience when transitioning technology

Ravi Simhambhatla, Chief Technology Officer, **Aer Lingus**

10:10 Speed Networking & morning break

INTERACTIVE ROUNDTABLES

11:00  **How to transform the buy-on board experience: mPOS best practices, new acceptance options EMV with PIN and signature transactions**
Oscar Munoz, SVP & EVP, International Business Development, **Charge Anywhere**

 **How to incorporate Wi-Fi and IFE**
Jon Turner, Executive Vice President, **Air Transat**

 **How business transformation in the airline industry works; methodologies, techniques and tools that can be applied to ensure commercial success**
Ricardo Pilon, CEO, **Millennium Aviation**

 **Dynamic Availability and its relevance for Low Cost Airlines**
Surain Adyanthaya, Senior VP - Travel, **PROS**

 **How to create passenger loyalty using big data analytics**
Rahul Panchmatia, Assistant Vice President, **Hexaware Technologies**

 **How to maximize your cross shopping distribution network**
Jacob Guerra, Senior Manager, Marketing Systems, eCommerce/ Merchandising, **United Airlines**

 **How to save money with iPads in the cockpit**
Dave Scott, VP Flight Operations, **Cayman Airways**

 **Use data analytics to get the best return on your marketing spend**
David O'Flanagan, CEO, **Boxever**

11:40  **The importance of culture and employee engagement**

- What does company culture for an airline mean?
- How to enable staff to become brand champions
- How to retain key staff for longer

Randy Babbitt, SVP, Labor Relations, **Southwest Airlines**

12:10 Building harmonious partnerships between airports and airlines

- How to lower costs for all parties
- Expansion with new carriers
- Examining IT systems and infrastructure

 **Moderator**
Douglas Webster, Deputy Director, **Broward County Fort Lauderdale/Hollywood International Airport**

 **Marc Rosenberg**, President, **STRATACONNEX**

 **James Callaghan**, Chief Technologist, **WestJet Airlines**

 **William Shaw**, Chief Commercial Officer, **VivaColombia**

 **Henry Woods**, Managing Director, **Bahamasair**

12:50

Networking lunch

INTERACTIVE ROUNDTABLES

2:05



Using ancillary revenue to control costs
Bobby Schroeter, VP, Consumer Marketing, **Spirit Airlines**
Scott Fisher, Director, Ancillary Revenue, **Spirit Airlines**



How to manage costs, expansion, and new operational requirements
Delano Gefferie, Corporate Planner, **Surinam Airways**, Deputy Chairperson, **Surinam Airways Pension Fund**



How to innovate without incurring costs
Barry Michaels, Founder and Chairman, **Avatar Airlines**



How to compete with the purchasing power of large airlines
Elena Ramirez, Manager Catering & Commissary, **First Air Commercial Operations**



How to create passenger loyalty using big data analytics
Rahul Panchmatia, Assistant Vice President, **Hexaware Technologies**



How to develop crew automation technology
Ramsey Nuwar, Business Development, **Allegiant Systems**



Growing revenue through Merchandizing
Gianni Cataldo, GM Americas, **Datalex**

2:45



Case study: partnering with new low cost carriers

- Making CVG's facilities affordable for Allegiant Air and Frontier Airlines
- Impact of new clientele
- How to lower ground handling costs

Tim Zeis, COO, **Kenton County Airport Board**

3:10

Afternoon Networking Break sponsored by 

3:50



Case study: Enabling better travel through domain driven technology management

- How does it work?
- How does it enable smoother travel for the customer?
- What to watch out for in the future

Vipul Doshi, CEO, **InterGlobe Technologies**

4:15

New Distribution Capability (NDC), what's in it for the Low Cost Carrier?

- Bridging the gap between direct and indirect channels
- Comparing and purchasing airline transactions with greater transparency
- Will LCCs benefit from clearer online transparency?



Marc Rosenberg, President, **STRATACONNEX**



Jean Charles Odele Gruau, Director for Financial & Distribution Services (FDS) for the Americas, **IATA**



James Young, President, **Canada Jetlines Inc.**

4:45



Closing keynote: How to use Google Glass to check in passengers and give flight and weather info updates

- Where did the idea come from?
- Cost benefit analysis – is it worth it?
- How to implement new technology: staff training and systems

David Bulman, Director of IT, **Virgin Atlantic**

5:25

Chairman's closing remarks

5:30



Hawaiian Luau Party

Have a Mai Tai and party Hawaiian style at the Luau by the pool with leis, networking and fun, and even a paper airplane contest!



8:00 Breakfast & Registration

9:00 Chairman's Opening Remarks

9:10



Keynote address: The need for low cost carriers in the Americas – what sets ultra-low cost apart?

- How low can we go?
- Are legacy carriers low cost yet?
- How to be ultra-low cost and profitable

James Young, President, **Canada Jetlines Inc.**

9:50



Case Study: designing the best possible electronic flight experience

- Why did WestJet create Tray-Vu tray tables for tablets?
- Utilizing live television, Wi-Fi and adapting your cabin vine
- Wearable technology – how can carriers connect through new mediums?

James Callaghan, Chief Technologist, **WestJet Airlines**

10:30 Speed Networking & morning break

INTERACTIVE ROUNDTABLES

11:15



How to coordinate and implement automated passport control kiosks

Maurice Jenkins, Director, Information Systems & Telecommunications, **Miami International Airport**



Ancillary revenue: How to make products tempting to purchase

Carlos Iraheta, Senior Manager, Product & Revenue Development, Commercial, **Volaris**
Juliana Ramirez, Alliance and New Products Specialist, **Volaris**



Improving customer experience and analyzing investments in training and products

Elliot Kadar, Senior Manager, Corporate Strategy, **United Airlines**



How business transformation in the airline industry works; methodologies, techniques and tools that can be applied to ensure commercial success

Ricardo Pilon, CEO, **Millennium Aviation**



Use data analytics to get the best return on your marketing spend

David O'Flanagan, CEO, **Boxever**



Growing revenue through Merchandizing

Gianni Cataldo, GM Americas, **Datalex**



Dynamic Availability and its relevance for Low Cost Airlines

Surain Adyanthaya, Senior VP - Travel, **PROS**

Onboard retail innovation: Supply chain planning, waste mitigation and crew engagement

12:00



Chris Amenechi, VP, Revenue Management, **Porter Airlines**



Stuart L. Bernstein, Managing Director, North America, **Gate Retail Onboard**



Ken Choi, CEO, **Jeju Air**



Kell Ryan, Founding Member, **RyanAir**

12:40

Networking lunch

2:00

NIIT Tech Case Study



2:30



Keynote address: 100 years in the making – where airlines have been and where they're going

- Future opportunities for retail and experience for the connected traveler
- Technology to improve speed and efficiency
- Imagining the airline of the future – low cost and high tech?

Peter Cerda, Regional Vice President, **IATA**

3:00

Chairman's closing remarks

Don't forget to make the most out of your event experience by downloading our Blue Sky app on your smartphone!

WiFi password: NorthStar



***Don't forget to join us for
our Hawaiian Luau Party
at the end of Day One!***

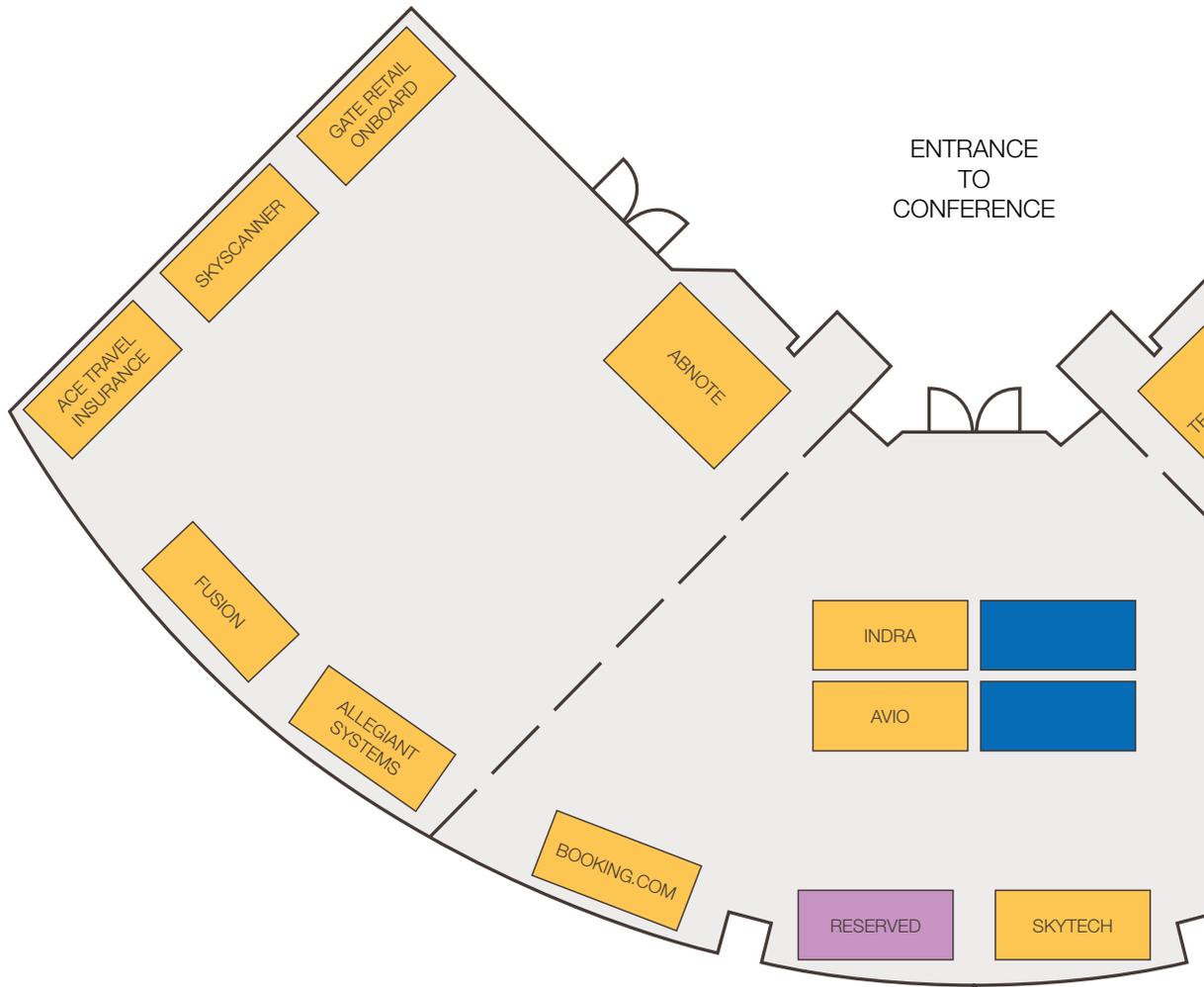
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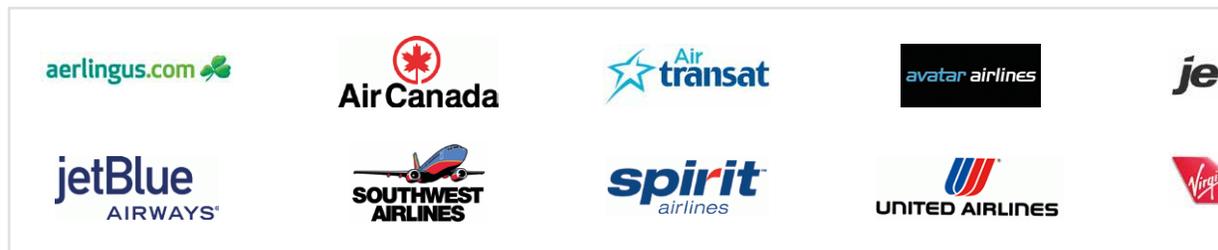
**Past
Participating
Airlines:**

- Aer Lingus
- Aerolineas Argentinas
- AeroMexico
- Air Antilles
- Air Canada
- Allegiant Air
- American Airlines
- Avatar Airlines, Inc.
- AviancaTaca
- Azul Linhas Aereas
- Bearskin Airlines
- Caribbean Airlines
- Commut Air
- Copa Airlines
- Delta Airlines
- Dutch Antilles Express
- Eastern Airlines
- Frontier Airlines
- Hawaiian Airlines
- JetBlue Airways
- LAN Airlines
- LIAT Airlines
- MI Airline
- NOK Airlines Co., Ltd
- Porter Airlines
- Rocky Mountain Airways
- Silver Airways
- Southwest Airlines
- Spirit Airlines
- Sun Country Airlines
- TAM Linhas Aereas
- United Airlines
- Virgin Atlantic
- WestJet

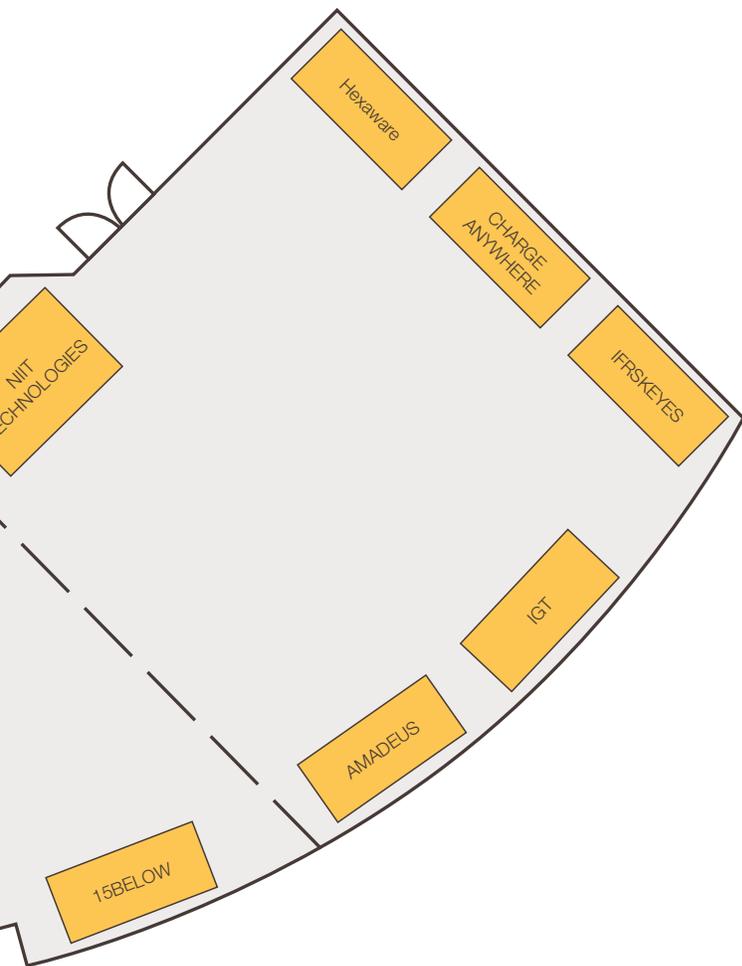
The Exhibit



This year's airlines include:



Position



Get involved

- Arrange sales meetings with top prospects
- Demonstrate thought leadership
- Educate airlines on the superiority of your products and services
- Increase brand awareness and positioning
- Generate new leads

Why exhibit?

An event like this doesn't come around every year – and we can promise this is the best airline event in the USA in 2014.

Taking an exhibition booth will help get your company in front of CEOs and other executives from the world's most influential and profitable airlines.

And that's not all...custom packages include access to our executive partnering program, speaking on the agenda and leading round table discussions.

tlines
Flying Your Way

Cayman Airways

FRONTIER
AIRLINES

atlantic

VivaColombia

WESTJET

Don't forget to make the most out of your conference experience by downloading the Blue Sky app!

10

reasons to attend

1

Uncover new strategies to grow ancillary revenue during **Spirit Airlines'** interactive roundtable

2

Find out how to innovate on a tight budget with the Founder and Chairman of **Avatar Airlines**

3

Learn how to implement passport control kiosks with **Miami International Airport**

4

Discover how **TAM Airlines** is making the journey smoother through mobile check-in and new disruption management solutions

5

Learn how iPads in the cockpit can help your airline save money and boost operational efficiency with **Cayman Airways**

6

Hear how **Aer Lingus** is embracing the technology of tomorrow by deploying Virtual Desktop Infrastructure (VDI)

7

Learn techniques to engage your employees with the SVP, Labor Relations of **Southwest Airlines**

8

Maximize your cross shopping distribution network during the Air Retail roundtable hosted by **United Airlines**

9

Enter the paper plane competition and show off your design skills – who will the winner be this year? **JetBlue Airways? WestJet? Canada Jetlines?**

10

Network with executives from **United Airlines, Air Transat, Frontier Airlines, Air Canada** and **Hahn Air** at the Hawaiian Luau party overlooking the beach!

It's a networking event

In addition to great content, this year's event is built around your personalized networking schedule. Here's how you can meet some of the many airlines that will be attending...



Download our networking app

Download our networking app to get organised and get in touch with all attendees before the event.

Use the BlueSky portal to:

- Plan your sessions
- Build a personalized agenda
- Identify exhibitors to visit
- Set up onsite meetings with key executives.
- Network with other attendees

Keep all your messages, appointments and favorites at your fingertips and continue networking while you're there. You can still use the networking tool within the app for a full year after the event so you can follow up with anybody you've missed months down the line.

Your networking manager



Would it help your business if you could guarantee to get introduced to your key prospects? Your Networking Manager will do exactly that. Take the risk out of securing those vital business opportunities.

Become a sponsor and get onsite introductions with key prospects attending the show.

Your Networking Manager
Valerie Burgos

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 **TRAVEL UPDATE**