29th-30th November 2016, Renaissance Hotel, Heathrow, London

Making the vision of Connected Aviation a reality

Pioneering case studies on the connected aircraft and connected airports
Uncovering the passenger experience and operational benefits of IoT

Expert speakers from KLM, SAS, Qatar, Schiphol & Google
A senior panel of C-Level, SVPs and Heads

100% aviation delegation – high-quality networking with your peers
“The airplane is becoming a smart, fully connected product, and airlines will face more technological changes and strategic choices over the coming decade than perhaps any time in the industry’s history”

Michael Porter, Harvard Business School

Connectivity and the Internet of Things – an expanding network of sensors that exchange huge volumes of data – provide a cost-effective opportunity to tackle challenges such as low commodity pricing, the doubling of air traffic by 2020 and high CO2 emissions. Enabling an improved the passenger experience while increasing operational efficiency and safety.

The Internet of Aviation is the only event that focuses on the important role of IoT to the future of the industry. Attend to discover how to unlock its potential and leverage it for competitive advantage.

Who should attend and why?

The Internet of Aviation is designed for airlines and airports who are looking to leverage the passenger experience and operational efficiency benefits of the Internet of Things.

Streamed sessions will ensure that you can tailor the content to meet your personal objectives.

If you are a:  
• CEO, CMO, Chief Innovation Officer, Chief Digital Officer  
• VP, Director or Head of:  
  - Digital  
  - Innovation  
  - Passenger Experience  
  - Marketing

Come and learn how to:  
• Engage with the always connected traveller and satisfy their increasing expectations  
• Maximise revenues from new IFE-based business models  
• Leverage beacon technology and IoT to support a seamless and personalised travel experience  
• Empower your workforce with digital technology that can enhance service and productivity  
• Collaborate and partner to maximise the potential of IoT and tomorrow’s connectivity ecosystem

If you are a:  
• COO, CIO, CTO  
• VP, Director or Head of:  
  - IT  
  - Engineering  
  - Operations  
  - Connectivity  
  - Connected Solutions  
  - Information Management

Come and learn how to:  
• Prepare for mandatory in-flight aircraft tracking  
• Prioritise the huge volume of IoT data and enable insight-driven operational decisions  
• Optimise fleet health operations and move from reactive to pre-emptive maintenance  
• Balance rewards with risks and connect your aircrafts without compromising security  
• Manage the complexity and cost of integrating IoT with legacy systems

Sponsors:

www.theinternetofbusiness.co.uk/aviation | info@iob-media.com | +44 (0)20 3841 8333
Confirmed speakers, including:

Albert Van Veen  
CIO  
Schiphol Airport

Steve Bogie  
Sr Director, Operations IT  
Air Canada

Guido van Til  
VP Digital Strategy  
KLM

Mohammad Muzamil Sadiq  
Digital Lead  
Qatar Airlines

Jan Willem Kluiwers  
Digital Program Manager  
KLM

Serdar Gurbuz  
Head of Digital Innovation  
Turkish Airlines

Massimo Pascotto  
Head of Innovation and Digital Solutions  
SAS

Alex Pond  
787 Project Manager, e-Enabling  
Virgin Atlantic

Chris Bigwood  
Engineering Program and Projects Manager  
Etihad Airways

Alexander Haage  
Senior Manager Innovation & Technology  
Lufthansa Cargo

Andreas Bösch  
Manager eOperations Projects  
Swiss International Airlines

Joerg Ebbighausen  
Chief Strategy Officer  
Munich Airport

Chris Woodrooffe  
Chief Operating Officer  
Gatwick Airport

Eero Knuutila  
Head of Service Development  
Finavia

Nick Ward  
Product Manager Predictive Equipment Health Management  
Rolls-Royce Digital

Bart Quinton Smith  
Industry Manager Travel at Google

Tim Grosser  
Head of Digital Transformation  
IATA

Chris Watts  
Deputy Security Manager  
Department for Transport

Henk Hof  
Head of ICAO and Concept Unit  
EUROCONTROL

Capt. Michael A. Bryan  
CEO  
Closed Loop Consulting

Andrew Yeoman  
Co-founder  
Concirrus

Jason Lynch  
Director of IoT Strategy  
ADI

Mark Richman  
Director, Product Management-Mobility  
Intelsat

Robin Duke Woolley  
CEO  
Beecham Research

Top 5 case studies:

- Learn how KLM are leveraging IoT technologies such as beacons and sensors to improve operational efficiency and passenger experience
- Hear how Etihad Airways are optimising fleet-health through IoT enabled predictive maintenance
- Discover how Turkish Airlines are offering a range of new digital services that are satisfying the expectations of the connected passenger
- Discover how Lufthansa Cargo are using an Augmented Reality enabled app to improve volume utilization
- Understand how Schiphol airport are employing a wealth of IoT technologies to create a seamless end-to-end passenger experience
DAY ONE: TUESDAY 29TH NOVEMBER 2016
Aviation 2020 – Innovation and Culture

08:00  Registration opens

09:00-09:10  Chairperson’s opening remarks
Henk Hof, Head of ICAO and Concept Unit, EUROCONTROL

09:10-09:40  OPENING KEYNOTE: The future of aviation and the always connected traveller – driving growth through technological innovation
Intense competition has historically led airlines to compete heavily on price, limiting margins and producing an unending search for cost efficiencies. IoT will drive new operational efficiencies. It also presents the opportunity for airlines to differentiate themselves in new ways.
This leading airline will showcase how they are mapping a new user experience for their passengers as part of their passenger-centric transformation.
Jan Willem Kluivers, Digital program manager, KLM

09:40-10:10  CASE STUDY: Google and the mobile traveller: the path to purchase.
Join this session for unique insights into the relationship between mobile website experiences and purchasing behaviour.
Hear from industry leaders Google on how big data is enabling the aviation industry to better know their customers’ needs and requirements and, as a result, offer improved services.
Bart Quinton Smith, Industry Manager, Travel at Google

10:10-10:40  CASE STUDY: Digital transformation from the ground
This session will explore how Schiphol airport are leveraging emerging technologies in a bid to become the world’s leading digital airport.
From Schiphol telematics, to predictive maintenance and biometrics, understand how smarter use of assets is enabling a seamless passenger experience.
Albert Van Veen, CIO, Schiphol Airport

10:40-11:25  Networking refreshment break and one-to-one business meetings

11:25-11:55  Building secure IoT enabled businesses
In this session, Concirrus will share insight from their work with critical infrastructure at Heathrow Airport and discuss the potential for revolutionising business models through connected technology.
Barry Lowe, Head of Critical Assets and Infrastructure, Concirrus

11:55-12:20  Balancing customer experience and commercialisation
Hear from Munich Airport on how new digital initiatives are transforming passenger experience and offering monetary incentives for innovation
Konrad Best, VP Digital, Munich Airport
12:20-13:05  **PANEL DISCUSSION: How do you balance passenger experience with profitability?**
In a profit driven industry facing pressure from rising passenger numbers and demands for great efficiency, how do you continue to put passenger experience at the forefront of digital strategy?
Join this panel of industry experts exploring how to traverse the line between balancing passenger-centric innovation with monetising connected strategy.
Discover how leveraging a series of IoT based initiatives can improve passenger experience, open new revenue streams and help secure competitive advantage.
**Moderator:** Henk Hof, Head of ICAO and Concept Unit, EUROCONTROL
**Panellists include:**
Konrad Best, VP Digital, Munich Airport
Chris Woodroffe, Chief Operating Officer, Gatwick Airport
Guido van Til, VP Digital Strategy, Air France-KLM
Mark Rickman, Director, Product Management-Mobility, Intelsat

13:05-14:05  Networking lunch and one-to-one meetings

14:05-14:35  **CASE STUDY: Creating an end-to-end seamless passenger experience**
This session will explore how new technologies and tight collaboration between stakeholders can be used to smoothen the passenger’s journey. How will existing touchpoints change and what improvement opportunities do beacons, sensors, biometrics authentication and mobile apps present? How can advanced passenger flow analytics and forecasting help?
**Eero Knuutila,** Head of Service Development, Finavia

14:35-15:05  **CASE STUDY: Why is digital important for the next services generation?**
Rolls-Royce have always been at the forefront of services innovation and is now using data to differentiate the quality of the insights.
But in an increasingly complex and diversified eco-system what can airlines, airports and OEM’s learn from ‘simplifying’ the bigger picture?
How can these new service offerings deliver improved customer experience?
**Nick Ward,** Product Manager Predictive Equipment Health, Rolls-Royce

15:05-15:35  Refreshment break and one-to-one meetings

15:35-16:20  **WORKSHOP: What does EFB, ETL and Digital Data tell us about the potential for the IoT for Aviation?**
For over three decades, the industry has grappled with technical developments such as the Digital Data standards and EFB - and the business cases supporting them. In 30 years, digital data has not reached a definitive outcome with competing and divergent standards now the norm.
The arrival of a particular consumer device breathed life into EFB which had languished since 1996 struggling with justification because of the price point of more robust, integrated and capable systems. The Electronic Logbook (ETL) has been touted as the “killer app” for the EFB business case since FedEx’s successful deployment in 1998. Since then, ETL has been sustained more by hyperbole than the number of successful programs with the few successes outweighed by the spectacular failures. If the perceived value was true, everyone would have one. They don’t. Many (most) airlines continue looking to technology as the answer to almost everything and continue to acquire technology that does not in the end solve the problems that it was intended to resolve.
Is the IoT going to be different for the Aviation Industry? If so, what needs to happen differently to the industry initiatives that have preceded it? Importantly, what is the warning bell that can be rung on the IoT for Aviation momentum?
Be prepared to have thinking challenged in this proactive, town-hall presentation.
**Capt. Michael A. Bryan,** Principal, Closed Loop Consulting
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<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Details</th>
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<tbody>
<tr>
<td>16:20-16:50</td>
<td><strong>CLOSING KEYNOTE: How connected aviation is enabling a new age passenger-centricity</strong></td>
<td>Discover how Turkish Airlines are utilising emerging technologies and the ‘Internet of things’ to transform passenger experience. From using Beacons to enable unaccompanied passenger tracking, to exploring use cases mobile personalisation and optimising Chat-bot services, hear some of the latest innovation projects transforming passenger experience at one of world’s leading airlines. <strong>Serdar Gurbuz, Head of Digital Innovation, Turkish Airlines</strong></td>
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<td>16:50-17:05</td>
<td><strong>Chairperson’s closing remarks</strong></td>
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<td>17:05</td>
<td><strong>Networking and drinks reception</strong></td>
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<td>17:45</td>
<td><strong>IoBMixer - Dinner</strong></td>
<td>Enjoy a 3 course meal with your industry peers and test your knowledge in the Aviation themed quiz.</td>
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<tr>
<td>08:15</td>
<td>Registration opens</td>
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<tr>
<td>08:55-9:15</td>
<td>Chairman's opening remarks</td>
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<td>Capt. Michael A. Bryan, Principal, Closed Loop Consulting</td>
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<td>09:15-09:45</td>
<td>OPENING KEYNOTE: Aviation going digital: how can government find a balance between efficiency and security?</td>
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<td>Increased connectivity and use of cloud-based technologies are opening up new vulnerabilities and security challenges that the industry cannot afford to ignore.</td>
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<td>How can the aviation industry achieve connectivity without compromising security?</td>
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<td>Join this session to learn the role of the new ‘National Cyber Security Centre’ and the ‘Cyber security information sharing partnership’ (CISP) in protecting the industry in an age of IoT.</td>
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<td>Chris Watts, Deputy Director National Security, Department for Transport</td>
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<td>09:45-10:15</td>
<td>CASE STUDY: Towards the next generation of connected aircraft</td>
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<td>Integrating IoT solutions with legacy systems remains a highly complex and costly operation to undertake.</td>
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<td>Join this session to learn how Swiss International Airlines are achieving interoperability in existing legacy aircrafts, and equally pioneering the next generation of connectivity with their newest model the Bombardier C Series.</td>
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<td>Andreas Bosch, Manager eEnablement, SWISS International Airlines</td>
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<td>10:15-11:00</td>
<td>ROUNDTABLES: Balancing innovation and regulation in a connected world</td>
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<td>Operating in a highly regulated environment, regulators have continued to turn towards performance based regulation systems focused on partnership.</td>
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<td>Share experience and ideas in a frank and open environment. You will have the opportunity to participate in two out of three discussions. Roundtable leaders will present a summary of the findings at the end of the session.</td>
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<td>- Roundtable 1: Safety and Security - Led by National Cyber Security Centre Adviser</td>
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<td>- Roundtable 2: Environmental - Led by Beecham</td>
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<td>- Roundtable 3: Innovation vs Governance - Led by IATA</td>
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<td>11:00-11:45</td>
<td>Networking and refreshment break and one-to-one business meetings</td>
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<td>11:45-12:15</td>
<td>SPOTLIGHT SESSION</td>
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<td>Join this conversation to hear from Tony Davis, Partner Irelandia Aviation and former CEO of Tiger Airways and bmibaby, on an investors view of IT in the airline industry. Learn how to identify your next investment and how to overcome the challenges associated with new IT project deployment.</td>
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<td>Tony Davis, Partner, Irelandia Aviation</td>
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<td>12:15-13:00</td>
<td>FISHBOWL: Translating IoT generated data into business insight</td>
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<td>In this interactive format join industry peers looking at how to distinguish IoT ‘noise’ and value from auto-diagnostics, to improving fuel efficiency and reducing downtime, effective use of data can enable competitive advantage for airlines and airports. This panel will explore issues of data governance, privacy and standardisation to understand how best to make data work for each stakeholder across the aviation ecosystem.</td>
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<td>Moderator: Capt. Michael A. Bryan, Principal, Closed Loop Consulting</td>
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<td>Alex Pond, 787 Project Manager e-Enabling, Virgin Atlantic</td>
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<td>Steven Haro, 777x Connectivity, Boeing</td>
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<td>Networking Lunch and one-to-one business meetings</td>
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<td>14:00-14:30</td>
<td><strong>CASE STUDY: “Every airline is a software company”</strong></td>
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<td>Application Programming Interfaces, (API’s) are becoming an important tool for B2B and B2C businesses. API’s are commonly used in today’s society, whether it is checking the sports scores, train timetable or buying a sports ticket, all of this data is provided is forming an API Economy.</td>
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<td>So what benefits can API’s offer in the aviation industry?</td>
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<td>Join this session to discover how investing in investment in APIs and contribution to API economies at industry level can promote a culture of innovation, enable new business and improve customer satisfaction.</td>
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<td><strong>Tim Grosser,</strong> Head of Digital Transformation, <strong>IATA</strong></td>
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<td>14:30-15:00</td>
<td><strong>CASE STUDY: Optimising fleet health operations: From reactive to pre-emptive maintenance</strong></td>
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<td>Before remote engine monitoring systems came into use, engines had to be taken out of service prematurely for checking and repair.</td>
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<td>The linkage of aircraft health monitoring with predictive modelling is just one of the ways IoT and Big Data is being adopted to improve efficiency. Recent developments in data modelling and artificial intelligence will offer further opportunities. This session will explore how the change in mind-set from reactive to pre-emptive maintenance is key to unlocking the value of IoT maintenance.</td>
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<td><strong>Chris Bigwood,</strong> Engineering Programs Project Manager, <strong>Etihad Airways</strong></td>
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<td>15:00-15:25</td>
<td>Networking and refreshment break and one-to-one business meetings</td>
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<td>15:25-16:05</td>
<td><strong>INTERACTIVE WORKSHOP: Balancing Risk and Reward in an age of IoT</strong></td>
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<td>Drawing on their highly regarded sector report detailing the opportunities for IoT in aviation, Beecham Research will examine how to identify profitable IoT investment and how to traverse the boundary between innovation and potential risk.</td>
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<td><strong>Facilitated by Robin Duke-Woolley, CEO, Beecham Research</strong></td>
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<td>16:05-16:35</td>
<td><strong>CASE STUDY: Utilising Big Data analytics to turn data into value</strong></td>
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<td>Join an industry expert to learn how IoT data is improving predictive analytics and enhancing marketing optimization to support the world’s fastest growing airlines.</td>
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<td>Discover how big data technologies and modern BI tools are interacting with legacy systems to give rise to the next generation of data analytics.</td>
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<td><strong>Mohammad Muzamil Sadiq,</strong> Digital Lead, <strong>Qatar Airways</strong></td>
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<td>16:35-16:45</td>
<td><strong>Chairman’s closing remarks</strong></td>
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<td>16:45</td>
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The Internet of Aviation will be held at the Renaissance London Heathrow Hotel. With 4-star service and a prime airport location, the Renaissance London Heathrow Hotel provides a stylish destination for business guests. You'll be delighted with the spacious accommodation, which has been newly refurbished, as well as our thoughtful amenities. Located on the perimeter of Heathrow Airport, with spectacular views of the main runway, the hotel is also just a short distance from central London on the Heathrow Express. Soundproof hotel rooms offer helpful perks like free Wi-Fi and 24-hour room service.

Vinelake have secured preferential rates for your stay during Internet of Aviation.