



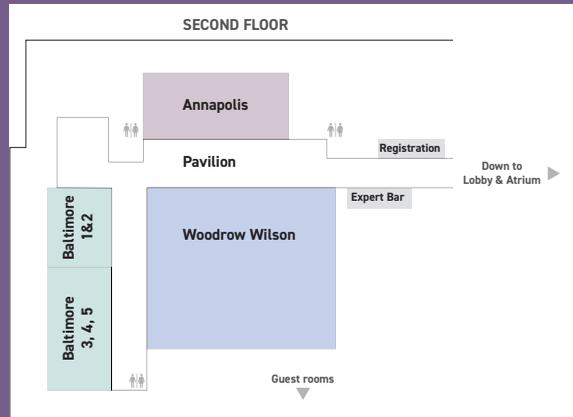
atpco
routehappy

ELEVATE
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PROGRAM

1-2 October 2019 | Gaylord National Resort & Convention Center

GAYLORD FLOOR MAP



ELEVATE PAVILION

Here's your chance to explore what we've been up to and get personal answers to your questions, straight from our experts.

DISTRIBUTION

Reach every shopper with content you can trust

Don't just create and distribute unique offers. Expand your reach, transform new opportunities into revenue streams, and supercharge your retailing solutions. Explore the latest products and services and find expert answers for your questions.

RETAILING

Create standout products and shopping displays

Learn from the experts how ATPCO Routhappy Retailing can improve your customers' shopping experience, satisfaction, and brand loyalty. Get personalized tips for modernizing your products with rich content and maximizing revenue through improved conversions and upsell.

AIRLINE PRICING

Confidently build and manage your pricing data

In a fiercely competitive market that's dealing with ever-higher volumes of data, you need powerful tools to implement your sophisticated pricing strategies efficiently. Gather some practical advice on the best ways to get your fare products to the market.

INDUSTRY INNOVATION

Set standards. Build partnerships. Cultivate leadership.

If you can't wait to disrupt the market, future-proof an offering, or incubate a new technology idea that can change your company and the whole industry, we can help you grow smarter and faster. Here's where you start reducing complexity.



30 SEPTEMBER MONDAY

PRE-CONFERENCE

EXECUTIVE MEETING

1100-1500
MAGNOLIA

[ATPCO Advisory
Council \(AAC\)](#)

Key players will encourage alignment and adoption in the industry (invitation only).

REGISTRATION

1800-2200
REGISTRATION
DESK

[Registration opens](#)

Check in, get your badge, and discover what the next few days have to offer.

NETWORKING

1800-2000
LOWER ATRIUM

[Welcome reception](#)

Reconnect with your colleagues at a relaxing reception to unwind before the main event.

NEED HELP WITH OUR MOBILE APP?

VISIT THE EXPERT BAR AND
WE'LL BE HAPPY TO ASSIST



NETWORKING

0800-0900 **Breakfast and morning meet-ups**
ANNAPOLIS

BIG IDEAS START HERE

- 0900-0910
WOODROW
WILSON
- Welcome**
The industry isn't standing still and neither should you. ATPCO's President and CEO Rolf Purzer welcomes you to this nexus of technology, expertise, innovation, and industry relationships.
- Rolf Purzer, ATPCO
- 0910-0920
WOODROW
WILSON
- Big ideas start here**
Consumer expectations are prodding the airline pricing world to change—along with the data that supports it. Here's how ATPCO's unique position at the intersection of the industry is the foundation for tomorrow's big ideas.
- Jonathan Savitch, ATPCO
- 0920-0940
WOODROW
WILSON
- Keynote: Planning for infinite possibilities**
APEX CEO Joe Leader explores how advancing the passenger experience and one-to-one marketing creates the successful airlines of the future.
- Joe Leader, APEX
- 0940-0950
WOODROW
WILSON
- NGS: Zero to hero in six months**
Get the inside story on the rapid rise of the Next Generation Storefront™ (NGS) from a great idea to an industry standard during this fireside chat.
- Gianni Cataldo, ATPCO
Jonathan Savitch, ATPCO
- 0950-1010
WOODROW
WILSON
- NGS: Channels on the forefront**
Two channels are proving how valuable it is to take a fresh look at flight shopping.
- Anna Jeanblanc, TripActions
Hillary Yale, Upside
- 1010-1030
WOODROW
WILSON
- NGS: An airline on the forefront**
Find out how a forward-thinking airline is using the newest travel displays to reach and reassure their passengers.
- Yasin Demir, Virgin Atlantic Airways
- 1030-1100 Break

RETAILING REVOLUTION

1100-1110

WOODROW
WILSON

Beautiful rebellion: How to stand out in retail

Proving that you're more than a ticket sale doesn't just feel good, it's a sound business decision. Remake your retailing so the things you're awesome at turn into better relationships and boosted revenue.

Robert Albert, ATPCO

1110-1145

WOODROW
WILSON

Behind the curtain: Where four global channels are taking retailing

A rare opportunity: Listen to an honest discussion among top execs from four major distribution channels about how the ecosystem can support the industry dream of futuristic airline retailing today.

Heidi Narayan, Expedia Group
Gianni Marostica, Google
Rudy Daniello, Amadeus
Piero Sierra, Skyscanner
Moderator: Robert Albert, ATPCO

REDEFINING DISTRIBUTION

1145-1200

WOODROW
WILSON

Redefining airline distribution

Discover how embracing new standards and taking a broad view of distribution lets us design new ways to deliver data.

Graham Wareham, ATPCO

1200-1210

WOODROW
WILSON

NDC insiders

Direct connections are a paradox of the simple and the complex. That's changing. Let us show you how.

Richard Clarke, T2RL

1210-1230

WOODROW
WILSON

From the field: How NDC is working in real life

Airlines and channels of all types are exploring NDC and how it is helping their business. See the evidence and start dreaming right here.

Rob Brown, Southwest Airlines
Rich Miller, Serko
Tye Radcliffe, United Airlines
Mike Slone, PROS
Moderator: Graham Wareham, ATPCO

NETWORKING

1230-1400

BALTIMORE 3, 4, 5

Women's networking lunch

Energize your spirit with an uplifting message about breaking barriers while you lunch with people from all over the globe.

Evey Cormican, United Airlines



BUILDING DYNAMIC OFFERS

1400–1415
WOODROW
WILSON

Beyond fares: What's ahead for dynamic offers

Creating the right price for the right person at the right time is a science. Whether you prefer adapting your current fare filing practices or are eager for the visionary world of truly dynamic offers, there's a mechanism that works for you.

Tom Gregorson, ATPCO
Surain Adyanthaya, PROS

1415–1430
WOODROW
WILSON

It's happening now: Optimized pricing

Hear one airline's story of how they employed dual RBDs to create offers dynamically—and did it in four months.

Aldo Ponticelli, Alitalia

1430–1440
WOODROW
WILSON

Building blocks of dynamic offers

Capacity, competition, customer, and context are the "4Cs" of dynamic pricing. Discuss how developments on each of the 4Cs are enabling airline commerce to move toward a world of dynamic offers.

Amit Khandelwal, Emirates

1440–1450
WOODROW
WILSON

What's next? Continuous pricing

This is the vision for fully dynamic offers and orders. Explore how we could fulfill transparent and complete consumer offers.

Adam Bockelie, Air Canada

1450–1515
WOODROW
WILSON

Beyond fares: Q&A

Strong partnerships are the only way to build systems that work for all. Ask IATA and AA your questions about standards, schemas, and the way forward.

Sebastien Touraine, IATA
Marcial Lapp, American Airlines
Moderator: Gianni Cataldo, ATPCO

1515–1545

Break

INNOVATION SHOWCASE

1545-1550

WOODROW
WILSON

Welcome to the Innovation Showcase

Big ideas are coming from all corners of the industry (not just startups!), from large or small airlines, new or emerging channels, big tech, and industry organizations. The innovators who separate from the pack are the ones who can take an idea, scale it, and set the stage for others to transform. Vote on your favorite idea that brings ATPCO data or solutions to market in a unique way.

Beth Taylor, ATPCO

1550-1600

WOODROW
WILSON

Volantio: Then & now

Winner of the 2018 Innovation showcase Azim Barodawala will review the last year with Sean O'Neill and discuss the true value of the win, where his organization is headed, and what advice he is receiving after getting funding from four venture capital firms.

Azim Barodawala, Volantio
Sean O'Neill, Skift

1600-1610

WOODROW
WILSON

Going from good to great: How to scale

You've got a good idea, but now what? You can't make your innovation great if it can't scale up. Find out how.

Nina Wittkamp, McKinsey & Company

1610-1730

WOODROW
WILSON

Innovation Showcase

Listen to the presenters and vote for your favorite.

Scott Brodows, Hopper
Jodie Novotny, OAG
Curtis Willmore, United Airlines
Hervé Prezet, Amadeus
Alex Shartsis, Perfect Price
Krista Pappas, Lola
Abheer Kolhatkar, Migacore
Moderator: Sean O'Neill, Skift

NETWORKING

1830-2030

POSE

Rooftop party at Pose

Enjoy stunning views of the harbor and the DC skyline from a rooftop lounge while you connect with colleagues at this special evening reception.



2 OCTOBER WEDNESDAY

MORNING

NETWORKING

0800-0900 **Breakfast and morning meet-ups**
ANNAPOLIS

TRENDS, IDEAS, & UNIQUE PERSPECTIVES

0900-0905 **Opening**
WOODROW WILSON
Get ready to start off your day with some eye-opening perspectives on global trends. Beth Taylor, ATPCO

0905-0915 **Growing the Asia market in a digital world**
WOODROW WILSON
Growing the market within China and beyond means that TravelSky needs to keep their data strategies and thinking fresh. Kevin Zhang, TravelSky

0915-0925 **Why Asia is eating the world**
WOODROW WILSON
Traditional modes of thinking in Europe and America are getting left behind. Here's how to prepare as the fundamental shifts happening in Asia become global. Hugh Aitken, Skyscanner

0925-0940 **Tech trends that drive a modern retail strategy**
WOODROW WILSON
Illuminate your plans for implementing a modern merchandising strategy by hearing from AWS about useful trends on the forefront of technology. Massimo Morin, Amazon Web Services

0940-1000 **The first generation of digital natives: Gen Z's budding influence on flight shopping**
WOODROW WILSON
Forget "That's how we've always done it." These companies are finding ways around traditional problems to get consumers where they want to be. Carla Medina, Journera
Mariel Ferrara, American Airlines
Jeff Klee, AmTrav
Paul Byrne, OpenJaw
Moderator: Sean O'Neill, Skift

1000-1030 Break



SOLUTION LAB SHOWCASE

1030-1035

WOODROW
WILSON

Solution Lab Showcase

Here's where we translate all this theory into the real tools that will help you bring your strategies to life.

Seth Anagnostis, ATPCO

1035-1050

WOODROW
WILSON

Deep dive: Retailing

See the undeniable results a customer-centric retail program can offer, and discover which tools fit with your workflows.

Megan Beardsley, ATPCO
Carrie DeMoss, ATPCO

1050-1110

WOODROW
WILSON

Deep dive: Pricing Data

Building the right offers and making sure they're sold correctly is a task you'll always have. Regardless of the method, ATPCO can help.

Brenda Bartholic, ATPCO

1110-1130

WOODROW
WILSON

Deep dive: Distribution

There's always a new place and a new way to consume data, and ATPCO is building the smart connections to make it all easier.

Bryan Trauger, ATPCO
Jeff Welch, ATPCO

NETWORKING

1130-1300

ANNAPOLIS

Lunch



2 OCTOBER WEDNESDAY

AFTERNOON

CHOOSE YOUR OWN ADVENTURE BLOCK 1

1300-1320 BALTIMORE 3	Create once. Publish everywhere. Take home ideas for using rich content and branded fares to sell or upsell your products across a range of sales channels, direct and indirect.	Megan Beardsley, ATPCO
1300-1320 BALTIMORE 4	How to stand fast under the data avalanche Equip yourself with new tools so you can create and manage your data volumes quickly and confidently.	Iryna Hurtovenko, ATPCO
1300-1320 BALTIMORE 5	Bridge Labs demo Curious about prototyping a new idea? See how Bridge Labs, our hub for innovation, can help you get your idea off the ground.	Anne Kolodziej, ATPCO Roy Cohen, Fetcherr Robby Nissan, Fetcherr Mohamed Sharaf, Travolic Saniya Shah, Pilota
1320-1325	Break	

CHOOSE YOUR OWN ADVENTURE BLOCK 2

1325-1345 BALTIMORE 3	What airline merchandising-friendly content looks like The most relevant merchandising happens with the most relevant content. Routehappy's merchandising strategists share some best practices on how to help your media and copy illustrate your products' best features.	Darí Brooks Ahye, ATPCO
1325-1345 BALTIMORE 4	API 101: How to maximize your connection strategically Go in-depth on in-demand APIs so you can ideate, develop, and test new solutions; build profitable new apps; and scale your existing products.	Darie Dreptate, ATPCO Jerome Perez, AirCube
1325-1345 BALTIMORE 5	R&D demo: Solving the airline pricing puzzle With decades of experience plus the agility of a startup, ATPCO Research and Development is inventing new products and improving solutions to fulfill your needs. Get an insider's peek into metadata and change detection.	Judy Yu, ATPCO David Peart, ATPCO
1345-1350	Break	

CHOOSE YOUR OWN ADVENTURE BLOCK 3

1350-1410
BALTIMORE 3

Getting started: Dynamic Pricing, RBD, and DPE

You have the Implementation Guides. Now what? Learn how you can use the Reservation Booking Designator model to offer more price points or a Dynamic Pricing Engine solution to generate the optimal price—right now.

Melanie Dezelak, ATPCO

1350-1410
BALTIMORE 4

NDC, NGS, and Retailing: Putting it all together

You've heard about the latest trends; now you need practical tips for using technology, data, and content to become better retailers. Discover the best of what the industry is doing, and how you can get there today.

Lisa Kos, ATPCO

1350-1410
BALTIMORE 5

Amenities Hub demo

See for yourself how the Routehappy Amenities Hub is purpose-built to help airline change-makers align their amenity retailing vision, meet customer demands, and move confidently into the next generation of retailing solutions.

Vic Ramirez, ATPCO

1300-1410
ANNAPOLIS,
PAVILION

One-on-ones with ATPCO experts

Need to talk about your business with someone who can help? Schedule some time for a chat with our experts.

1410-1445

Break

INDUSTRY ELEVATE

1445-1630
ANNAPOLIS

Industry Elevate

Ready to collaborate with ATPCO to solve business problems? In this session we'll explore how you can communicate priorities, shape the development of the products you need, and understand how our new Industry Governance Model is building reliable standards. Our experts will share the 2020 Product Development Plan, and you'll also get a sneak peek of upcoming collaboration tools.

Julie M. Betts, ATPCO
Phil Ingram, ATPCO
Brenda Bartholic, ATPCO
David M. Smith, ATPCO



A person is seen climbing a mountain peak under a starry night sky. The sky is a deep blue with many stars. The mountain is dark, and the person is a small silhouette on the slope. The overall mood is one of achievement and exploration.

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The foundation
of flight shopping