



Air Service Data Analytics Symposium



2-4 November, 2022
Perth (PER)



PROGRAM AGENDA

Wednesday, 2 November (prelude)	
1.00pm – 4.00pm	<p>Option 1: Airport tour upon arrival available on request. Please contact: TBD.¹</p> <p>Option 2: Air Service Development 101 Master Class</p> <p>Synopsis: For those new to the industry or role that requires understanding air service development, an extended pre-conference program that includes Network Planning & Air Service Development 101 training, including insights into incentives and collaboratively bringing along & engaging stakeholders has been created for your participation.</p> <p>This intense Master Class will cover the entire spectrum of activities required to consider at any airport, marketing board or agency where adding or creating new air service opportunities into a destination/city must be considered. We'll cover:</p> <ul style="list-style-type: none"> ✓ the roles & objectives of the "travel trinity" partners, and how charter, seasonal or year round services differ; ✓ policy challenges & opportunities (including bilateral aspects & competition considerations (e.g. Australian ACCC concerns)); ✓ schedule forecasts, and budgeting; ✓ fleet types, orders and gauge variations; ✓ code share types, and other airline partnership models; ✓ aero-pricing and the nuances of volume on pricing outcomes; ✓ incentives, marketing support and what airlines really value in de-risking service; ✓ air freight markets, and how to grow added value for airlines & your destinations industry & property investment; ✓ business case development, and aspects that are included or not included or needed in making a compelling case for service; ✓ board reporting, and stakeholder engagement that informs partners ✓ partnership marketing & investment; ✓ team structures & roles to support the creation of new air service; ✓ post-project review mechanisms. <p>Venue: DoubleTree Hilton; afternoon tea is provided.</p>
5.00pm to 8.00pm	<p>Welcome evening event: Wednesday, 2 November – [location to be advised]</p> <p><u>Address:</u></p> <p><u>Website:</u></p>


¹ Subject to suitable numbers & security clearance may be required & is subject to approval
 C:\Users\MatthewFindlay\Ailevon Pacific Dropbox\Matthew Findlay\Roundtable\Data Analytics Symposium\2022\Agenda & Program\20220913 DATA SYMPOSIUM - Agenda 2-4 Nov 2022 DRAFT v4.docx

DAY 1² – Thursday, 3 November: DoubleTree by Hilton Perth Waterfront


DoubleTree by Hilton Perth Waterfront. Set on the Swan River waterfront, our hotel is next to Elizabeth Quay entertainment and the iconic Bell Tower. Quayside paths are on our doorstep, and we're 10 minutes from downtown Perth and Kings Park and Botanic Garden. Take in views from the rooftop pool and bar, and enjoy our 24-hour fitness center and a warm DoubleTree cookie on arrival.

8.30am to 9.00am	Welcome & introductions: what can participants expect? Icebreaker!
9.00am to 9:30am	Keynote Host Presentation 1 – PERTH AIRPORT: Kevin Brown, CEO (TBC)
9.30am to 10:00am	Industry insight Ailevon Pacific Aviation Consulting
10:00am to 10:15am	Morning tea
10.15am to 11.00am	Smarter Data Presentation 1: OAG Mayur (Mac) Patel, Regional Sales Director 
11.00am to 11.45am	Smarter Data Presentation 2: EXPEDIA Jamie Bull, Senior Business Development Manager, ANZ, Media Solutions 
11.45am to 12.15pm	Around the Room – Peer Discussion of Industry Issues
12.15pm to 13.00pm	Lunch
13.00pm to 13.45pm	Smarter Data Presentation 3: BEONTRA Lena Renner, Senior Sales Manager 
13.45pm to 14.30pm	Smarter Data Presentation 4: Australian Government, Home Affairs – DIBP Data [nominated speaker] 
14.30pm to 15.00pm	Afternoon tea
15.00pm to 15.45pm	Smarter Data Presentation 5: CIRIUM [nominated speaker] 
15.45pm to 16.30pm	Smarter Data Presentation 6: SKYSCANNER Michelle Tan, APAC Data Partnerships Lead 
16.30pm to 17.00pm	Around the Room – Peer Discussion of Industry Issues and CLOSE OF DAY 1
	Return back to hotels
18.00pm to 21:00pm	Showcase dinner venue: Thursday 3 November – TBA <u>Address:</u> <u>Website:</u>
	Close of Day 1; Return to Hotel

DAY 2 – Friday, 4 November: DoubleTree by Hilton Perth Waterfront

9.00am to 9.15am	Welcome Re-cap on emerging themes from Day 1 & what can we expect on Day 2 Ailevon Pacific Aviation Consulting
9.15am to 9.45am	Keynote Host Presentation 2, Tourism Western Australia: "TITLE" Carolyn Turnbull, Managing Director (TBC)
9.45am to 10.30am	Smarter Data Presentation 7: MARITRADE David Bendall, Director 
10.30am to 11.00am	Morning tea

² All speaker attendees are subject to travel approvals & final commitment in attendance and is always subject to change

11.00am to 11.45am	Smarter Data Presentation 8: CBAIQ Melissa Neumaier, Director Property Product Lead & Tom Pinnell	CommBank iQ Powered by  quantum
11.45am to 12.30pm	Smarter Data Presentation 9: SABRE TBC: Rob Murdoch	Sabre
12.30pm to 13.00pm	Lunch	
13.00pm to 13.45pm	Smarter Data Presentation 10: NEAR TBC: Ed Harris; Managing Director AU/NZ	near
13.45pm to 14.30pm	Smarter Data Presentation 11: TBA – AIRLINE, “BRINGING IT ALL TOGETHER”! [nominated speaker]	
14.30pm to 15.00pm	Around the Room – Peer Discussion of Industry Issues with smarter data colleagues	
15.00pm	Close of Day 2 & re-cap 2023 HOST & DESTINATION REVEAL ANNOUNCEMENT	
Afternoon Experiences	TBA	

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Post-event famil : To Be Confirmed

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