



Air Service Data Analytics Symposium



2-4 November, 2022
Perth (PER)



PROGRAM AGENDA

Wednesday, 2 November (prelude)

Air Service Development 101 Master Class

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.

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:

- ✓ 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.

Venue: DoubleTree Hilton; afternoon tea is provided.

1.00pm – 4.00pm

Welcome evening event: Wednesday, 2 November – Rooftop Bar & Fireplace Lounge, Doubletree Hilton Perth Waterfront



Website: <https://18knotsrooftopbar.com.au/>






5.00pm to 8.00pm

DAY 1¹ – 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 9:50am	Industry Insight & Overview Ailevon Pacific Aviation Consulting	
9.50am to 10.00am	Tourism Australia briefing Trent Banfield, Manager, International Operations & Aviation Development	
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 Karina Simlat, Manager Media Insights & Planning	
11.45am to 12.30pm	Smarter Data Presentation 3: IATA Phil Gennaoui, Regional Head Commercial, Asia Pacific	
12.30pm to 13.00pm	Lunch	
13.00pm to 13.45pm	Smarter Data Presentation 4: BEONTRA Lena Renner, Senior Sales Manager	
13.45pm to 14.30pm	Smarter Data Presentation 5: Australian Government, Home Affairs – OAD Data Simon Strickland, ABS Outposted Officer to the Department of Home Affairs	
14.30pm to 15.00pm	Afternoon tea	
15.00pm to 15.45pm	Smarter Data Presentation 6: CIRIUM [nominated speaker]	
15.45pm to 16.30pm	Smarter Data Presentation 7: 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 – The Raft Perth. Undoubtedly one of Perth's most impressive, memorable venue spaces.  Address: 1-minute walk from the conference venue on Barrack Street Jetty. Website: https://www.theraftperth.com.au/	
	Close of Day 1; Return to Hotel	

¹ All speaker attendees are subject to travel approvals & final commitment in attendance and is always subject to change
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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 8: MARITRADE David Bendall, Director 
10.30am to 11.00am	Morning tea
11.00am to 11.45am	Smarter Data Presentation 9: CBAIQ Melissa Neumaier, Director Property Product Lead & Tom Pinnell 
11.45am to 12.30pm	Smarter Data Presentation 10: SABRE TBC: Rob Murdoch 
12.30pm to 13.00pm	Lunch
13.00pm to 13.45pm	Smarter Data Presentation 11: NEAR Ed Harris; Managing Director AU/NZ 
13.45pm to 14.30pm	VIRTUALLY: The Smarter Data Presentation of all #12: BRINGING IT ALL TOGETHER, an insight from a renowned Airline Network Planner <i>To be revealed!</i>
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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