

Agenda.

DAY ONE

TUESDAY 20TH JULY 2010

09:40 Registration, coffee and a chance to network and meet the exhibitors

11:00 Opening address: Refining and Generating Ancillary Revenue

Michael Cawley, COO & Deputy CEO, Ryanair

11:35 Where Does Ancillary Revenue Start and Airline Retail Stop?

Alex Cruz, CEO, Vueling

12:25 Lunch and networking in the Exhibition Hall

14:00 Airports vs. Airlines: Who Owns the Customer?

Nigel Dolby, MD, Dolby & Holder Consulting

Pierre Freyssinet, former MD, Aéroboutique Inflight Retail

Mike Luddy, CCO, Gatwick Airport

14:45 Connectivity and New Technology: Fighting Inflight Credit Card Fraud

Bill Lumley, Editor, DFNI

15:05 Coffee and networking in the Exhibition Hall

15:40 Using Loyalty Programmes to Drive Retail Sales

David King, The David King Partnership

Koos Kruijswijk, Manager Inflight Sales, KLM

16:10 Closing Remarks

Dermot Davitt, Deputy Publisher, The Moodie Report

16:15 Exhibition and networking

17:00 Conference and Exhibition Close

19:00 Drinks Reception

Sponsored by Chase Vodka

20:00 ARC Gala Dinner

Sponsored by Scorpio Distributors

DAY TWO

WEDNESDAY 21ST JULY 2010

09:40 Registration, coffee and exhibition

10:15 Keynote address: The Future of Travel Retail

Doug Benham, Commercial Director, MAp Airports

10:40 Marketing to Asia: Meeting the Spending Needs of Chinese Travellers

Philippe Charriol, Chairman, Charriol Group**John Garner**, Vice President Purchasing, DFASS

11:15 Coffee and networking in the Exhibition Hall

11:45 Connectivity: Competing with Online Retailers Inflight

Dave Bijur, Director Strategic Airline Solutions, Aircell**Casey Christ**, VP Airline Marketing, SkyMall**Richard Cushing**, SVP and General Manager EMEA, GuestLogix**Ann Miller**, Manager Retail Sales, American Airlines

12:35 Lunch and networking in the Exhibition Hall

14:00 How Connectivity Will Change Inflight Retail

Gyde Brix, Director Marketing, Sales & Cooperations, Lufthansa WS**Dr Joe Elias**, CEO, Retail inMotion**Sean Lund**, CFO, OnAir**Elie Perez**, Director, Partner Relations, DTI Software

14:30 Aircraft Interiors: Making the Most of the Retail Space

Lewis Allen, Director of Environments, Portland Design**Stuart Benzal**, MD Global Product, United Airlines**Julian Carr**, MD, bmibaby

15:00 Coffee and networking in the Exhibition Hall

15:25 How Technology Retail is Changing to Meet Consumer Demand

Andy Webb, Head of Commercial Marketing, Dixons Travel

16:00 Closing Remarks

Dermot Davitt, Deputy Publisher, The Moodie Report

16:05 Exhibition and networking

17:00 Conference and Exhibition Close