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Education Agenda

Requires registration. Agendas are subject to change.

General Sessions

Ballroom 6ABC, Level 6

09:00-09:25 **Welcome Address**

Patrick Brannelly – President, APEX; Vice President: Corporate Communications Product, Publishing, Digital & Events, Emirates

APEX President Patrick Brannelly will address the membership at the start of the APEX 2011 EXPO and give an overview of the many events and activities that are planned during the week.

09:25-09:50 **Current Market Outlook from an Airframer's Perspectives: Boeing**

Randy Tinseth – VP Marketing, Boeing Commercial Airplanes

Learn of the innovations, trends, and future outlook of the aviation industry from an airframer's perspective. Learn the importance of relationships between airlines and vendors and how these relationships foster the growth and advancement of the industry.

09:50-10:15 **Interiors Marketing from an Airframer's Perspective: Airbus**

Bob Lange – Vice President Marketing, Airbus

Evaluate the various features of the cabin interiors of multiple aircraft bodies. Extensive marketing is conducted, including consumer research and concept design, to assure airlines' needs are exceeded, safety requirements are met and an exceptional product is produced.

10:15-10:30 **Morning Break**

10:30-11:00 **Aeronautical Research Aimed to Improve the Aviation Industry & Air Travel**

Aeronautics research includes research programs and testing facility aimed to improve our air transportation system, minimize air congestion and allow aircraft to fly more safely, efficiently and environmentally friendly.

11:00-11:40 **Passenger Offerings & Industry Advancement**

Simon Talling-Smith – Executive Vice President of the Americas, British Airways

11:40-11:50 **ORBIS International**

Jack McHale – Director of the MD-10 Project, ORBIS International

Jack will update the membership on the philanthropic work of ORBIS International in the fight to eliminate blindness throughout the world.

11:50-12:00 **Aviation Industry: Behind the Scenes**

Douglas King – CEO and President, The Museum of Flight

John White – Previous Editor and Publisher, AVION

The Museum of Flight is one of the largest air and space museums in the world, attracting more than 400,000 visitors annually. Learn about exhibits and collections the museum currently has on display. Also, hear about the great features Wednesday's outstanding networking event at the Museum of Flight has to offer!

12:00-13:15 **Lunch provided by APEX**

Ballroom 6E, Level 6

13:15-14:00 **Flight Path to Success**

Brad Tilden – President, Alaska Airlines

Good businesses listen to their customers and don't stand still. Alaska Airlines embarked on significant changes in the past decade to become an industry leader in operational and financial performance, meet its customers' evolving preferences, and continue a proud tradition of innovation to make flying safer, easier and greener.

BREAK-OUT TRACK SESSIONS

For specific track agendas, click on one of the following track titles:

[APEX: Improving the Passenger Experience](#)

[Social Media: Using Tools Successfully](#)

[Technology: Innovations & Updates](#)

APEX: Improving the Passenger Experience

Room 615-617, Level 6

14:00-14:10 **Introduction**

Ken Briggs – Regional Media Manager, Thales Avionics Inc.

Lee Casey – Vice President of Customer Programs, Lumexis Corporation

Clare Josey – Principal Marketing Manager, IFE, Rockwell Collins

14:10-15:00 **IFE Purchasing – Research and Results**

Moderator: Dominic Green – Senior Director, Client Services, Spafax

Panel: Henry Gummer – Client Services Director, Spafax

Additional panelists to be announced

How much do you really understand about what your passengers expect from their IFE? Research ensures that you

get the very best return on your investment in IFE. Good research enables airlines and CSPs to measure and maximize passenger satisfaction for all passenger demographics, as well as model how to achieve this cost effectively. Panelists will discuss effective ways to conduct market research via user statistic offloads, passenger surveys and focus groups. This crucial research will lead to the ultimate goal – happy, loyal passengers!

15:00- 15:30 Disruption in the Skies: How to Survive and Thrive as the Internet Transforms the Passenger Experience

Greg Dicum – Co-founder and President, MondoWindow

From newspapers to the music industry, to dating to retailing, the Internet has totally transformed every sector it touches. Inflight entertainment is one of the last consumer technology spaces that has not been substantially impacted by the Internet, until now. The rollout of WiFi in the skies has already begun to create new opportunities in the cabin and is on the verge of undermining longstanding business models. A whole new generation of consumer hardware, social travel apps, games, and content from the internet space is poised to flood into the cabin. This session will survey the emerging landscape and identify trends that new entrants and longstanding IFE providers alike need to be aware of in order to thrive in the wifi-connected skies.

15:30-16:00 Coffee Break / Networking

16:00-16:30 What Airlines and their Crew Need to Know about Fear of Flying

Les Posen – Clinical Psychologist, Flightwise

Fear of Flying affects between 1 in 6 and 1 in 12 prospective passengers. This means that some prospective passenger either never fly, fly much less often than they could (preferring to conduct business by electronic means or holiday by other forms of transport) or present uncomfortably during flight, causing concern for staff especially if they choose to self-medicate with unintended results. This engaging and entertaining presentation will look at the underlying causes of fearful flying, treatment strategies that work dictated by an evidence-base, and how airline staff can better manage this too often presenting and distressing passenger problem.

16:30-17:00 Passenger Journey Mapping for Insight Driven Brand Alignment

Mark Peurifoy – Senior Industrial Designer/Brand Specialist, B/E Aerospace

Passenger Journey Mapping is a process used to understand and gain empathetic insights into the passenger experience and analyze whether an airline's brand is consistently on message through each phase of travel. This session will demonstrate the strategic value of passenger journey mapping as a process for brand alignment and value creation for airlines and/or airline/railway partnerships.

17:00-17:30 Passenger-Driven Experience for Aviation Brand Design

Stathis Kefallonitis, Ph.D. – Managing Director, branding.aero

Passenger perception of aviation branding is influenced by the accuracy of aviation brand communications. To create meaningful, passenger-centered experiences through branding, aviation marketers must embody memory associations in the brand design process. Presenting aviation brand characteristics to ways meaningful to human senses, increases recall and recognition.

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Social Media: Using Tools Successfully

Room 613-614, Level 6

14:00-14:10 Introduction

Jonathan Norris – Executive Director, APEX Media Platform, Ink

14:10-14:35 Understanding the Role of Social Media in an Evolving Aviation Marketplace

Shashank Nigam – CEO, SimpliFlying

Can social media provide return on investment for low cost, legacy, regional and domestic aircrafts? What about airports? Can examples from other regulated industries be applied? If so what lessons have they learned? What are

the opportunities for social media and geo location technology – how can you target consumers effectively in this way? How can social and business networking be used onboard long haul travel?

14:35-15:00 Maintaining Social Media Strategies and Cross-department Education

Paula Berg – Digital Media Leader, Linhart PR; Former New Media Lead at Southwest Airlines

How have your social media strategies evolved? At what pace do you need to adjust your strategies? How are teams structured and organized? How is campaign success measured? What metrics are applied? What happened when things went wrong? What are you learning from your experiences?

15:00-15:30 Outsourcing vs. In-sourcing Social media

Moderated by: Sergio Mello – CEO, Satisfly

Panelists to be announced

15:30-16:00 Coffee Break / Networking

16:00-16:30 Crisis Management Through Social Media

Nicola C. Lange – Director Marketing & Customer Relations, Lufthansa

What lessons have been learnt from the ash cloud – who did well and who didn't? How should teams be structured to ensure proactive responses? Engaging and empowering employees to utilise this channel appropriately?

16:30-17:00 Dedicating Customer Care Resources to Social Media Channels

Moderated by: Shashank Nigam – CEO, SimpliFlying

Panelists to be announced

17:00-17:30 Embedding Social Media into Effective Customer Service and CRM

Jerry Fletcher – Reservation Systems & Social Media, Delta Air Lines

Creating valuable consumer feedback systems and groups. What happens when things go wrong? What is the correct response strategy? Developing systems and protocol to response to queries effectively and quickly.

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Technology: Innovations & Updates

Room 611-612, Level 6

14:00-14:10 Introduction

Rich Salter – Chief Technical Officer, Lumexis Corporation

14:10-15:00 Maintenance Repair Overhaul (MRO) Challenges Discussion Panel...

MROs and System Integrators Tell It Like It Is

Moderated by: Regina Stewart – Lead Engineer, IFE and Cabin Systems Engineering, American Airlines

Panel: Julke Llorens – Director, Technical Services, EMTEQ

Jeff McShane – Executive Vice President, Northwest Aerospace Technologies, Inc.

Jon Morgan – Senior Manager, Business Development, Aviation Technical Services

Stephan Schulte – Project Manager, Lufthansa Technik AG

MROs have experience installing a wide range of IFE and cabin systems on a wide range of aircraft utilizing a wide range of paper work. Aviation engineering firms, often utilized as system installation integrators, have experience with a wide range of IFE and cabin system suppliers, a wide range of airframers and a wide range of airlines (and their personnel). What do the MROs and installation integrators really wish the airlines and the IFE suppliers would finally learn? What do we (the airlines and the IFE suppliers) need to know to make the process work better?

15:00- 15:15 APEX HD Working Group Update

Bryan Rusenko – Vice President, Strategy & Technology, IFE, Technicolor

Michael Childers – Industry Consultant, LightStream Communications

15:15- 15:30 Radome Initiative

Stephan Schulte – Project Manager, Lufthansa Technik AG

15:30-16:00 Coffee Break / Networking

16:00-16:30 Ka-band Satellite Connectivity

Moderator: Michael Planey – Industry Consultant, HMPlaney Consultants

Panelists: David Bruner – Vice President, Panasonic Avionics Corporation

Don Buchman – General Manager, Viasat

Neal Meehan – Director Aeronautical Global Xpress Program, Inmarsat

Dan Reed – Vice President, Product Strategy, Thales Avionics, Inc.

In the last 12 months 'Ka-band' has become the buzz word in satellite connectivity. Learn more about what Ka-band offers and how it compares to Ku-band and L-band technologies from the players launching satellites and planning systems for the aviation marketplace. This stuff is rocket-science!

16:30-17:00 IFE Content Management

Moderated by: Michael Childers – Industry Consultant, LightStream Communications

Panelists: Christiane Ducasse, Director of Sales, SmartJog

Ed Elliott – Senior Solutions Architect, Technicolor

John Walker – Executive Vice President, Sales & Acquisitions, Post Modern Group, LLC

Not only are IFE systems evolving, but so are the content management supply chains that feed them. Encoding is migrating to transcoding, and file-based workflow is the new supply chain paradigm. Post-production/integration roles are changing.

17:00-17:30 Wireless IFE Systems

Moderated by: Michael Childers – Industry Consultant, LightStream Communications

Panel: Dr. Joerg Liebe – CIO, Lufthansa Systems

Fran Phillips – Senior Vice President, Airline Solutions, Gogo LLC

Early aspirations for wireless delivery in the cabin exceeded the capability of the technology. But now wireless is back... Lufthansa Systems is launching a system that streams content to pax-owned devices as well as airline-provided devices, and Gogo is adding cached content to its connectivity offering. Meanwhile, Siemens Altran and Tune Box have systems on the drawing board. In addition, American Airlines has chosen the Samsung Galaxy tablet device, the first COTS portable in IFE to use Android OS—hear an update on this platform.

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http://meetings.apex.aero/edu_events/annual_conf/2011/education_agenda.asp