Retailing Implementation Forum

Accelerating Retailing Adoption, an event for Live Implementers of Retailing Standards

The goal of the retailing implementation forum is to provide delegates with an opportunity to raise questions on retailing implementation topics and encourage conversations among peers on their experiences. These discussions will help identifying road blockers, possible areas of improvement, and to enable wider adoption of IATA standards that bring customer-centricity to life.

Virtual Forum Agenda:
November 23, 2022, 9:30am – 11:30pm CET

1. Welcome and Opening
2. Finnair, Travel Accounts implementation in NDC (A Case Study Presentation)
3. Presentation of what Corporate Buyers value (The top 3 products and services)
4. Addressing the 2 most common NDC implementation challenges
   - Servicing – IATA Panel
   - Implementation Variances – IATA, Amadeus
5. Open Implementation Q&A: Answers to your specific implementation questions

Face to Face Forum Agenda
[IATA and industry stakeholders present, followed by breakout workshops]

Day 1: November 29, 2022, 9:00am – 5:30pm CET

~ 9:00 – 12:00 ~

1. A playback of the top implementation variances from 7 implementers (aggregators, OBTs and sellers) and how to solve them
   - IATA and implementers present
   - Interactive table breakouts

~ Lunch 12:00 – 1:30pm ~

2. Normalization examples being implemented by airline partners,
   - The impact of normalization on achieving value – participants share their observations
   - Perspectives on how a schema convergence release could help achieve consistent implementations
3. How to achieve industry consistency – your takeaways

4. The pathway towards consistent implementations of the standard in a retailing context

~ End of Day 1, 5:30pm ~

Day 2: November 30, 2022, 9:00am – 5:00pm CET

~ 9:00 – 12:00 ~

1. Industry presentations on Servicing

2. The best-case scenario of servicing in NDC with legacy progresses – value chain discussion

3. Addressing Servicing – where are the quick wins and how to solve them

~ Lunch 12:00 – 1:15pm ~

4. ARM index highlights

5. Discussion on best practices to get the most from your NDC implementation?

6. Pulling it together
   - The roadmap to addressing industry-wide servicing and implementation consistency
   - Implementing what Corporate Buyers value (The top 3 products and services)

7. Open Q&A covering specific implementation questions
   - Responding to the overflow of Implementation Forum virtual pre-meeting
   - A time to bring your implementation questions to discuss with IATA and your peers

8. AOB and Meeting Close

~ End of Day 2, 5:00pm ~

Presenting on any of these topics

Please use this form to tell IATA if you are interested in being a presenter on one of these topics in 2022 at the Airline Retailing Implementation Forum or on the Implementation video channel (please see below). Any of the following are strongly encouraged:

- You are a live implementer and demonstrating value on your retail journey.
- Implementations demonstrate benefits to the customer
- Based on the implementation of IATA standards
- Best practices or learnings that could help to bring efficiencies across implementations in general

Form URL: https://forms.office.com/r/jdZw3fAn3m

Format and Participation
- Virtual sessions on November 23: IATA and industry presentations, questions captured
- Face to face on November 29 – 30: In-depth discussions, best practice sharing and detailed responses to questions in both virtual and F2F session

The session will be highly interactive, encourage conversations among peers and help identify road blockers and possible areas of improvement. For this reason, observer-only participation is strongly discouraged for the face-to-face meeting.

Participants are the retail champions, leading the strategy and implementation of their airline retailing program. Participation is by registration and participants agree to adhere to the IATA Competition Law Guidelines.

The agenda is being shaped to address technical challenges, as well as value creation topics, and IATA will share updates, including but not limited to industry trends, an overview of implementation progress, certification, and associated topics.