

Passenger Terminal EXPO 2010

23. 24. 25 MARCH 2010
BRUSSELS, BELGIUM

THE 16TH INTERNATIONAL CONFERENCE AND EXHIBITION FOR PASSENGER TERMINAL
DESIGN, MANAGEMENT, SECURITY AND TECHNOLOGY

PASSENGER PROCESSING AND CHECK-IN



www.passengerterminal-expo.com

TUESDAY 23 MARCH 2010

**PASSENGER PROCESSING AND CHECK-IN:
MOVING FORWARD**

**Welcome to the session and introduction –
Conference Chairs**

How can you increase your check-in capacity and improve the passenger experience without large terminal investments? Automated check-in with improved bag drop capability reduces operating costs by increasing capacity with a smaller footprint. Our speakers will discuss current and future solutions that combine creativity with enhanced customer service.

09.00-09.10

**CHAIR: Brian Keene, Director Airport Services,
Continental Airlines, USA**

**CHAIR: Robert Smallback, President, Robert C.
Smallback Consulting Inc, USA**

09.10-09.40

**Tony Gollin, COO, Auckland International Airport
Limited, New Zealand**

**Continuous improvement in the passenger journey
experience**

Auckland Airport was awarded the 10th Best Airport in the World, and Best Airport in Australasia and Pacific for 2009 in the most recent Skytrax survey. We have received similar recognition by the Star Alliance and the Australasian Travel Industry Association. This presentation will discuss what we believe helped us achieve these rankings, and our plans to try to at least equal and hopefully improve on our position next year. One of our continuous improvement programmes is applying Lean Six Sigma Service methodology in a multi-agency international airport setting, which has had very positive outcomes to date, and aligns well with passenger experience and quality criteria used by Skytrax and for ACI's Airport Service Quality (ASQ) quarterly survey results. We will outline our plans to use the latter survey as a measurement tool to achieve good outcomes in the former global survey. Our most immediate focus is to introduce significant improvements in the trans-Tasman passenger processing experience in 2010.

09.40-10.10

**Normand Boivin, Vice President, Aéroports De
Montréal, Canada**

**How to improve passenger experience while
complying with the latest US customs regulations**

The new transborder departures sector at Montreal-Trudeau is the first one to comply with the new regulations from US Customs. The paper presents the associated technical and operational challenges and how the baggage system has been designed to allow for a smooth flow of passengers through check-in, baggage drop and Canadian and US security. At every step from baggage drop to reconciliation, the movement of passengers and baggage is coordinated by repeated scanning of the barcodes on their boarding passes, which match their bag tags. The preparation and the organisation of the overnight transfer of operation are described, to show how much they contributed to the successful first day. The presentation will explain how a baggage system based on DCV technology can be designed to satisfy complex and multiple functionalities while minimising the space requirements and ensuring a quick delivery to the chutes. It will also give useful information for the planning and preparation of a major change in an operating airport.

10.10-10.40

**Susanne Hermann, Manager Traffic Operations,
Stuttgart Airport, Germany**

**Implementing CUSS as central infrastructure at a
medium-sized airport**

CUSS kiosk versus airline dedicated kiosk. Why should an airport proceed with CUSS? What are the benefits for an airline? What are the benefits for the airport? The presentation will explain why Stuttgart Airport decided on CUSS kiosks even when there is talk that kiosks are dead? Other issues covered will include passenger benefits, how to deal with all kind of different airline expectations, and what to do about branding.

10.40-11.00

REFRESHMENT BREAK

11.00-11.30

**Rob Broere, VP - IT Passenger Services Systems and
Passenger Experience, Emirates Group (Emirates
Dnata & Mercator), United Arab Emirates**

How technology drives the Emirates seamless passenger experience

Emirates is an airline for which the passenger experience is key to its success and growth. On an ongoing basis, Emirates strives to improve this experience, and the use of technology to achieve this is paramount. During this presentation the audience will be able to see how Emirates has been deploying technology to improve the experience while, in the economic climate, still keeping a tight control on costs. The presentation will also touch on some of the challenges that the airline faces when optimising the usage of IT in an environment of security and government compliance.

11.30-12.00

Johnathon Bear, Manager Airport Services, American Airlines, USA

Innovating airport experiences via common situational awareness and technical thought leadership

This audio-visual presentation demonstrates how information technology services (ITS) departments can partner with their airline field business counterparts to identify opportunities for automation. Beginning with a definition of common situational awareness, the presentation will provide an overview of recent airport automation initiatives. Through the involvement of employee groups across the enterprise, conference attendees will learn how our customer experience leadership efforts have identified business process changes and automation solutions, to deliver enhanced passenger processing (and employee productivity) made possible by technical thought leadership.

12.00-12.30

Alec Gilbert, Head of Process Engineering, BAA Heathrow, UK

Putting the passenger at the heart of Heathrow's capital programme

Heathrow is investing over £4billion to transform the airport. We are using this opportunity to ensure that the passenger experience is also transformed to make Heathrow Europe's hub of choice by making every journey better. We are using Lean Six Sigma to focus on our passengers and our processes, and have established lean road maps for improving the passenger journey, aligned to the IATA passenger

experience. Cross-functional action plans with internal and external stakeholders such as airlines and control authorities are the means by which we are turning strategy into reality. The presentation will show how Heathrow is linking measures of passenger experience to its capital programme, to ensure that the passenger is at the heart of the transformation. It will also show how we are constructing cross-functional road maps to deliver performance improvement. We will illustrate the road maps with examples of technological innovations we are introducing at Heathrow.

12.30-14.00

LUNCH in the delegate dining area of the exhibition hall

14.00-14.30

Brian Keene, Director Airport Services, Continental Airlines, USA

User-friendly has arrived

Over the past decade, airlines have encouraged passengers to use websites to book tickets and check in for flights, as well as to use self-service kiosks in airports. At the same time, online commerce has exploded, with consumers more accustomed to making high-value purchases from home. As a result of these converging trends, this presentation will analyse the channels of choice through local and global research. The audience will arrive at a better understanding of what passengers think are important conveyances of information, preferred methods of booking, check-in, and the perceived functionality of self-service kiosks.

14.30-15.15

Betty Samola, Programme Manager, Amsterdam Airport Schiphol, Netherlands

Victor Vaessen, Manager Product Development, KLM Royal Dutch Airlines, Netherlands

Redesigning passenger processes at Amsterdam Airport Schiphol by KLM and AAS

The presentation will show how KLM and Amsterdam Airport Schiphol work closely together in redesigning the passenger processes, in order to save space, time and money and to solve passengers' irritants and improve passenger satisfaction.

15.15-15.30

REFRESHMENT BREAK

15.30-16.00

Luc Heynderickx, Support Manager Passenger & Customer Services, The Brussels Airport Company, Belgium

Pursuing the CUPPS initiative at Brussels Airport

A joint initiative was launched by IATA, ACI and ATA to incorporate passenger processing proven technologies in an expanded CUPPS standard. In January 2008 Brussels Airport was approached to actively participate in a CUPPS pilot site in Brussels. Resa (our CUTE software provider) not only developed a brand-new CUPPS platform that is quite impressive, but also worked very hard to validate the new technical specification when they entered into the pilot phase at Brussels in 2009. We at Brussels Airport are convinced that the CUPPS standard with an open architecture and simplified infrastructure will be the future, and benefit the smooth processing of passengers at the airports of the world. On 12 October 2009 we successfully completed CUPPS beta testing at Brussels Airport, and are prepared to share our experiences with the conference participants.

16.00-16.45

Adrian Dunne, Deputy Director of Ground Operations, Ryanair, Eire
Mark Brommersma, Solution Manager, IBM Canada Ltd, Canada

Make your kiosks pay

We all know passengers love self-service. One of the increasing challenges is how to balance maximum revenue generation with a fast, efficient process. Can the kiosk investment be further leveraged for additional revenue opportunities? Are there specific techniques to maximise up-sell transactions? Will passengers embrace payment at the kiosk to enhance their travel experience? We will show how to maximise the revenue potential while maintaining an exceptional passenger experience and an efficient process. Learn about different types of revenue-generating transactions that are being used at the kiosk, their relative uptake and details on passenger acceptance.

16.45-17.30

PANEL: How will passenger processing and check-in practices develop in the long term? What impact will this have on systems and facilities in the future?

Tony Gollin, Normand Boivin, Rob Broere, Jonathon Bear, Alec Gilbert, Victor Vaessen, Luc Heynderickx

17.00-19.30

Brussels South Charleroi Airport will be hosting The Passenger Terminal EXPO 2010 opening day exhibition hall party with drinks, canapés and excellent networking opportunities. Everyone is welcome!

17.45-18.45

Presenting the 2010 Skytrax WORLD AIRPORT AWARDS