

AIRLINE BUSINESS

Social Media for the aviation industry

Developing effective campaigns to drive CFM, loyalty, e-commerce and operational excellence

1st October 2010, Andaz Liverpool Street London

08.30 Refreshments and registration

09.20 Opening from the chair

Mary Kirby, Senior Editor, **Flight International**

09.30 **Identifying emerging trends in social media technology, networks and users**

- Understanding the evolution of social networks – is the trend towards consolidation or fragmentation?
- How can organisations foster a community feeling? How should they be communicating?
- Which new technology will most affect the playing field? How will the next generation of mobile technology impact?
- What social media trends are emerging? What new apps are emerging? Which are applicable for aviation?

Nathan Bucholz, Industry Manager, Travel, **Google UK**

Andrew Wong, Senior Manager, **TripAdvisor**, **Flight Search/ SeatGuru**

10.15 **Understanding the role of social media in an evolving aviation marketplace**

- 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 learnt?
- 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 on board long haul travel?

Shashank Nigam, CEO, **SimpliFlying**

11.00 Morning refreshments

11.30 **Panel discussion: Early adopters panel**

- How have your social media strategies evolved?
- How were teams structured and organisational support achieved initially? How did you overcome your barriers to launch?
- How were success of campaigns measured? What metrics were applied?
- What happened when things went wrong? What did you learn from this experience?

Paula Berg, Digital Media Leader, **Linhart PR** and former new media lead at Southwest Airlines

12.00 SimpliFlying Awards for excellence in social media

Rewarding the most innovative and inspiring examples of social media application in the airline world:

Categories:

- o Best social media campaign
- o Best use of social media to drive revenue
- o Best use of social media in a crises situation

12.40 Lunch

13.40 **Tailoring social media campaigns to different cultures and buying behaviours worldwide**

- Understanding and applying geographical segmentation
- What is popular in different regions e.g. India, Russia, Africa and China
- What trends are emerging and how can organisations get on board early?

Raúl Rodríguez, General Manager for Europe, Pluna and CEO, Freespirit

Tero Taskila, Chief Commercial Officer, airBaltic

Kaushalya de Alwis, General Manager Commercial Development & CRM, Paramount Airways

Moderated by **Sergio Mello, CEO, Satisfly**

14.40 Afternoon refreshments

15.10 **Using social media tools to boost customer engagement and loyalty schemes**

- Leveraging intelligent customer engagement strategies to boost loyalty and conversions
- If FFP are stand alone businesses how will this work with social media campaigns and branding?
- Increasing the impact of loyalty programmes through the application of social media

Sergio Mello, CEO, Satisfly

15.40 **Crisis management through social media**

- 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?

Christian Kamhaug, Manager Ancillary Services, SAS eCommerce

16.10 **Responding to social media alerts and insights about operational issues**

- Feeding comments along the chain and escalating issues appropriately
- Reaching out to airports when there are issues

Aurelie Valtat, Online Communications Manager, Eurocontrol

Kyla Evans, Head of Communications, Eurocontrol

16.40 **Embedding social media into effective customer service and CRM**

- 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

Lonneke Verbiezen, Manager New Media, KLM

17.10 End of conference