



**amadeus**

# AFRAA-AMADEUS WORKSHOP

**Theme: “Airline Retailing Transformation for Sustainable Airline Growth”**

**Date: October 17, 2023, (Virtual Format)**

**Duration: ~2.5hrs**

## **Synopsis**

In today’s rapidly evolving aviation industry, successful retailing has become more crucial than ever for airlines to remain competitive and achieve sustainable growth. The shift towards retailing transformation has firmly established itself, shaping the future of the airline and travel industry. The workshop will enable airlines to embrace this transformative shift, provide a range of valuable IT assets available for immediate adoption to kick-start the transformation with instant value, empower ongoing operations and pave the way for a more profitable and customer-focused future.

The workshop will further equip airlines with insights how to put in place a smooth and simple payment experience to convert visitors into paying travellers, manage cross-border flows, turn on new payment methods, accept payments in new markets, access fraud services, all in one place, while having full control of their strategy.

## **Agenda**

<b>13:00 – 13:20</b>	<b>Welcome and Introduction</b> <ul style="list-style-type: none"><li>• <i>Remarks by AFRAA Secretary General</i></li><li>• <i>Remarks by Amadeus</i></li></ul>
	<b>Brief on State of the Airline Industry by AFRAA</b>
<b>13.20 – 14:20</b>	<b>The Journey towards Modern Retailing</b> <b>Boost NDC adoption at Scale</b>  Q&A
<b>14:20 – 14:35</b>	<b>Break</b>

14:35 - 15:35	<p><b><i>Outpayce: smooth and connected travel experiences at every step of the journey</i></b></p> <p><b><i>Travel payments: what's happening and what you should be on top of</i></b>  <b><i>From Amadeus to Outpayce: what's in it for you?</i></b></p> <p><b><i>Payment orchestration or how to flexibly manage the entire end-to-end payment flow</i></b></p> <p><b><i>Multi-currency transactions: improve conversions and customer experience while generating revenue</i></b></p> <p><b><i>Chargebacks management: automation is your salvation</i></b></p> <p><b>Q&amp;A</b></p>
15:35 - 15:50	Interactive session with airlines
15:50 - 16:00:	Wrap up and closing