

DIGITAL AVIATION & TRAVEL

November 18, 2021, 15th international conference

AGENDA

10:00 – 10:10 Opening of the Conference. New Horizons of the Industry Digitalization
Welcoming Remarks

Kirill Bogdanov, Deputy Transport Minister of the Russian Federation*

SESSION 1. Change of the Air Travel Market Landscape

Industry Overview

Matt Bradford, Senior Marketing Manager, SkyScanner*

Overview, Forecast and Trends of the Passenger Transportation Market – 2021

Tatiana Merkulova, Vice President, Commercial Director, TCH

Travel Business Digital Transformation

Nikolay Mazur, Head of Travel Industry Google Russia

Topic TBC

Dmitry Migachev, Director of Passenger Insurance Department, AlfaStrakhovanie

Topic TBC

Speaker TBC, **Sabre**

12:15 – 12:35 Coffee Break

SESSION 2. New Era of Distribution

The Airline's View on the Distribution System Development

Olga Igosheva, Deputy Commercial Director, Ural Airlines*

OneOrder Initiative

David Rutnam, Manager, New Distribution Capability Regional Implementation, IATA*

Distribution Channels Transformation

Alexander Sizintsev, CEO, ORS "Online Reservation System"

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PANEL DISCUSSION. **New Situation in the Distribution Market**

Moderator: **Alexander Sizintsev**, CEO, ORS “Online Reservation System”

Invited Participants:

Anastasiya Lavrenyuk, Senior Director Russia, CIS and Ukraine for Sabre
Ilya Aleksandrovsky, Sales Department Director, Aeroflot – Russian Airlines
Olga Igosheva, Deputy Commercial Director, Ural Airlines*
Dmitry Zvonarev, Strategic Development Director, Azimuth Airlines*

14:00 – 15:00 Lunch

SESSION 3. **New System of Relations between Market Members**

Customer Experience Management

Anna Sargina, Business Solutions Architect, SAP

Russian Travel Market – Tour Operator View

Speaker TBC, Alean*

16:30 – 17:00 Coffee Break

PANEL DISCUSSION. **Travel Business in New Reality**

Moderator TBC

- Rethinking the OTA business - what new services are emerging, what do you have to give up?
- How do OTAs cope with the need to use new technologies and tools for interaction with both airlines and GDS and with the client?

Invited Participants:

Dmitry Panshin, Product Director, OneTwoTrip
Sergey Pirozhnikov, Founder, Kupibilet.ru
Viktoriya Chepchugova, General Director, Svyaznoy Travel
Mikhail Osin, General Director, Ozon.Travel

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Yaroslav Kotyshov, VP Revenue Management, Aviasales
Nikolay Mazur, Head of Travel Industry Google Russia*

[MixVel: Marketplace for Airlines & OTA](#)

Innokenty Baskakov, Deputy Director for General Design, Sirena Travel*

[18:00 Closing of the Conference, Cocktail Reception](#)

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