

Conference Agenda

Sunday, September 11

1600 – 1700 Conference Registration

1830 – 2030 Welcome Reception

Monday, September 12

0630 – 0815 Full Breakfast Buffet – VOX Restaurant

0800 – 0900 Opening Ceremonies
Kavita Sharma Al Jassim, WACRA Chairman

 Welcome to Iceland
Birkir Hólm Guðnason, CEO- Icelandair

 Business Sponsor Introductions
Dan Thompson, Sponsorship Director

0900 – 1000 The Importance of a Branded Customer Experience
Gillian James, Managing Director, TMI UK

1000 – 1030 Break & Sponsor Review

1030 – 1130 Dealing With Customers Who Drive You Crazy!
Dr. Joel Freeman, Corporate Trainer, The Freeman Institute®

1130 – 1230 Volcanoes and Aviation: Economic and Societal Impact
Haraldur Sigurðsson, Emeritus Professor, University of Rhode Island

1230 – 1330 Lunch

1330 – 1430 Mystery Flyer
Paul Bol Raap, Managing Director, International Hospitality Check

1430 – 1500 Break & Sponsor Review

1500 – 1700 Interactive WACRA Case Study Review

Free Evening

Conference Agenda

Tuesday, September 13

- 0630 - 0830 Full Breakfast Buffet – VOX Restaurant
- 0830 - 0930 The Tip of the Iceberg:
Grasp The Rationale Behind Complaints, And Deliver The Right Consumer Experience!
Diana Derval, President and Research Director, DervalResearch
- 0930 - 1030 IATA Developments
Monique de Smet, IATA
- 1030 - 1100 Break & Sponsor Review
- 1100 - 1230 Workshops
* WACRA Round Table – Pushpa Subramaniam
* Break the Ice: Turn Consumers' Complaints Into Powerful Insights – *Diana Derval*
* Expanded Passenger Protections Affect US and Foreign Air Carriers- *Sam Podberesky, DOT*
- 1230 - 1330 Lunch
- 1330 - 1500 Workshops
* Building a Branded Customer Experience within an Airline- *Gillian James, TMI UK*
* Expanded Passenger Protections Affect US and Foreign Air Carriers- *Sam Podberesky, DOT*
* Legal Update: Dusting Off the Ash Cloud Claims- *Darcy Beamer-Downie, Airclaims*
- 1500 - 1530 Break & Sponsor Review
- 1530 - 1700 Workshops
* Legal Update: Dusting Off the Ash Cloud Claims– *Darcy Beamer-Downie, Airclaims*
* Building a Branded Customer Experience within an Airline- *Gillian James, TMI UK*
* Break the Ice: Turn Consumers' Complaints Into Powerful Insights – *Diana Derval*
* WACRA Round Table – Pushpa Subramaniam
- 1830 ***Departure for Opera House***

Wednesday, September 14

- 0630 – 0830 Full Breakfast Buffet – VOX Restaurant
- 0830 – 0930 The Importance of Customer Service in a Self-Service World
Jeff Ulrich, Senior Manager of Emerging Technology, United Airlines
- 0930 – 1030 The Social Media Business Equation™
Eve Mayer Orsburn, CEO, Social Media Delivered
- 1030 – 1100 Break
- 1100 – 1200 The Mysterious Rosetta Stone: Cracking the Code to Your Team's Success
Dr. Joel Freeman, Corporate Trainer, The Freeman Institute®
- 1200 – 1230 Closing Ceremonies
- 1230 – 1330 Light Lunch and Focus Group
- 1400 ***Scheduled bus departure to KEF Airport from Hilton Nordica***