



# AG3NDA

Thursday, March 14<sup>th</sup>, 2019

**9:00-09:30** | R3GISTRAT1ON

**09:30** | W3lcom3

Mrs. Ioanna Papadopoulou, Director, Communications & Marketing, AIA

**09:40** | Ath3ns Market Overv1ew 2018  
The AIA Marketing Team

**10:30** | P3ople of Gr3ece 2009-2019: Their new way of think1ng ...dream – exper1ence - narrate!

Mrs. Christina Carambela, Managing Director, qed market research  
Mrs. Maripola Kotsi, Supervisor, Market Research, AIA

**11:00** | Some pr1vacy pl3ase: The unt0ld quest of p4sseng3r data  
Mr. Joseph Avramides, Manager, Data Protection & Compliance, AIA

**11:20** | How to d3velop and protect your br4nd in the digit4l world  
Mr. Pascal Buchner, CIO, International Air Transport Association (IATA)

**12:05-12:20** | BRE4K

**12:20** | How is AI Ch4nging the Av1ation & Tourism Busin3ss?  
Mr. Patrick Schwerdtfeger, Business Futurist

**13:20** | Data sci3nce and AI in easyJ3t  
Mr. Grigorios Mingas, Lead Data Scientist, easyJet

**14:05** | Rob0ts, AI, Humans, and the Future of Avi4tion  
Dr. Nikolaos Mavridis, PhD, Massachusetts Institute of Technology (MIT), Academic and Consultant in Robotics and AI

**14:35** | Clos1ng Credits  
Dr. Yiannis Paraschis – CEO, AIA

**14:45-15:15** | "Do the mATH" Cockt4il

**15:15** | LUNCH & AW4RDS CER3MONY

