



PRM Leadership Conference

14th October 2021

6th Annual **Airport PRM Leadership Conference**

Reclaiming Control
Agenda & Speakers

Moderators



William L. Neece
Director of Airports
Ozion PRM Software



Roberto Castiglioni
Accessible Air Travel
Evangelist
Reduced Mobility Rights

Welcome,

It is a great pleasure to welcome new and old participants to the Ozion 6th Annual Airport PRM Leadership Conference.

As the world emerges from the acute phase of the Pandemic, the aviation industry is seeing a faster-than-expected rebound, a welcome yet challenging stage where operators need to work harder than ever before to keep up with demand.

In this unique scenario, PRM assistance requests continue to outpace overall passengers' numbers.

The 6th Ozion Annual Airport PRM Leadership Conference will be focusing on disseminating Best Practice and Innovation, bringing together an unprecedented wealth of knowledge and experience from operators, regulators, experts, and advocates.

Since its inception, this annual event's core aim has been to help the industry close gaps and improve service quality output, thus making air travel more inclusive. This year, a world-class group of speakers will discuss the best ways to sail into the uncharted waters of the post-pandemic world and how to meet successfully and efficiently the ever increasing demand for assistance. We are looking forward to seeing you on October 14th.

Be Great,

William L. Neece
Conference Director
Director of Airports
Ozion Airport Software



Agenda

Morning				
Roberto Castiglioni William Neece	10:00 AM	10:10 AM		Morning Welcome Remarks
Fabio Soleri	10:10 AM	10:25 AM	Presentation	Good practices that can help ... also through COVID times
Alexa Hink	10:25 AM	10:40 AM	Presentation	Transforming Data into Operational Intelligence
Steve Wilson	10:40 AM	10:55 AM	Presentation	Heathrow: Flying Passengers Requiring Support (PRS) safely through covid
Hiea Dakhil	10:55 AM	11:10 AM	Presentation	Successfully Managing PRM Service Operations in Oslo Airport
Wen Cheung Rupeshkumar Thakur Cristina Colesnicu Giorgio Rosato Mark Hicks	11:10 AM	12:00 PM	Round-Table:	Pivotal PRM Subjects for Success

Afternoon				
Roberto Castiglioni William Neece	2:00 PM	2:10 PM		Welcome & Morning Wrap Up
William Neece	2:10 PM	2:25 PM	Presentation	Connected: The Vision of a Connected Airport PRM Operation
Kate Hardwick	2:25 PM	2:40 PM	Presentation	Looking forward to 2036: A presentation outlining the findings of a recent study conducted into the future of accessibility in airports.
James Fremantle	2:40 PM	2:55 PM	Presentation	Accessibility during the recovery of international aviation and beyond
Katharina Probst	2:55 PM	3:05 PM	Presentation	Covid-19 pandemic: impact on transport of PRM passengers, regulatory view and recommendations
Linda Ristagno	3:05 PM	3:20 PM	Presentation	Air travel accessibility: the importance of global consistency and regulatory coordination
BREAK 15:20 -15:55				
Christopher Wood	3:35 PM	3:50 PM	Presentation	Accessible Airport Innovation Equals Revenue
Accessibility Awards	3:50 PM	4:25 PM	Awards	
Eric Lipp	4:25 PM	4:40 PM	Presentation	Assistance Services at US Airports
Dr. Shelley Kelsey	4:40 PM	4:55 PM	Presentation	Accessible Transportation in Canada - A Research Review
Roberto Castiglioni William Neece	4:55 PM	5:00 PM		Conference Closing

Speakers



Alexa Hink
Project Manager
Ozion Airport Software

Alexa is an International Project Manager, responsible for the client interface and delivering projects, including software implementations at Ozion. She is passionate about improving airport operations, through

delivering smart solutions to Ozion's clients across the board: security, ground handling and specifically assisted services. Alexa has a background in engineering and regulatory affairs with over 10 years of experience in operations and project management, in the nuclear industry, both in Europe and North America.



Cristina Colesnicu
HR specialist and External relations
Novability

Cristina has a comprehensive knowledge of Human Resources, Administration and Training gained in a, academic and professional capacity through international

placements. Currently operating from Novability head office in Puglia, Cristina oversees all human resource management throughout the organisation including PRM agents. Cristina has successfully migrated teams during operational expansion through PRM and Handling contract acquisition and is familiar with current resource



Christopher Wood MBE
Aviation Accessibility Consultant - FlyingDisabled

Chris has approached and lobbied Government with success, his campaign forms part of the Governments Aviation Strategy 2050. He has also been contacted by

governments from Canada and the USA, both have brought aspirations for better access in their own countries. Chris is now working alongside the global aviation industry and the wheelchair manufacturers, to establish solutions.



Dr. Shelley Kelsey
Senior Research Officer
National Research Council of Canada

A Senior Research Officer at the National Research Council of Canada where she leads a wide range of research, design and development projects related to passenger and crew air travel at the Centre for Air

Travel Research in Ottawa. Her passion is research and co-design that improves the safety, efficiency, comfort, health and accessibility for air travellers using holistic methods that are inclusive.

Specialties and interests include: Industry and academic engagement, accessibility, product development, collaboration, and spatial human factors.

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Speakers

Eric Lipp
Executive Director
Open Doors Organization

Eric founded Open Doors Organization (ODO) after personally experiencing the restrictions that people with disabilities face in everyday life due to lack of awareness and accessibility. In the 21

years since, he has assisted countless companies in the travel, tourism and transportation industries to better serve the disability community. As much of ODO's work is in aviation, Eric has extensive knowledge of the operational intricacies of providing service to air travellers with disabilities.



Fabio Soleri
Head of Regulatory Affairs at Aeroporti di Roma S.p.A.. ADR ASSISTANCE SRL

As head of regulatory affairs of ADR, Fabio is in charge of economic regulation oversight for Rome airports. He also serves as chairperson of ADR

a board member since 2012. Prior to joining ADR and ADR Assistance, in 1999-2007 Fabio has been a director of equity research at Merrill Lynch. Fabio earned his M.A. in International Economics at SAIS, Washington DC, a graduate school of the Johns Hopkins University, and his university degree in Political Science at the University of Bologna.



Georgio Rosato
Chairperson, Co-Founder
Novability

Giorgio has been working in the field of aviation and passengers with reduced mobility since 2012.

In 2016 Georgio became a PRM trainer and later Co-Founded Novability in 2017 where he

currently sits as chairperson, where his responsibilities include overseeing PRM operations in two of the providers PRM operations - Bari and Brindisi airports.



Hiea Dakhil
PRM Manager
ISS Facility Services AS

Hiea Dhakil found her way into the world of business as a young marketing Director for Norway's biggest fast-food company. In 2018, still under the age of 30 Dakhil began a new journey, now as a manager for of the most

demanding divisions at Oslo airport, the service for passengers requesting assistance. She quickly put together a winning team and in record time the results were through the roof! She says it was the tireless work of streamlining, focusing on a good work environment, ensuring each passenger's experience.



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Speakers



James Fremantle
Manager – Consumer
Policy and Enforcement –
(CAA)

James is Manager, Consumer Policy and Enforcement, with responsibility for enforcing UK aviation consumer protection legislation, including

accessibility and enforcement of Regulation UK1107/2006 concerning the rights of disabled people and those with reduced mobility. His role is varied, working with a number of stakeholders on projects aimed at protecting the right of consumers in the UK aviation market.



Kate Hardwick
Accessibility Researcher
and Airport Planner

Throughout the last 2 years, Kate has worked with key members of the aviation and accessibility industries to research the future of airport accessibility. This research has

resulted in the development of an industry roadmap which could guide accessibility improvements forward to 2036. This piece of research is currently being considered for publication in conjunction with leading aviation academics from Loughborough and Leicester University.



Head of Air Passenger
Rights Unit – Federal
Office of Civil Aviation
Switzerland

Katharina is responsible within FOCA for the enforcement of Air Passenger Rights in Switzerland, namely Regulations (EC) No 261/2004

and 1107/2006. Whereas enforcement of Regulation (EC) No 261/2004 is based on administrative penal proceedings initiated by individual passenger reports, enforcement of Regulation (EC) No 1107/2006 is mainly based on audits and inspections.



Linda Ristagno
Assistant Director
External Affairs
IATA, Geneva

Linda is Assistant Director External Affairs in IATA Geneva. In her role, she promotes the development of consistent policy and multilateral dialogue by working with policymakers, member airlines,

and industry stakeholders. Linda leads IATA's work on accessibility for passengers with disabilities and the aging population and oversees the advocacy campaign to promote restart of travel and tourism in countries that are open for business, in response to the COVID-19 pandemic.

Speakers

Mark Hicks
Business Development
Director – Transport &
Aviation
Wilson James Limited

Mark has over 14 years' experience in aviation. He has worked the majority of his aviation career at London Heathrow Airport, as

a Duty Manager at Terminal 5, followed by his role as Head of Passenger Support Services at Terminal 3, before attaining the role of Head of Customer Relations and Service at Terminal 3.

He was fully accountable for the PRM contract at Heathrow, along with other high profile customer service contracts.



Steve Wilson
Regulation & Relationship
Lead
PRS Heathrow

Stephen initiates and improves relationships with a wide range of stakeholders, partners, regulatory bodies, charities, and passengers. His main areas of focus are ensuring

delivery of all regulations, driving the highest levels of customer service and working with Airlines, Strategic Partners and HAAG/CAA to deliver Heathrow's vision to be the most accessible airport in the world through continuous improvement and education of the assistance service.



Rupeshkumar Thakur
Specialist (Asso.GM)
– Airside Planning ,
Standardisation and
BASHM
GMR Group

Rupesh is an airside specialist who has been working in the field of airside management for the past

23 years. Currently leading the team to ensure that airfield is delivering excellent customer service, operational and safety performance, whilst maintaining its obligation in terms of regulatory and statutory requirements by deliver value to users, stakeholders and regulatory bodies, resulting in business development.



Wen Cheung
PRM Manager
Amsterdam Airport
Schiphol

Wen possess a track record of 21 years in Airport operations of which almost 2 years KLM airline. He has led several operations departments.

Last 5 years he is the PRM manager at Schiphol and accountable for this service. He has a great team around him with whom he works together to do everything they can every day for a reliable and customer minded service for their PRM but also the airlines.



2021 Award Finalists

Conference attendees will be presented with nominee videos during the second part of the conference. Once the videos have been played everyone will have the opportunity to cast their vote and decide who deserves to win the 2021 Accessibility Award.



**GMR Rajiv Gandhi International Airport
HYDERABAD**

GMR Hyderabad International Airport has made significant strides over recent times in an effort to make travel an effortless and pleasurable experience for seniors and Passengers with Reduced Mobility. At the root of their philosophy is an alignment of core values and belief that travel should be effortless, comfortable and equitable.



Miami International Airport

Miami International Airport has become one of the first airports in the US to install wheelchair power stations. The installation of such stations illustrates the airport's desire for PRM travel to become as convenient as possible with additional services including the MIA network, the Sunflower Lanyard and Multi-Sensory rooms.



Seattle-Tacoma International Airport

Seattle-Tacoma International Airport has rolled out various adaptations and initiatives that are wide ranging. Key initiatives include, but are not limited to the introduction of the Sunflower Lanyard, SEA Accessibility Advisory Committee and SEA Social Story Sensory Room.

2020 Accessibility Award

Bologna Guglielmo Marconi Airport wins 2020 PRM Award

Voted winners of the Airport Accessibility Award at the 5th Annual PRM Leadership Conference in 2020, Bologna Guglielmo Marconi Airport's finely balanced approach to PRM with its humanistic approach and technological innovation proved favourable among voters composed of PRM stakeholders from 54 countries.

Showcasing cutting edge evolutions and approaches to assisted services including; video-help phones, sign language support, special attention paid to autistic passengers, and a recently opened accessible train service to the city centre. Bologna Guglielmo Marconi Airport has made significant strides in delivering an exceptional and pleasurable service to the 44,000 passengers requiring assistance who passed through the airport in 2019.

While 2020-2021 has proven a challenging year for the industry as a whole, a remarkable recovery is underway at Bologna Airport. PRM traffic has regained momentum whereby 110-120 assisted passengers currently pass through the airport on a daily basis, representing 50-60% of pre-covid PRM traffic.

Process and Quality Control Manager Claudia Castagnoli attributes the recovery in PRM traffic to several factors; "medical tourism and essential travel have been instrumental, Bologna is home to Policlinico



Sant'Orsola-Malpighi, Italy's largest hospital (in terms of beds) and 3 other public hospitals".

Aside from medical and essential travel, Claudia expanded "recovery is also attributed to the fact that 95% of the airport's traffic is European and point-to-point travel, although we do have transfers, we are not as affected as others.

Reflecting back over the COVID period, Nazareno Ventola, CEO explained "even during these testing times the airport has maintained a goal of delivering exceptional passenger experience, while whole procedures underwent change during this COVID period, we have continued to care for our passengers, not only that but we've also taken care of our staff, their safety throughout this period has remained paramount".

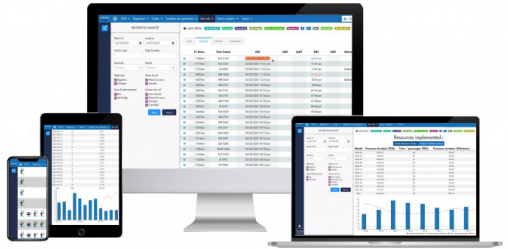
Solidarity and adaptation have been fundamental during these times and was a message firmly expressed

by Nazareno "it's been a key lesson, to help us in recovery, we now know the operational future won't be like before, we need to build on this experience, if we build on our learnings, we will become stronger and better. The humanization of our PRM service has always been in our DNA and this is now stronger than ever".

A sentiment echoed by PRM operations manager Danilo Facchini "we must continue to take care of the people; the human aspect of this service has great importance - this is the main characteristic of our service and ethos".

Bologna Airports fine balance of innovation and soft skills was summarised by Nazareno's closing remarks "technology will become more important and involved in passenger service with time, but the need for balance between technology and that human touch will become more important as we progress".

Digitized and Connected Solutions

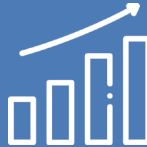


Transforming Data into Operational Intelligence



Control Operation Performance

Airports and service providers can segment and interrogate all operational aspects of the PRM service in a single or multiple locations. Real-time monitoring and post-event reporting ensure management can reach to immediate deviations, delays and plan large scale operational alterations based on trending, and factual data.



Increase Operational Margins

System scenarios are aligned with corporate and operational objectives. Resources and SLAs are closely monitored and recorded in real-time. The tools to fine-tune and balance PRM operational elements to alter margins are readily available. Full clarity into the operational and business consequences of adjustments proves a powerful reference to make informed decisions.



Solidify Stakeholder Trust

Possess the tools to present concise and traceable data along with factual reportings in or to maintain stakeholder trust and increase your opportunity to retain existing contracts in the competitive aviation environment. PRM Manager offers an advantageous position when bidding on new contracts and these innovative solutions are presented to potential clients.

Ask for a demonstration and we'll show how your PRM performance can improve tomorrow!

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