



DURING GLOBAL CRISIS AN ONLINE BROADCAST EVENT BY INMARSAT AND APEX

News / Airlines



Inmarsat has joined forces with APEX to connect the global aviation industry during the most challenging time in its history. A unique online broadcast event, to be held on 29th April, will bring together aviation leaders, experts and analysts to debate the critical questions facing the industry today and looking ahead to the challenges the entire aviation sector will face.

‘FlightPlan: Charting a Course into the Future’ will examine the current state of the aviation market and the latest predictions for recovery, while also driving debate on wider industry issues, from next generation passenger trends and the future of air travel technology to short and long-term solutions for tackling aviation sustainability. In addition, the livestreamed event will include global and regional news updates, as well as a state of the industry analysis.

Keynotes featured at the event will include airlines leaders such as Avianca CEO Anko van der Werff, Delta Air Lines CEO Ed Bastian, and Virgin Atlantic COO Juha Järvinen. Trade bodies speaking at the event include Air Transport Action Group (ATAG), Airline Passenger Experience Association (APEX), European Space Agency (ESA), and International Air Transport Association (IATA). Ecosystem partners featured include Airbus, Collins Aerospace, Deutsche Telekom, Honeywell, Panasonic Avionics, and Rolls Royce. Media partners include Air Transport World (ATW), APEX Media, Inflight Magazine, Paxex.aero, and Simple Flying.

Philip Balaam, President of Inmarsat Aviation, said: “The global aviation industry is facing its darkest hour, with COVID-19 having far reaching implications for airlines, air travel infrastructure and the broad ecosystem that supports them. According to the latest guidance by IATA, passenger revenues and traffic are both expected to halve in 2020 compared to last year. Aviation leaders and experts will take part in FlightPlan to discuss pertinent topics such as the crisis, uncertainty around the timeframe for disruption and recovery, the long-term economic impact, and how we can improve resilience and accelerate recovery.”

FlightPlan will comprise streamed interviews, virtual panels, live discussion and interactive Q&As at a time when sharing information and views has never been more important. The full agenda includes a number of short segments, allowing viewers to conveniently watch the sections that are most relevant to them, at timings that can work around their schedules.

Dominic Walters, Vice President of Inmarsat Aviation, said: “The COVID-19 pandemic has turned aviation on its head – changing the way it operates in a very short space of time and impacting the estimated 10 million people that work in the industry worldwide. Inmarsat and APEX have developed FlightPlan as a platform that brings these people together to share information, insight and direction at this pivotal moment. It has already received an extremely positive response and we look forward to welcoming anyone that works in the industry or has an interest in aviation to register their interest online and join us on the day.”

APEX, the only non-profit membership trade organisation comprised of the world's leading airlines, industry suppliers, media groups and related leaders, has taken an active role in representing the aviation industry with governments and authorities such as the United Nations and US Congress during the current pandemic. Its involvement in FlightPlan is part of a concerted effort to provide support to APEX members and the airline industry during this critical moment of crisis.

Dr. Joe Leader, CEO of APEX, said: “Our airline industry has faced countless challenges in the past, coming back with more strength, resolve, and innovative advances each and every time. We face an enemy in COVID-19 unlike any other, but our industry will ‘flight back’ for our future with a tenacity that will keep our world healthy and interconnected. FlightPlan is a great example of finding innovative new ways to connect our industry and encourage a meaningful debate on the unparalleled challenges faced. We are delighted to collaborate with Inmarsat, one of our close partners, and believe FlightPlan will create real value for all of our airline and supplier members in this moment of need.”

18 APRIL 2020

ARTICLE LINK:

<https://connect.50skyshades.com/news/airlines/during-global-crisis-an-online-broadcast-event-by-inmarsat-and-apex>