



Airneth seminar
'Videoconferencing, changing behaviour of business
travellers and its effects on the aviation market'

14 October 2010

Bilderberg Europa Hotel Scheveningen, The Hague, The Netherlands

Chairman: Jan Veldhuis, Airneth

Program

13.00 hrs

Registration & lunch

Opening

14.00 hrs

Welcome by the director of Airneth
Guillaume Burghouwt, Airneth (10 min.)

Welcome by the chairman
Jan Veldhuis, Airneth (5 min.)

New customer values and behavior of the business traveller
Egon Heini, KLM (25min.)

The airline business from transporting to connecting people: new
strategies in a connected world
James Crowther, Cisco (25 min.)

Q&A

15.20 hrs

Coffee break

15.45 hrs

Emergent use of videoconferencing among business travellers:
Norwegian experiences
*Tom Erik Julsrud, The Institute of Transport Economics Norway
(25 min.)*

Strategic Travel Management and Generation Y
Herman Mensink, Corporate Travel Association (25 min.)

Q&A

16.50 hrs

Panel discussion
Panel members TBA

17.30 hrs

Closing by the chairman & drinks