



Aircraft Data

Last updated: January 7, 2008

March 12 & 13, 2008

Hyatt Regency

Phoenix, AZ

Produced by:

AVIATION WEEK

Sponsored by:

Click Commerce

Omega Software

Supported by:

Embry-Riddle Aeronautical University

Media Partner:

Aviation Week & Space Technology

Overhaul & Maintenance

Expected Delegates

Presidents, Vice President, Directors, Sr. Managers and Analysts leveraging data management tools to enhance their aircraft maintenance, supply chain & inventory, operational planning, and process improvements decisions from:

- Airlines (Maintenance & Engineering, Supply Chain & Inventory)
- MRO Service Providers
- OEMs
- Consultants
- Government / Military

About AVIATION WEEK's Management Forums:

- The sessions are structured panels that emphasize interaction between the speakers and the delegates. The audience driven format allows each delegate the opportunity to share their own experience and best practices assuring a well-round discussion.
- Discussions are led by industry leaders. The audience is comprised of management and executive level decision makers. Expect a room of your peers.
- One and a half-day, highly focused, intensive programs. The takeaways are well defined and the information is most current assuring an extremely valuable and worthwhile experience.

Forum Summary

The data you collect and the data systems you implement can advance your strategic imperatives. Are the data strategies you are implementing advancing maintenance scheduling, maintenance operations, and parts supply management? Or are they hindering them? Now in its second year, this Forum will identify the keys to leveraging the capture and use of data as a strategic asset.

Innovative web based decision support systems, electronic flight bags, RFID, and a plethora of new technology enables flexibility, mobility, and accelerates business. However, data incompatibility, poor implementation and inadequate interdepartmental integration can all be detrimental to this progress.

Speakers will share their experience in data systems implementations, disclosing:

- lessons learned from implementation challenges and unforeseen obstacles
- proven strategies to economically justify investments and demonstrate ROI
- best practices to adjusting business practices with system changes

The underlying theme for all the sessions will be: how to capitalize on data-related investments to achieve priority initiatives (such as Lean, Green, Cost Management and Human Capital Development.)

The second day will focus on data standards. More than ever, decision support systems use data across departments and even across companies. Data compatibility is a looming challenge. What can we do about it?

**For the latest agenda, email
forums@aviationweek.com**

- 8:00 a.m. **Registration**
- 9:00 a.m. **Welcome and Opening Remarks by Forum Chair**
- 9:15 a.m. **Opening Address – Responding to Change: A Closer Look at the Impact of a New Operating Environment**
The Maintenance and Engineering operations of today are transforming into highly integrated, dynamic networks of systems whose success rests greatly on the ability of those individual systems to work together. Add a merger and/or acquisition into the mix and you have a defining challenge, which can make or break the organization. The speaker will deliver first-hand analysis of the strategy US Airways took to integrate systems and blend business processes highlighting what worked, what didn't and why a cohesive data strategy is critical to the success of achieving the latest in MRO strategic.
Hal Heule, Senior Vice President, Technical Operations, US Airways
- 10:00 a.m. **The Economics of IT: Building Business Cases that Get Approved**
When and how do you approach the CFO? Speakers will share best practices to creating a convincing ROI case. Learn to:
- Quantify and demonstrate savings. How do you demonstrate value in long-term savings as a result of reduced delays and improved dispatched reliability?
 - Identify believable financial investment and educate those who will benefit.
 - Avoid financial and regulatory restrictions and identify cost savings such as tax write-off opportunities
- Santhosh Soudamini, Project Manager – Enterprise Applications Delivery, United Airlines**
- 10:30 a.m. **Networking Break**
- 11:00 a.m. **Taking Your Organization from Vision-Strategy to Results**
Insight into how American Airlines IT helps M&E build strategies from its business vision then translate those into plans and results.
David Hopkins, Managing Director, M&E ITS, American Airlines
- 12:00 p.m. **Networking Luncheon**
- 1:30 p.m. **OEMs and MRO Service Providers Panel: Lessons from the Trenches**
OEMs and MROs have the arduous task of interfacing with various clients with even more varied systems. Speakers will share:
- Effective IT strategies to communicate clearly across various systems with multiple data streams, including data interfaces between MRO and suppliers systems.
 - Best practices in integrating technology advancements to enable predictive and proactive maintenance.
 - Keys to combining technical and human elements to support a collaborative environment for data driving condition based maintenance.
- Dan Lites, Manager – Planning, Methods and Scheduling, Bombardier Aerospace – Aircraft Services**
Manny Naeem, Staff Vice President, Planning Continental Airlines
Dean Sinerius, Director of Planning, Mesa Air Group
- 3:00 p.m. **Networking Break**
- 3:30 p.m. **The Move to a Paperless Environment: Enablers, Pitfalls and Considerations**
Scott Johnson, Director, Data Maintenance Systems, Mesa Airlines
- 3:45 p.m. **The Move to a Paperless Environment: Enablers, Pitfalls and Considerations**
- 5:00 p.m. **Networking Reception**
- 6:00 p.m. **Day One Ends**

Day Two: March 13

Preliminary Agenda, subject to change

Last updated: January 7, 2008 (Latest Changes in RED)

For the latest agenda, email forums@aviationweek.com

8:15 a.m. **Registration**

9:00 a.m. **Welcome and Day One Summary**

9:15 a.m. **A Collaborative Approach to Adopting Data Standards**

10:00 a.m. **Strategies & Solutions Exchange: Data Standards: Combating Obsolescence and Incompatibility**

The Strategies & Solutions exchange elevates the interactivity of the Forum to a new level. Delegates will work in groups to tackle a specific challenge posed by the speakers. Through the sharing of personal experiences and lessons learned, the workgroups will work to identify solutions. The workgroups will then share their findings with the entire group, allowing for further input and discussion.

12:00 p.m. **Forum Concludes**



Submit by Email

Registration Form

Please make sure you are filling out this form in Adobe Acrobat reader. [Click here to download Acrobat Reader.](#)

First Name Last Name

Title/Position

Company

Address

City State

Postal Code Country

Phone Fax

Email

I agree to the terms and conditions of this event and acknowledge this registration. *(Must check box for registration to be complete)*

**For event information visit:
www.aviationweek.com/forums**

Register before

**and SAVE. Click
"Submit by Email" to
send electronically;
or print and fax to
+1.212.904.3334.**

Registration Fees Please select applicable fee

Standard Single Rate	\$895	\$1195	\$1395
Negotiated Discount Rate/ 3 + of the same company*	\$695	\$995	\$1395
Government/Active Military**	\$250	\$275	\$595

*Rate applies to Airlines, Partner Associations and Sponsors. ID Required.

**This rate is not applicable to individuals working on projects for the government or located at a government facility but employed by a private company. Proof of affiliation is required to secure this rate.

Industry Category

Business Sector

How did you hear about this event?

Source code

Method of Payment (Section must be completed to confirm registration)

Company Check (make payable to THE MCGRAW-HILL COMPANIES)

Registration is not confirmed until payment is received and posted.

Mail checks to: AVIATION WEEK • 2 Penn Plaza, 25th Floor • New York, NY 10121

American Express VISA MasterCard Total \$

Name of Cardholder

Credit Card #

Expiration

I authorize AVIATION WEEK to charge my credit card the amount entered as the Total. *(Must check box for registration to be complete)*

Submit by Email

Conference Cancellation and Credit Card

Authorization Policy: Written cancellations received on or before _____ will receive a refund less

a processing fee of \$450 on the conference registration, \$75 for active military/government only. If no moneys are received, registrants are still responsible for the processing fee. VERBAL CANCELLATIONS ARE NOT ACCEPTABLE.

Please fax your written cancellation to +1.212.904.3334 or email to anitajoyce_wright@aviationweek.com. No refunds will be given after this date, however a substitute may be sent. Any fees not paid by original registrant will be applied to substitute's fees. By submitting this registration, you authorize McGraw-Hill to invoice you for any unpaid portion of your registration fees. By signing this contract it is understood that you have read and will abide by our cancellation policy.

Your privacy is important to us. The information you provide will be securely transferred to our database in the U.S. and solely used for the purpose of fulfilling this order, and updating you on event changes (agenda changes and registration reminders), and for marketing purposes as described below.

Please do not send me any further information from AVIATION WEEK mail e-mail
Please do not share my information with Other units of The McGraw-Hill Companies mail e-mail
With companies outside of The McGraw-Hill Companies mail e-mail

* To confirm the accuracy of the above, please contact Laurie Becker, AVIATION WEEK, 2 Penn Plaza, 25th Flr, NYC, NY 10121. For more information about The McGraw-Hill Companies' Customer Privacy Policy, visit www.mcgraw-hill.com/privacy.html.