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# Jeremy Clark to moderate panel at Aviation Festival Asia

By **PAX International** on February, 20 2019 | Events



Jeremy Clark

On behalf of *PAX International*, Jeremy Clark, CEO of [JC Consulting](#) and *PAX's* Asia Correspondent, will be moderating a panel discussion on February 28 at noon as part of [Aviation Festival Asia](#).

Panelists include Joaquim Gonsalves, AVP Inflight Service at [IndiGo](#); Vinit Gupte, Commercial Director for [JetAsia Airways](#); and Alain Dominic A. Yu, Manager – Projects, Inflight Catering and Sales at [Cebu Pacific Air](#).

Topics of discussion will include:

- Exploring different approaches to merchandising
- Integrating convenience, personalization and exclusivity into your inflight retail strategy
- Choosing a channel: making it easy for your passengers to "connect" with inflight offers
- Unlocking the value of your data: what customer data should you be using to increase the

likelihood of an inflight purchase?

- Unlocking millions in untapped revenue

For more information or to register, please visit [Aviation Festival Asia](#)'s website.