

INK Network event unites buy on board leaders in Cannes



The second INK network discussion group hosted in Cannes

The Inflight Network of Knowledge ([INK Network](#)), a platform dedicated to airline buy on board programs, hosted its second event this week at Hotel Barrière Le Majestic Cannes, in Cannes, France. Designed to foster collaboration and fresh thinking, the evening brought together airline retail managers, onboard experts and industry partners for open discussions, idea sharing and networking.

The event was sponsored by retail technology provider [Omnevo](#).

Event highlights

The evening's agenda combined structured discussion with open networking. Guests were welcomed with opening remarks by the INK Committee.

Then, a featured discussion by Omnevo, entitled, "Uncovering retail blind spots at 35,000ft," explored how airlines can close overlooked revenue gaps. From forgotten loyalty opportunities to inventory inefficiencies, Omnevo shared how digital solutions can elevate the onboard experience and unlock new ancillary streams.

Group discussions encouraged attendees to exchange views on key challenges, including stockouts, passenger engagement, loyalty and crew tools—while also identifying the one frustration they would most want to fix for their crews.

The evening closed with a cocktail hour, giving participants the chance to continue the conversation in a relaxed, informal setting.

INK's foundations

INK was founded by Laura Heijmann, Buy On Board Manager at [Transavia Netherlands](#), Michelle Philpot, Head of Inflight Retail - Operations at [easyJet](#), and Ilze Silina, VP Inflight Retail at [Norwegian](#), as the first networking platform specifically for airlines with a buy on board program. Its mission is to provide an intimate, collaborative space where professionals can share knowledge, best practices and bold new ideas to support the growth of onboard retail.

The group is further supported by the expertise of Wilbert de Louw, Founder of [Foodcase International](#), Duncan de Boer, SVP Commercial at Foodcase and Lance Hayward, Founder and Managing Director of [The Hayward Partnership](#).

Industry participation

Airlines represented at the Cannes event included Transavia, [JetBlue](#), [Icelandair](#), [Allegiant](#), [Eurowings](#), [Norwegian](#), [Condor](#) and [TUI](#). This was the second INK Network gathering, following the debut event in Hamburg, Germany earlier this year, hosted by Foodcase.

The INK Network continues to grow, offering buy on board leaders a platform to share insights, explore challenges and build connections. Details of the next event will be available on [INK's website](#).