

# Video Clip: Reed Exhibitions' Polly Magraw on what to expect at WTCE AIX Virtual

The industry is just about one month away from the first-ever digital edition of Aircraft Interiors Expo ([AIX](#)) and World Travel Catering & Onboard Services Expo ([WTCE](#)), organized by RX ([Reed Exhibitions](#)). AIX and WTCE Virtual runs September 14 to 16, replicating the benefits of the in-person Hamburg show.

"It was disappointing to have to postpone the physical events once again this year, but it did become apparent really quickly that there was a real demand from both suppliers and buyers alike to support a virtual event," Polly Magraw, Event Director at RX tells *PAX* in early-August.

As part of a larger event organizer, RX has spent much of the pandemic running more than 100 virtual events across a variety of global industry sectors, Magraw says.

"We've had the opportunity to develop the technology to provide attendees with a really personal experience that is both cost effective and time-efficient, and we realized very early on that there was now a proper genuine opportunity to bring the aircraft interiors and inflight services community together."

As with the physical events, AIX and WTCE Virtual are "co-located" on the same platform. RX worked with event technology and platform provider [Sector Global](#) to create the fully flexible, simple-to-use and accessible digital platform that encompasses AIX, WTCE and the Passenger Experience Conference (PEC) - which will run for three days. Conveniently, attendees only need to [register](#) for one event to access all conference streams and exhibitor directories for the shows. Participating in all areas of the virtual event will be free-of-charge and accessible to all. It can be accessed via mobile to keep up with what is happening, but laptop or computer is ideal for meetings and to get a fully rounded experience of WTCE and AIX Virtual.

"The focus is really going to be all about reconnecting the industry to accelerate the recovery," Magraw says. "Some of the key benefits for attendees will include pre-event matchmaking, pre-scheduled and drop-in video meetings during the event, and supplier product showcases and demos."

AIX and WTCE Virtual will repeat some of the live events, including PEC to provide the latest insights from the industry's most prominent thought leaders on the emerging challenges facing the sector as it focuses on recovery. There will be live Q&A sessions following each panel discussion.

WTCE's popular programs will return, taking a deep dive into the prevalent challenges facing the catering and travel retail sectors, with sustainability at the top of the discussion agenda, looking at how disruption in the industry will lead to a brighter future.

AIX Sessions will offer inspiration for the cabin interiors, inflight entertainment and passenger comfort industries, with discussions examining new business models, revenue streams, and a focus on bringing airlines, engineers, designers, caterers, and passenger experience leaders together to share case studies and ideas.

*PAX* Editor Jane Hobson will moderate the Women Behind Aviation panel, as part of the Women in Aviation initiative launched in 2019.

To keep track of it all, the platform will provide each attendee with a personalized diary that will help them manage their time over the course of the three-day event.

While RX recommends that attendees take advantage of viewing as much of the content as possible across the three live days of the event to optimize connections with participants, the material will also be accessible on demand up to 15 days post-show. Following that, it will be available on the AIX and WTCE content hubs, available until the June 2022 show.

“Allowing people to reconnect by facilitating those all-important business meetings, that’s really at the heart of the AIX and WTCE Virtual experience,” Magraw says.

[Registration is now open](#), with the full platform opening closer to the event in September. With the world’s leading suppliers and airlines set to attend, it is not to be missed.

*PAX Tech* and *PAX International* are proud media partners for AIX and WTCE Virtual. As proud Media Partners for the event, [PAX International](#) and [PAX Tech](#) will be distributing special digital editions of WTCE and AIX issues during the virtual show.

[Click here to register!](#)