

THE INFLIGHT LAB

February 25 - 26 2027
Park Hyatt, Bangkok

AGENDA

WELCOME



ABOUT

Two days. One room of airline peers. Real problems, worked through together.

The Inflight Lab is a small, hands-on workshop for people working in inflight product, catering, onboard service and buy-on-board at an airline.

Premium service, economy innovation, sustainability: we tackle the challenges you deal with every day, with people who face the same ones. No lectures, no booths, no sales pitches.

Trusted by Lufthansa, Aegean, Virgin Australia, Jetstar, Turkish Airlines, Finnair, ITA Airways and many more.

Our first Lab in Asia since 2015, on a private floor with its own terrace and commercial kitchen, which means real food, real tableware, and a plating challenge you won't forget.

DRAFT AGENDA

Topics: Inflight F&B trends, onboard equipment, premium service on a budget, and sustainability.

Day 1: Problems, trends and ideas worth stealing

The Inflight Issue: Bring the problem that keeps you up at night and work it through with peers who've faced it too.

The State of F&B in 2027: The newest concepts, launches and partnerships, with a focus on Asia, plus fresh research on what passengers actually reward.

Steal This: Share one idea you'd take from a competitor. The room decides whether it would feel authentic at your airline, or just borrowed.

Airline Updates: Airlines share what they launched, why, and what they'd do differently.

Onboard Equipment Deep Dive: The kit that broke, went missing, weighed too much, or became a crew favourite.

Day 2: Hands-on, and home with a plan

Premium Breakfast Experience: Plate a meal from a mock-up, just as crew do, on tableware flying today. Then see how everyone's compares.

Sustainability: Are you running one-off activities, or a system you measure? Rate yourself honestly.

Airline Updates, Part 2: More launches and lessons from airlines in the room.

Premium Without the Price Tag: Four practical tools and one test: can you convince both the CFO and the Head of Brand?

Next Steps: Leave with one idea, a first step, and a ready-made passenger survey.

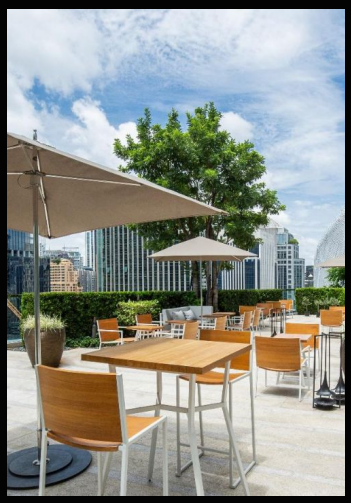
We survey every registrant and fine-tune the sessions around your answers. Final agenda released January 2027.

Register for Bangkok

WHY ATTEND







Free for airlines: No registration fee for airline professionals.

Small and focused: No expo floor, just the people doing the work.

Real airline voices: Past sessions have featured Lufthansa, Aegean, Finnair and Austrian.

Hands-on, not lectures: Workshops built around real product, not just slide decks.

No sales pitches: Partners attend by invitation only.

Confidential: What's said in The Lab stays in The Lab.

You shape the agenda: When you register, we'll ask what you want covered, so sessions are built around real challenges.

Contact: Nik Loukas nik@inflightfeed.com