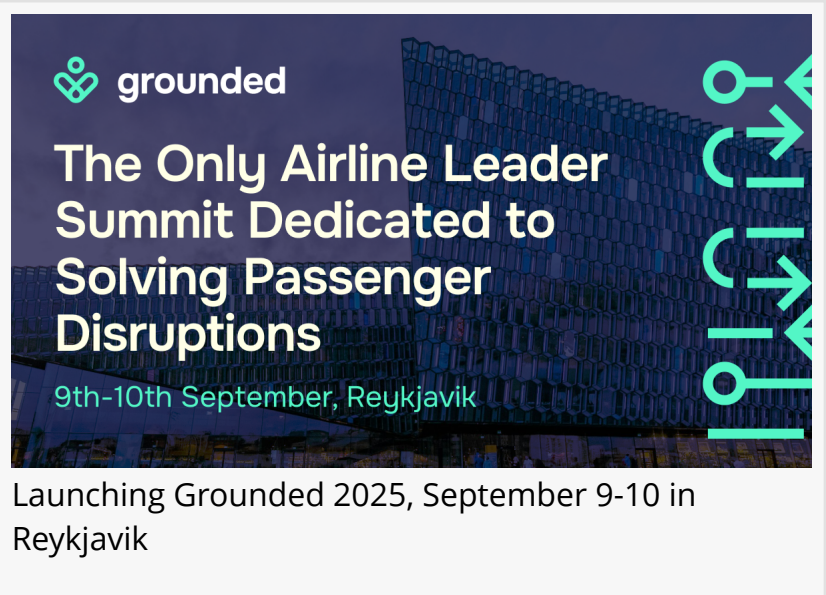


Over 150 Airline Leaders from 50+ Airlines to Gather in Iceland in September for Passenger Disruption Summit, Grounded

The Only Summit Dedicated to Solving Passenger Disruption Returns to Reykjavik with 150+ Airline Leaders in Attendance

REYKJAVIK, 105, ICELAND, June 5, 2025 /EINPresswire.com/ -- This September, more than 150 senior leaders from over 50 global airlines will convene in Reykjavik for [Grounded](#) 2025, the only airline summit dedicated entirely to solving passenger disruption. Hosted by disruption management specialists [Plan3](#), the second annual Grounded summit will take place September 9–10 at the iconic Harpa Convention Centre.



Designed exclusively for airline decision-makers—including Heads of IOCC, Operations, Customer Experience, and IT & Innovation—Grounded offers a unique space to explore forward-thinking strategies, technologies, and cross-functional collaboration to improve disruption response across the passenger journey.

“

Grounded creates a rare space for honest, practical collaboration. It brings together the right stakeholders for real-world insights, frank discussion, and actionable takeaways.”
Sveinn Akerlie, Founder and CEO, Plan3

To ensure a focused environment for those shaping the future of airline operations and customer experience, attendance is free but strictly for airline leaders tasked with solving passenger disruptions.

Diederik-Jan Bos, Director of Operations at SAS expressed:

“I firmly believe in the value of collaboration and learning

from others which is why I highly recommend that other airlines participate in [Grounded 2025](#). Bringing together those who manage teams dealing with daily disruptions and the impact on the

passenger journey fosters meaningful, in-depth discussions focused on real-world challenges.”

Jenia Rasekhi, Director of Customer Strategy & Innovation at United said:

“Grounded brought together top airline leaders for invaluable peer-to-peer learning and it was fantastic to see the different approaches – a must for airlines looking to do passenger disruption management better.”

Ryan Daniels, Head of OCC & Customer Care at TUI Airways stated:

“An energising conference, an informative, and interactive session, hosted in beautiful Iceland; building relations and partnerships across the industry to enhance the customer experience. Honestly, one of the best conferences I have ever been to.”

Sveinn Akerlie, CEO at Plan3 [and former CIO at WOW air] added:

“Those responsible for managing passenger disruptions are among the hardest-working people in travel. Since airlines don’t compete on safety or service recovery, Grounded creates a rare space for honest, practical collaboration. It brings together the right stakeholders for real-world insights, frank discussion, and actionable takeaways. Attendees will not only leave with fresh ideas to improve disruption strategies—but also a taste of Icelandic hospitality and a sense of renewal.”

Matthew Walker

Plan3 [part of AviLabs]

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