



## 2025 ACI-NA/AAAE AIRPORT CUSTOMER EXPERIENCE SYMPOSIUM

All sessions and events will take place at the Halifax Marriott Harbourfront Hotel.

Updated: January 23, 2025

### MONDAY, MARCH 3, 2025

- 9:00 AM - 12:00 PM **ACI-NA Marketing, Communications and Customer Experience Committee Steering Group Meeting**  
*Open to all ACI-NA member attendees as perimeter seating allows*
- The Steering Group will have a full agenda. Observers should refrain from participating in the meeting unless called upon by the committee chair.*
- 1:00 PM - 2:00 PM **CAC Canadian Communications Committee Meeting**  
*Canadian Communications Committee members only*
- 2:00 PM - 6:30 PM **Registration**
- 2:30 PM - 4:00 PM **Welcome to #AirportCX: Good Vibes Only Intro Session**
- Come one, come all to this networking opportunity and mingle with newbies and veterans alike! Participants can expect to engage in interactive group activities, learn a few Symposium history nuggets, gain new industry contacts and have FUN. We're here for a good time, not a long time so make your plans now to join a community of friends and discover all #AirportCX has to offer.
- 4:00 PM - 5:00 PM **ACI-NA Customer Experience Working Group Meeting**  
*Open to all ACI-NA member attendees*
- 5:30 PM – 6:30 PM **Welcome Reception**
- Catch up with old friends and make new connections at the welcome reception. The CX realm awaits you!

## TUESDAY, MARCH 4, 2025

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7:30 AM - 4:30 PM

### **Registration**

7:30 AM - 8:30 AM

### **Networking Breakfast**

8:30 AM - 8:45 AM

### **Welcome Remarks**

Gwen Basaria, Vice President, Member Experience and AAAE Foundation, AAAE

Joyce Carter, President & CEO, Halifax International Airport Authority

Raechel Rucker, Senior Director, Communications and Community Affairs, ACI-NA

8:45 AM - 9:30 AM

### **Keynote Address: Using the Art of Engagement to Maximize Satisfaction**

Employee engagement and customer engagement are closely connected, and when both are nurtured, they can have a big impact on your bottom line. But what happens if this connection is overlooked? Let's just say, it's not something you want to risk. The key is to keep these elements working together and strengthen that bond through things like training, rewards, and other strategies. Easy, right?

Tareq Hadhad CEO & Founder, Peace by Chocolate | Founder of Peace on Earth Society

9:40 AM - 10:30 AM

### **Voices of the C-Suite: Executive Insights and Reflections**

Our annual powerhouse C-Suite session will feature an all-star lineup of Canadian women airport directors. Conversation topics include leadership styles, best practices to enhance the customer and employee experience, and tips on navigating your path forward to the next career level.

Joyce Carter, President & CEO, Halifax International Airport Authority

Susan Margles, President & CEO, Ottawa International Airport Authority

Tammy Priddle, President & CEO, Deer Lake Regional Airport Authority Inc.

10:30 AM - 11:00 AM

### **Networking Break**

11:00 AM - 11:50 AM

### **Crisis Management through Customer Experience**

It's often said that staying calm, cool, and collected is key in a crisis, but that's easier said than done. Unexpected disruptions can challenge your patience, and in those moments, maintaining customer loyalty and trust becomes even more critical. Learn from those who have navigated tough situations successfully, focusing on strategies that minimize negative impacts and safeguard the customer experience.

11:50 AM - 1:15 PM

### **Networking Lunch & Shop 'til You Drop**

Shop 'til You Drop is an annual symposium tradition where attendees bring swag, trinkets or tchotchkes from their organizations to swap with others. Participating in Shop 'til You Drop is simple and fun, but not mandatory! During the morning break on day one of the Symposium, participating attendees will bring their swag to a room and spread it out on tables that will be provided. During and after the luncheon, all attendees will "shop 'til you drop" around the room, collecting swag from different airports around North America.

1:15 PM - 2:05 PM

### **Creating a Unique Passenger Experience at Hong Kong International Airport**

Joanne Ma, Deputy General Manager, Terminal and Passenger Experience, Airport Authority Hong Kong

2:15 PM - 3:05 PM

**The Power of Humanizing ROI: Volunteer Ambassador Edition**

The benefits of volunteer ambassador programs have been demonstrated time and again. From staffing information booths, supporting special events and irregular operations, to roaming the terminal to collect passenger feedback, volunteers have proven their worth. Plus, there's bound to be more untapped potential. So how do you measure and communicate the advantages of an ambassador program? We're talking *beyond* financial value.

3:05 PM – 3:35 PM

**Networking Break**

3:35 PM – 4:30 PM

**CX in the Era of AI**

AI offers a range of benefits across industries, from personalized interactions and emotional engagement to boosted productivity and efficiency. In the customer experience world, it brings even more possibilities—but a solid strategy is essential. As AI continues to evolve and unlock new opportunities, we all have questions. How are you leveraging it to enhance the customer experience? We'd love to hear your lessons learned.

Ioanna Papadopoulou, Director, Communications & Marketing, Athens International Airport

7:00 PM - 9:00 PM

**Halifax Stanfield Host Event: East Coast Kitchen Party**

Get ready to experience the warmth and charm we're known for at an authentic East Coast Kitchen Party! Join us at the Cable Wharf for a memorable evening filled with lively music, delicious local cuisine, and a vibrant atmosphere inspired by the spirit of Atlantic Canada. Savor our world-renowned fresh seafood, classic hors d'oeuvres, and craft beverages while enjoying live musical performances. Whether you're dancing, mingling, or just soaking in the spirited vibes, this is the perfect chance to unwind and connect with fellow conference attendees. Come as you are and let our East Coast hospitality sweep you off your feet!

The Cable Wharf is located a short five-minute walk from the symposium hotel. Please email Nicole Blanchard at [nicole.blanchard@halifaxstanfield.ca](mailto:nicole.blanchard@halifaxstanfield.ca) if you require accessible transportation to and from the host event.

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**WEDNESDAY, MARCH 5, 2025**

8:00 AM - 2:30 PM

**Registration**

8:00 AM - 9:00 AM

**Networking Breakfast**

9:00 AM - 9:50 AM

**Refining the Airport Accessibility Experience**

A seamless and barrier-free experience is the desire of all travelers regardless of type; however, it is not the kind of endeavor that can be undertaken by one sector alone. A collaborative approach across multiple departments and partners is needed to elevate the service provided to passengers with disabilities and limited mobility. Hear from organizations that have successfully enhanced the level of meaningful access beyond just what is necessary.

10:00 AM - 10:50 AM

**Maintaining Brand Equity during a Volunteer Program Evolution**

10:50 AM - 11:20 AM

**Networking Break**

11:20 AM - 12:10 PM

**How a Memorable CX Leads to Mo Money, Mo Opportunities**

We all know happy customers are likely to spend more, thus generating additional non-aeronautical revenue because of a positive experience. But there's more to it than that. The most successful case study examples in

any industry include a revenue-driving CX strategy. The right approach features innovation, data, journey mapping and more. So, ready to show yours off?

12:10 PM - 1:15 PM

**Networking Lunch**

1:15 PM - 2:05 PM

**Ensuring a Seamless Experience during Large-Scale Events**

The hustle and bustle of a large-scale event can be both exciting and hectic, even if you don't have a hand in the preparation. For those involved in the planning process, the list of things to do before, during and after the special occasion to execute a frictionless experience can seem daunting. So where do you start? This discussion will include key elements that must be integrated into the plan of action to ensure a seamless experience without unnecessary disruption.

2:15 PM - 3:05 PM

**Tailoring the Approach to your Size and Budget**

The one-size fits all approach doesn't work in many circumstances, so why would it work to enhance your airport's CX program? An agile approach is best for a unique situation with specific considerations based on size, cost, and project complexity. Adapt your strategy and move on, dude. Don't worry, we have experts to help you with that.

3:05 PM - 3:35 PM

**Networking Break**

3:35 PM - 4:20 PM

**Unifying the Customer & Employee Experience to Enhance your Organization's Culture**

Organizational culture is no longer just a framework of values that guides workplace behavior. Employees are contributing to the culture more than ever before to ensure their wellbeing is prioritized. In recent years, organizations have been working to align their strategies for employee engagement and customer experience. Empowered employees drive CX, right? Let's explore the ins and outs of what fostering a culture of trust and growth can do to enhance customer satisfaction.

Patrick Weatherspoon, Interim Customer Engagement Manager, Dallas Love Field Airport

4:20 PM

**Symposium Adjournment**

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**THURSDAY, MARCH 6, 2025**

9:00 AM - 12:00 PM

**Tentative Airport Tour**