



2025 ACI-NA/AAAE AIRPORT CUSTOMER EXPERIENCE SYMPOSIUM

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

Updated: February 21, 2025

MONDAY, MARCH 3, 2025

9:00 AM - 12:00 PM
Halifax ABC

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
Halifax ABC

CAC Canadian Communications Committee Meeting
Canadian Communications Committee members only

2:00 PM - 6:30 PM
Nova Scotia Foyer

Registration

2:30 PM - 4:00 PM
Nova Scotia ABCD

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
Halifax ABC

ACI-NA Customer Experience Working Group Meeting
Open to all ACI-NA member attendees

5:30 PM - 6:30 PM
Sable ABCD

Welcome Reception

Catch up with old friends and make new connections at the welcome reception. The CX realm awaits you!

TUESDAY, MARCH 4, 2025

7:30 AM - 4:30 PM
Nova Scotia Foyer

Registration

7:30 AM - 8:30 AM
Halifax ABC

Networking Breakfast

8:30 AM - 8:45 AM
Nova Scotia ABCD

Welcome Remarks

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

Joyce Carter, President & CEO, Halifax International Airport Authority

Catherine Martin BA; MEd; CA., Millbrook Mi'kmaw Community, Director of Indigenous Community Engagement, Dalhousie University

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

8:45 AM - 9:40 AM
Nova Scotia ABCD

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

9:50 AM - 10:40 AM
Nova Scotia ABCD

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 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.

Moderated by Lynn Gordon, Vice President of Business Development, Arconas

10:40 AM - 11:10 AM
Nova Scotia Foyer

Networking Break

11:10 AM - 12:10 PM
Nova Scotia ABCD

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.

Tina Kinsey, A.A.E., Chief Administrative Officer, The Greater Asheville Regional Airport Authority

Introduction by Kevin M. Burke, President & CEO, ACI-NA

12:10 PM - 1:30 PM
Halifax ABC

Networking Lunch & Shop 'til You Drop

Shop 'til You Drop will take place in Sable ABCD

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 and after the luncheon, all attendees will "shop 'til you drop" around the room, collecting swag from different airports around North America.

1:30 PM - 2:20 PM
Nova Scotia ABCD

Creating a Unique Passenger Experience at Hong Kong International Airport

What do passengers want? Innovation and simplicity. When do they want it? Now, of course. But first, you must refine your approach. Dive into the innovative strategies used to enhance the passenger experience at the award-winning Hong Kong International Airport. Common challenges will be addressed along with proposed solutions that leverage smart technology, personalized services, and improvements to physical spaces and overall airport experiences.

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

2:30 PM - 3:15 PM
Nova Scotia ABCD

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.

Misty Cisneros-Contreras, Superintendent, Guest & Employee Experience, Phoenix Sky Harbor International Airport

Elise Gomez, Manager, Customer Experience, Pittsburgh International Airport

Moderated by Jessica Perry, Specialist, Route Development & Passenger Experience, Fort McMurray Airport Authority

3:15 PM – 3:45 PM
Nova Scotia Foyer

Networking Break

3:45 PM – 4:15 PM
Nova Scotia ABCD

Paying it Forward through Action and Harmony

Kevin Tuerff, President and Founder, Pay it Forward 9/11, Inc.

Moderated by:

Marie Manning, Vice President, Business Development & Chief Commercial Officer, Halifax International Airport Authority

Justin Meyer, Deputy Director of Aviation – Marketing and Air Service Development, Kansas City Aviation Department

4:15 PM – 5:05 PM
Nova Scotia ABCD

CX in the Era of AI – Harnessing AI & Technology for a Human Future that Works

AI offers a range of benefits across industries, from personalized interactions and emotional engagement to boosting productivity and efficiency. In the customer experience world, it brings even more possibilities—but both a solid strategy and the role of the human factor are essential. With AI and technology continuing to evolve and unlock new opportunities, how is Athens International Airport leveraging them to enhance customer experience? And what is the role of the human factor in the Era of AI?

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 if you require accessible transportation to and from the host event.

WEDNESDAY, MARCH 5, 2025

8:00 AM - 2:30 PM
Nova Scotia Foyer

Registration

8:00 AM - 9:00 AM
Halifax ABC

Networking Breakfast

9:00 AM - 9:50 AM
Nova Scotia ABCD

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.

Jackie Asante, Director, Communications, Content & Design, Vancouver Airport Authority

Nicole Blanchard, Airport Experience Manager, Halifax Stanfield International Airport

Chloe Reynaud, Bilingual Communications Specialist, Vancouver Airport Authority

Moderated by Sevda Fevzi, President & CEO, Sevly Inc.

10:00 AM - 10:50 AM
Nova Scotia ABCD

Maintaining Brand Equity during a Volunteer Program Evolution

Volunteer programs have long been a key driver of positive airport customer experiences. As airports evolve, so too must these programs, adapting to new expectations around engagement strategies. This session will explore how airports across North America are rebranding, recruiting, and sustaining impactful volunteer programs. Attendees will gain insights into how to maintain brand equity while evolving a legacy program, engage with real-life success stories, and walk away with practical strategies for strengthening their own airport volunteer initiatives.

Sandip Kaur, Airport Volunteer Specialist, Seattle-Tacoma International Airport

Matthew Koristka, Operations Coordinator, Guest Experience, The Calgary Airport Authority

Melissa MacDonald, Volunteer Program Coordinator, Halifax Stanfield International Airport

Moderated by Heidi Huebner, Guest Services Division Director of Volunteer and PUP Program, Los Angeles World Airports

10:50 AM - 11:20 AM
Nova Scotia Foyer

Networking Break

11:20 AM - 12:10 PM
Nova Scotia ABCD

The Best CX/EX/VX Thing We Did in 2024 - Idea Slam

We want to highlight YOU – the creative and passionate minds working to enhance the passenger journey at your airports. During this collaborative session, we will break into small groups to share, “The Best CX/EX/VX Thing I’ve Ever CreATED.” This small group session will become the ultimate guide to amazing customer experience, employee experience and volunteer experience activations, innovations, and implementations, as told by the pros who spend their days obsessing over the passenger experience.

Homework: PRIOR to landing in Halifax, please take some time to think about your favorite, most successful or innovative thing your team implemented in the past year. This is your chance to showcase or highlight the new and exciting programs that you executed in 2024. There are no rules! However, we do ask that you prepare a short one pager or bulleted list about the best thing you ever created that can be collected after the Symposium and shared with other attendees. Keep it short and sweet.

12:10 PM - 1:15 PM

Networking Lunch *Halifax ABC*

1:15 PM - 2:05 PM
Nova Scotia ABCD

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.

Erin Burns, Director of Communications, Louis Armstrong New Orleans International Airport

Cassie Schmid, Chief Strategy Officer, Philadelphia International Airport

2:15 PM - 3:05 PM
Nova Scotia ABCD

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.

Leslie Fella, Director of Marketing and Air Service, Evansville Regional Airport

Walter Marchbanks, Customer Programs and Services Manager, Port of Portland

Ryan Tenny, C.M., Senior Manager of Customer Experience & Terminal Services, Connecticut Airport Authority

Moderated by Ramonika Carr, Airport Guest Services Officer, Austin-Bergstrom International Airport

3:05 PM - 3:35 PM
Nova Scotia Foyer

Networking Break

3:35 PM - 4:20 PM
Nova Scotia ABCD

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.

Jamie Carter, Interim Director, Customer Experience & Brand Strategy, Seattle-Tacoma International Airport

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

Moderated by Rachel Barth, C.M., Director of Air Service Development & Strategic Marketing, Lincoln Airport Authority

4:20 PM

Symposium Adjournment

THURSDAY, MARCH 6, 2025

8:00 AM - 10:00 AM

Halifax Stanfield Accessibility Tour

As the proud host airport of the 2025 ACI-NA/AAAE Airport Customer Experience Symposium, Halifax Stanfield invites attendees to explore the accessibility enhancements that have transformed our terminal. This exclusive **groundside** tour will showcase key improvements made over the past couple of years, including the significant upgrades that led to our prestigious **Rick Hansen Gold Re-Certification** in December 2024. Discover how our commitment to inclusivity and passenger experience is shaping the future of travel.

10:00 AM - 12:00 PM

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