



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

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

Updated: December 18, 2024

### 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*
- 2:00 PM - 6:30 PM **Registration**
- 2:30 PM - 4:00 PM **Welcome to #AirportCX: Good Vibes Only Intro Session**
- 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**

### TUESDAY, MARCH 4, 2025

- 7:30 AM - 4:30 PM **Registration**
- 7:30 AM - 8:30 AM **Networking Breakfast**
- 8:30 AM - 8:45 AM **Welcome Remarks**
- 8:45 AM - 9:30 AM **Opening Keynote Address**
- 9:40 AM - 10:30 AM **Voices of the C-Suite: Executive Insights and Reflections**

Joyce Carter, President & CEO, Halifax International Airport Authority

10:30 AM - 11:00 AM	<b>Networking Break</b>
11:00 AM - 11:50 AM	<b>Crisis Management through Customer Experience</b>
11:50 AM - 1:15 PM	<b>Networking Lunch &amp; Shop till You Drop</b>
1:15 PM - 2:05 PM	<b>Protecting your Mental Health while Accelerating to the Next Career Level</b>
2:15 PM - 3:05 PM	<b>The Power of Humanizing ROI: Volunteer Ambassador Edition</b>
3:05 PM - 3:35 PM	<b>Networking Break</b>
3:35 PM - 4:30 PM	<b>CX in the Era of AI</b>
	Ioanna Papadopoulou, Director, Communications & Marketing, Athens International Airport
7:00 PM - 9:00 PM	<b>Host Airport Event</b>

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### WEDNESDAY, MARCH 5, 2025

8:00 AM - 2:30 PM	<b>Registration</b>
8:00 AM - 9:00 AM	<b>Networking Breakfast</b>
9:00 AM - 9:50 AM	<b>Using the Art of Engagement to Maximize Satisfaction</b>
10:00 AM - 10:50 AM	<b>Maintaining Brand Equity during a Volunteer Program Evolution</b>
10:50 AM - 11:20 AM	<b>Networking Break</b>
11:20 AM - 12:10 PM	<b>How a Memorable CX Leads to Mo Money, Mo Opportunities</b>
12:10 PM - 1:15 PM	<b>Networking Lunch</b>
1:15 PM - 2:05 PM	<b>Ensuring a Seamless Experience during Large-Scale Events</b>
2:15 PM - 3:05 PM	<b>Tailoring the Approach to your Size and Budget</b>
3:05 PM - 3:35 PM	<b>Networking Break</b>
3:35 PM - 4:20 PM	<b>Unifying the Customer &amp; Employee Experience to Enhance your Organization's Culture</b>
4:20 PM	<b>Symposium Adjournment</b>

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### THURSDAY, MARCH 6, 2025

9:00 AM - 12:00 PM	<b>Tentative Airport Tour</b>
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