



**Network: Omni Meeting**  
**Password: airports23**

Updated: April 5, 2023



## Final Agenda

### MONDAY, APRIL 3, 2023

9:00 AM – 12:00 PM **ACI-NA Marketing, Communications and Customer Experience Committee Steering Group Meeting**  
*Olmsted 1/2*

2:00 PM – 4:00 PM **Registration**  
*Olmsted Foyer*

2:30 PM – 4:00 PM **Welcome: Airport CX Newcomers**  
*Olmsted 4/5/6/7*

Are you ready to experience Bourbon City? This networking opportunity is open to all attendees and offers time to meet the airport industry's newest CX talent, plus play a few games. It's worth a shot to try and win! Cheers to a fun mix & mingle pre-symposium event.

4:00 PM – 5:00 PM **ACI-NA Customer Experience Working Group Meeting**  
*Olmsted 1/2*

5:00 PM – 6:00 PM **Registration**  
*Outside of Falls City Market*

5:30 PM – 6:30 PM **Welcome Reception**  
*Falls City Market*

### TUESDAY, APRIL 4, 2023

7:30 AM – 5:00 PM **Registration**  
*Olmsted Foyer*



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7:30 AM – 8:30 AM

**Networking Breakfast with Exhibitors**

*Olmsted 1/2/3*

8:30 AM – 8:45 AM

**Welcome Remarks**

*Olmsted 4/5/6/7*

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

Scott Elmore, Vice President, Communications and Marketing, ACI-NA

Dan Mann, Executive Director, Louisville Muhammad Ali International Airport (SDF)

Jessica Morgan, Director, Tourism Development, Louisville Tourism

8:45 AM – 9:45 AM

**Morning Keynote**

*Olmsted 4/5/6/7*

Matt Gibson, President and CEO, Kentucky Derby Festival

*Introduced by Anthony Gilmer, Vice President, Air Service Development and Strategic Marketing, Louisville Muhammad Ali International Airport (SDF)*

Louisville native Matt Gibson serves as the President and CEO of the Kentucky Derby Festival, a not-for-profit organization that leads one of the world's premier community celebrations. While the Kentucky Derby at Churchill Downs is known as the fastest two-minutes in sports, Gibson leads a 23-person staff, who alongside a Board of Directors and network of volunteers, produce and support more than 70 events, which attract an estimated 1.5 million leading up to the first Saturday in May. This results in a nearly \$128 million economic impact to Louisville and Southern Indiana.

Hear from this eternal optimist to learn how his solution-based philosophies and "Mattisms", in tandem with his leadership team, have helped the Derby Festival navigate the global pandemic, ultimately resulting in a renewed spirit and commitment as they look toward its 68th year in 2023. Through all these challenges and his early career pre-Derby Festival roles as a firefighter and professional gymnastics coach, Gibson inspires those he's around with his positive outlook and willingness to share his wealth of knowledge on event production, leadership, engagement, community relations and so much more.

9:45 AM – 10:45 AM

**Emergency Management, Irregular Operations & The Customer Experience Role**

*Olmsted 4/5/6/7*

Airports continually plan for emergency situations and irregular operations with the goal of being prepared for any event. The airport customer experience team also plays a crucial role in conjunction with airport operations during such events. Explore the important tasks customer experience professionals take on during irregular operations, and how they work in partnership with other airport staff.

Mark Mulchaey, Assistant Airport Operations Director, Charlotte Douglas International Airport

Dr. Patricia Ryan, CEO, Decision Services International, LLC



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*Moderated by Tawana Allen, Vice President, Customer Experience, Greater Orlando Aviation Authority*

10:45 AM – 11:15 AM

**Networking Break**

*Olmsted Foyer*

11:15 AM – 12:15 PM

**Enhancing the Employee/Volunteer Experience**

*Olmsted 4/5/6/7*

A 'customer first' mindset is important, especially when it comes to exceeding expectations in the airport industry. However, enhancing the experience of those that serve customers is just as significant. What are some of the top strategies being used to retain and attract airport employees and volunteers during the ongoing talent shortage? Learn from your industry peers as they share their employee experience tactics.

Andy Davis, Senior Director of Terminal Operations, Calgary Airport Authority

Gail Gaddi, Airports Public and Community Relations Director, Guest Services Division/LAX Initiatives Team, Los Angeles World Airports

Jacqueline Grossgold, Program Director, Customer Experience, Port Authority of New York and New Jersey Transportation Facilities

*Moderated by Peter Gargiulo, IAP, President, 4QD Strategy Consulting LLC*

12:15 PM – 1:30 PM

**Networking Lunch/Shop till You Drop**

*Olmsted 1/2/3*

Shop till You Drop will take place in the *Clifton* room.

1:30 PM – 2:30 PM

**Providing Pre-Pandemic Service in a Post-Pandemic World**

*Olmsted 4/5/6/7*

Travelers expect to experience the same level of service they are accustomed to from airports today, as they did pre-pandemic. They want what they want when they want it! Hear from panelists who are using creative approaches to exceed customer expectations and maintain the level of service airports are known to provide.

Towanda Cordon, Airport Deputy Chief, Operations, Austin Bergstrom International Airport

Tiffany Sanders, Director of Customer Experience, Ontario International Airport

Joanna Zyma, Manager, Passenger Experience and Partnerships, John C. Munro Hamilton International Airport

*Moderated by Leah Douglas, Director, Guest Experience, Philadelphia International Airport*

2:30 PM – 3:30 PM

**Bridging the Gap – Importance of an Inclusive Passenger Journey**

*Olmsted 4/5/6/7*



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Improving accessibility for customers with disabilities or reduced mobility is a top priority for airports. How are airports and other organizations proactively taking strides toward inclusion and what new amenities and services are being offered to elevate the airport experience for all travelers?

Thomas Bechtol, Assistant Federal Security Director, Transportation Security Administration

Abdulkadir Ercan Demirtas, Marketing and Passenger Services & Customer Experience Manager, İGA Istanbul Airport

Chelsea Rodriguez, Airport Volunteers & Customer Accessibility Manager, Seattle-Tacoma International Airport

*Moderated by Laurel Van Horn, Director of Programs, Open Doors Organization*

3:30 PM – 4:00 PM

**Networking Break**  
*Olmsted Foyer*

4:00 PM – 5:15 PM

**Things that Make you Win, PLACE or SHOW in the Great race of Airport CX and EX!**  
*Olmsted 4/5/6/7*

Join us in the spirit of the Kentucky Derby and “Run for the Roses” in this engaging and interactive session! Place your bets as we share new, creative and innovative ideas in CX (Customer Experience) and EX (Employee Experience). As “no two horses are alike”, participants will have the opportunity to share current programs and ideas for future programs in a Derby-themed roundtable format, featuring a grand debrief at the end of the race where participants recap the top ideas that have crossed the finish line!

Facilitators:

Rachel Barth, C.M., Director of Communications and Customer Engagement, Lincoln Airport Authority

Misty Cisneros-Contreras, Customer Service Manager, Phoenix Sky Harbor International Airport

Lise D’Andrea, President & CEO, CXE, Inc.

6:30 PM – 8:30 PM

**Louisville Muhammad Ali International Airport (SDF) Host Event**  
*Kentucky Derby Museum*

*Buses will begin departing the Omni Louisville at 6:15 PM.*

Join us for an evening at the iconic Kentucky Derby Museum located at historic Churchill Downs, hosted by SDF and sponsored in partnership with HMSHost. Network and engage with your fellow CX pros all while celebrating the rich tradition, history and pride of the world-renowned Kentucky Derby. Enjoy the museum’s exhibits, unique artifacts and more as you learn about the fastest two-minutes in sports. Plus, get your heart-racing and emotions soaring with a special showing of the 18-minute film, “The Greatest Race” at 7 p.m. on their specialty 360° screen. Not to mention, you can get a taste of the first Saturday in May with a Mint Julep, the Derby’s signature cocktail. Also



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served will be local favorites, the Oaks Lily and Old Fashioned. Did we mention bourbon???

Complimentary bourbon tasting will be available with some favorite brands, hand selected by the SDF Team. Wear your Derby hat and be ready to saddle up for a Louisville-centric night!

## WEDNESDAY, APRIL 5, 2023

7:30 AM – 3:00 PM

### **Registration**

*Olmsted Foyer*

8:00 AM – 9:00 AM

### **Networking Breakfast**

*Olmsted 1/2/3*

9:00 AM – 10:00 AM

### **C-Suite Perspectives**

*Olmsted 4/5/6/7*

Our annual powerhouse panel is back to provide insights from the C-Suite. From best practices to tips on ways to enhance the customer experience, airport directors will take your questions for an interactive and engaging view from the C-Suite.

Cynthia Guidry, Director, Long Beach Airport

Dan Mann, Executive Director, Louisville Muhammad Ali International Airport (SDF)

Atif Saeed, A.A.E., IAP, CEO, Philadelphia International Airport

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

10:00 AM – 11:00 AM

### **International Airports Panel**

*Olmsted 4/5/6/7*

Insights from our international colleagues provide inspiration and spark ideas each year at the symposium. This year's international airport panelists will share the work they undertake to enhance the customer experience while responding to evolving expectations.

Gaspar P. George, Senior Manager, Business Development and Corporate Communications, The Saint Lucia Air and Sea Ports Authority

Shane Munroe, CEO, MJB Airports Limited (Operator of the Sangster International Airport)

*Moderated by Joanne Paternoster, CEO, Butterfly Consulting*

11:00 AM – 11:30 AM

### **Networking Break**

*Olmsted Foyer*

11:30 AM – 12:30 PM

### **Boots to the Ground: Ins and Outs of Volunteer Program Management**

*Olmsted 4/5/6/7*



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Planes fly by and so does time. Tune in and hear from three airport professionals in the field of “boots to the ground” volunteers and paid staff that are in the trenches every day. Learn how they navigate and manage issues around technology, aging volunteers, and the roles of paid staff versus volunteers. Panelists will also discuss the importance of having a hospitality and meet and greet center for guests.

Suzanne Gayle, Manager, Passenger Services, Greater Toronto Airports Authority

Ella Ghica, Manager of Volunteer Outreach Initiatives, Houston Airport System

Michele Routh, Public Relations Director, St. Pete-Clearwater International Airport

*Moderated by Heidi Huebner, Public Information Director, PUP and Volunteer Programs, Los Angeles World Airports*

12:30 PM – 1:30 PM

### **Networking Lunch**

*Olmsted 1/2/3*

1:30 PM – 2:30 PM

### **Advancing the Guest Experience through Tech: It's a Partnership**

*Olmsted 4/5/6/7*

If there is one thing we can count on as we travel, it's that technology is here to stay. And it will continue to play an ever evolving and important role in the guest experience. Successful deployment of both new and innovative technology requires a commitment to partnership between airports and their service providers. Hear how teamwork makes the dreamwork in the technology/guest experience partnership.

Christopher Johnson, Customer Experience Specialist, Seattle-Tacoma International Airport

Robert Leiponis, President & CEO, Parabit Systems

Skyler Logsdon, Co-founder & CEO, Boomerang

Jose Gaztambide, CEO, GoodMaps

Matthew Szwejbka, A.A.E., Marketing & Communications Specialist, Syracuse Regional Airport Authority

Darrell Watson, Senior Vice President & Chief Experience Officer, Louisville Muhammad Ali International Airport (SDF)

*Moderated by Alexandra Ingle, Brand + Experience Designer, Asheville Regional Airport*

2:30 PM – 3:00 PM

### **Networking Break**

*Olmsted Foyer*

3:00 PM – 4:15 PM

### **Customer Experience Case Studies**

*Olmsted 4/5/6/7*

In the airport customer experience realm, we love to develop positive enhancements to the overall passenger experience that offer moments of surprise and delight. However, the customer experience is about more than just that. Figuring out what works and what doesn't is a lengthy process, especially while dealing with immense



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challenges and emergencies. Explore case studies relating to events/initiatives that impacted the airport customer experience.

Wendy Hignett, Manager, Operations, Greater Toronto Airports Authority

Sheneice M. Hughes, M.A.P., USAP, Assistant Director, Administration & Customer Engagement, Dallas Love Field

Tony Vero, General Manager, LaGuardia Airport, Port Authority of New York and New Jersey

*Moderated by Colm Marmion, Customer Relations Coordinator, San Diego County Regional Airport Authority*

4:15 PM

**Symposium Adjournment**  
*Olmsted 4/5/6/7*

**THURSDAY, APRIL 6, 2023**

**Airport Tours - The SDF team is offering symposium attendees two choices for airport tours.**

10:30 AM – 12:00 PM

**Option 1: Louisville Muhammad Ali International Airport (SDF)**

Tour SDF and learn about the SDF Next Program that will see more than \$400 million invested in the terminal and airfield in the coming years. This includes special access to the \$18.5 million state-of-the-art Airport Operations Command Center that opened in 2021. This facility serves as the airport’s nerve and communications center around-the-clock. Tour goers will also see the SDF geothermal wellfield, where 648 wells are each drilled 500-deep to use the Earth’s natural temperature to heat and cool the terminal. This \$21.7 million project is the largest geothermal system of any airport in the U.S. Plus, enjoy plane spotting opportunities along SDF’s two parallel runways to get up close with the variety of aircraft that fly into and out of Louisville daily. This tour is limited to **50 participants**.

10:30 AM – 12:00 PM

**Option 2: UPS Worldport at SDF**

Take advantage of this exclusive behind-the-scenes tour of UPS Worldport, the world's largest automated package handling facility that is in the middle of the SDF airfield. Filled with nearly 33,500 conveyors, this logistical wonder spans across a 5.2 million square foot facility where 416,000 packages can be sorted each hour and up to 4 million each day during the holiday peak in December. As home of UPS Worldport and UPS Airlines, SDF is currently the 3rd busiest cargo airport in North America and 6th in the world, handling more than 6.7 BILLION pounds of cargo in 2022.

12:00 PM – 1:30 PM

**Note:** For UPS Worldport tours, there are **two tour times – 11 AM - 12:30 PM and 12:45-2:15 PM– with 15 spots each.**

Transportation

The bus for the SDF Airport Tour will depart the Omni Louisville at 10 AM. The bus for the first UPS Worldport Tour will depart the Omni Louisville at 10:30 AM and the bus for the second UPS Worldport Tour will depart at 12 PM. Each tour will last 90 minutes.