



Host Airport



YOW18 MARCOM

2018 MARKETING AND COMMUNICATIONS CONFERENCE

November 14 - 16, 2018 // Ottawa, ON // Ottawa Marriott

THANK YOU TO OUR
2018 MARKETING AND COMMUNICATIONS CONFERENCE
SPONSORS



#AirportComms

CONFERENCE AGENDA

Day 1: Wednesday, November 14, 2018

8:00 AM - 5:00 PM **Registration**
Victoria Ballroom Foyer - 2nd Floor

8:00 AM - 9:00 AM **Breakfast**
Cartier 2/3 - Lower Level

9:00 AM - 9:15 AM **Welcome**
Victoria Ballroom - 2nd Floor

Scott Elmore
Vice President, Communications and Marketing
ACI-NA

Krista Kealey
Vice President, Communications and Public Affairs
Ottawa International Airport Authority
Chair
Marketing and Communications Steering Group

Mark Laroche
President and CEO
Ottawa International Airport Authority

9:15 AM - 10:00 AM **Morning Keynote: How Ottawa Kicked A\$\$ for Canada's 150th - and Avoided a Tourism Hangover**
Victoria Ballroom - 2nd Floor

Michael Crockatt
President
Ottawa Tourism

10:00 AM - 10:45 AM **Airport Niches: Maximizing Your Airport's Sweet Spot**
Victoria Ballroom - 2nd Floor

Learn how these airports carved out valuable niches for themselves as they're tasked to answer these starter questions, plus yours! Can you answer these questions: What is your niche? How did you find it? Why is it valuable? What do you do to defend it? How do you balance depth of niche, versus pursuit of breadth? What is the role of this niche in the future?

Lori Booker
Director of Communications
Orlando Melbourne International Airport

Joel Tkach
Vice President, Business Development and Marketing
Ottawa International Airport Authority

Nicole Scaplen
Marketing and Communications Manager
Halifax International Airport Authority

Moderated by Krista Kealey, Vice President, Communications and Public Affairs, Ottawa International Airport Authority.

10:45AM - 11:00 AM **Morning Networking Break**
Victoria Ballroom Foyer - 2nd Floor

11:00 AM – 12:00 PM

Case Studies in Media Relations
Victoria Ballroom – 2nd Floor

In this session, we will examine case studies pertaining to recent events in the aviation industry that necessitated immediate responses from the airports' communications teams. Explore how these airports tackled issues ranging from aircraft incidents to ballot questions concerning airport reconstruction, and learn from the steps they took to overcome obstacles.

Justin Meyer

Deputy Director of Aviation – Marketing & Air Service
Kansas City Aviation Department

Pasquale DiFulco

Manager of Strategic Aviation Communications
Port Authority of New York and New Jersey

Moderated by Scott Armstrong, Director, External Communications, Greater Toronto Airports Authority.

12:00 PM – 1:00 PM

Networking Lunch
Cartier 2/3 – Lower Level

Afternoon Breakout Sessions

Our breakout sessions will provide airports with an opportunity to share solutions to common challenges with industry peers.

1:00 PM – 1:45 PM

Community Engagement
Victoria Ballroom – 2nd Floor

How does your airport interact with its community? Depending on your airport's activities, community engagement can be categorized into many levels. Sometimes the level of engagement can be linked to specific projects or issues within the community, like expansion or noise. In this session, attendees will hear from airports that have become more involved in their communities and how their interactions have affected both entities.

Samantha Loud

Development Specialist
Fairbanks International Airport

Brock Penner

Manager, Corporate Communications
Vancouver Airport Authority

Myrna White

Director, Public Affairs
Hartsfield-Jackson Atlanta International Airport

Moderated by Lana Cramer, Vice President, Corporate Marketing and Communications, SSP America, Inc.

Passenger Experience Management
Wellington – 3rd Floor

Airports are always looking for new ways to enhance the passenger experience, but building a program can be difficult, especially when it comes to understanding what satisfies the passenger. In this session, hear from airport customer experience professionals who are building new programs to enhance the passenger experience.

Tammy Alexander

Manager of Administration
Charleston County Aviation Authority

Cassandra Davisson

Marketing and Customer Relations Coordinator
El Paso International Airport

Moderated by Lise D'Andrea, President and CEO, Customer Service Experts, Inc.

1:45 PM – 2:30 PM

Earning Executive Buy-In
Victoria Ballroom – 2nd Floor

Coming up with plans or strategies to strengthen the airport's position requires buy-in from the top. The strategies can be innovative, but they have to make it passed the top officials to reach fruition. Learn what it takes to communicate your plans to the ones who matter, and get them on board, from some of the industry's top executives.

Lew Bleiweis

Executive Director
The Greater Asheville Regional Airport Authority

Carolyn Fennell

Senior Director of Public Affairs
Greater Orlando Aviation Authority

Moderated by Karen Ellis, Chief Customer Experience Officer, San Antonio Airport System.

North American Aviation Trends
Wellington – 3rd Floor

Growth in passenger and cargo traffic is breaking new records every day. Is this growth sustainable? Hear about the industry's forecast for the United States and Canada during this informative session.

Patrick Lucas

Head, Airport Business Analytics
Airports Council International (ACI) World

Moderated by Greg Willis, Marketing Program Manager, Jacksonville Aviation Authority.

2:30 PM – 2:45 PM

Afternoon Networking Break
Victoria Ballroom Foyer – 2nd Floor

2:45 PM – 3:45 PM

Airport Social Media
Victoria Ballroom – 2nd Floor

Social media marketing has been a growing trend for some time now. For airports, social media opened up a new avenue of creativity to use to aid the passenger and enhance their experience. In this session, learn how different airports are utilizing social media to engage with passengers, and also pass along useful information.

Brandon Buz

Senior Social Media Analyst
Greater Orlando Aviation Authority

Christopher Richards

Communications Specialist
Vancouver Airport Authority

Danny Valentine

Manager of Communications
Tampa International Airport

Moderated by Tina Kinsey, Director of Marketing, PR & Air Service Development, The Greater Asheville Regional Airport Authority.

3:45 PM – 6:00 PM

Open Networking Time

6:00 PM – 9:00 PM

Host Airport Event

Enjoy an evening at the Lowertown Brewery located in Ottawa's ByWard Market. The Brewery's menu features popular Canadian classics, and if you're a beer connoisseur, this is where you need to be. There will also be live entertainment to which you may sing along to your heart's content. In ByWard Market, you will find colorful street art and specialty food shops in addition to a bustling nightlife. Buses will depart the hotel starting at 5:45 PM. Buses will start to return from the event at 8:00 PM.

Day 2: Thursday, November 15, 2018

8:00 AM – 4:30 PM **Registration**
Victoria Ballroom Foyer – 2nd Floor

8:00 AM – 9:00 AM **Breakfast**
Cartier 2/3 – Lower Level

9:00 AM – 9:20 AM **Conference Re-Connect**
Victoria Ballroom – 2nd Floor

Get to your know fellow conference attendees a little better and make valuable connections in this interactive session.

9:20 AM – 10:15 AM **Marketing to the Same Customers**
Victoria Ballroom – 2nd Floor

The air travel process isn't "owned" by one entity. Airports work both independently and corroboratively with partner organizations to reach customers who are also being sought by airlines and concessionaires. In this session, WestJet will discuss how they inspire travel and use data to reach air passengers inside and outside of the terminal.

Richard Bartrem
Vice President, Marketing Communications
WestJet

Moderated by Sarah Cody, Chief Marketing & Development Officer, Verasolve LLC.

10:15 AM – 11:00 AM **Free Strategies and Tactics for Communications, Marketing, and Customer Service**
Victoria Ballroom – 2nd Floor

Airports, small, medium, and large, all have one goal in common: to provide a world class experience for travelers. But most of the time, the best strategies to enhance the passenger experience are not fit for any size budget. In this session, hear from representatives of ACI-NA's Customer Service, Airport Marketing, and Media Relations Working Groups as they share ideas on free strategies and tactics fit for any airport.

Heather Lissner
Public Information Manager
City of Phoenix Aviation Department

Marie Manning
Director, Marketing and Business Development
St. John's International Airport Authority

Tawana Russell
Airport Manager - Guest Experience
Broward County Aviation Dept/Ft. Lauderdale-Hollywood International Airport

Moderated by Nerissa Sugars, Marketing Communications and Air Service Manager, Burbank-Glendale-Pasadena Airport Authority - Hollywood Burbank Airport.

11:00 AM – 11:15 AM **Morning Networking Break**
Victoria Ballroom Foyer – 2nd Floor

11:15 AM – 12:00 PM

**Concurrent Session:
U.S. Policy Update**
Victoria Ballroom – 2nd Floor

Kevin Burke
President and CEO
ACI-NA

Shane Carter
*Director of Public Affairs and Governmental
Relations*
Little Rock Municipal Airport Commission

**Concurrent Session:
Canadian Policy Update**
Wellington – 3rd Floor

Daniel-Robert Gooch
President
Canadian Airports Council

12:00 PM – 1:00 PM

Networking Lunch
Cartier 2/3 – Lower Level

1:00 PM – 1:45 PM

Communicating Security
Victoria Ballroom – 2nd Floor

While an integral part of the travel experience, passenger screening and facilitation presents airport operators with immense challenges that exist beyond their control. This session will provide attendees with a unique opportunity to hear directly from a key agency on passenger experience and communications initiatives. Attendees will hear insightful perspectives aimed at greater collaboration between airports and their partners on both sides of the border.

Rhoda Boyd
General Manager, Communications
Canadian Air Transport Security Authority

Moderated by Alana Lawrence, Director, Government Relations, Vancouver Airport Authority.

1:45 PM – 2:30 PM

Airline Communicators Roundtable
Victoria Ballroom – 2nd Floor

Airports and airlines work together continuously to ensure a seamless travel experience. But sometimes the process can be challenging. In this session, attendees will hear from a roundtable of airline communicators as they explore ways airports and airlines can work together on marketing routes, responding to customer inquiries, and keeping stakeholders informed during irregular operations.

Richard Bartrem
Vice President, Marketing Communications
WestJet

Hilarie Grey
Director of Corporate Communications
Allegiant Travel Company

Moderated by Julie Pondant, Corporate Communications Specialist, Greater Moncton International Airport Authority Inc.

2:30 PM – 2:45 PM

Afternoon Networking Break
Victoria Ballroom Foyer – 2nd Floor

2:45 PM – 3:30 PM

Working Group Meetings

Working group meetings are open to any member of the ACI-NA Marketing and Communications Committee. If you would like more information about the working groups, contact the staff liaison listed below.

Airport Marketing Working Group

Wellington – 3rd Floor

Staff Liaison: Robyn Rudish-Laning, rrudish-laning@airportscouncil.org

Customer Service Working Group

Alta Vista – 2nd Floor

Staff Liaison: Raechel Rucker, rrucker@airportscouncil.org

Media Relations Working Group

Victoria Ballroom – 2nd Floor

Staff Liaison: Scott Elmore, selmore@airportscouncil.org

6:00 PM – 9:00 PM

Awards Gala Reception and Dinner

Victoria Ballroom – 2nd Floor

After a jam-packed day of programming, say “Cheers!” during our pre-gala reception. Then join us as we celebrate the winners of the 2018 Excellence in Airport Marketing, Communications, and Customer Service Awards.

Day 3: Friday, November 16, 2018

8:00 AM – 9:00 AM

Breakfast

Cartier 2/3 – Lower Level

9:00 AM – 12:00 PM

Workshop: Why Airports Should Care About Modern Marketing

Victoria Ballroom – 2nd Floor

In the past, airports operated primarily in business-to-business (B2B) models, but with the wide-spread adoption of social media along with the need for non-aeronautical revenue generation, airports are experiencing a new business-to-consumer (B2C) relationship traditionally held by airlines and are now in need of implementing Modern Marketing.

This hands-on interactive workshop demonstrates specific areas airports can benefit from employing Modern Airport Marketing. Participants will experience real airport marketing scenarios in four areas including; Social Media, Stakeholder & Community Engagement, Advertising (Fly Local & Co-op), and Airport-Driven Economic Development Partnerships (P3s).

Participants will take away an understanding of qualitative vs quantitative data mining, specific differences between traditional and modern marketing, inbound vs outbound marketing, thought leadership, brand identity vs brand image, brand continuity, archetypes and how large hub and small hub marketing differs in the modern age.

Workshop Facilitator

Tracy Ryks

RYX Engage

12:15 PM – 3:30 PM

Marketing and Communications Committee Steering Group Meeting (Invitation Only)

Wellington – 3rd Floor