THANK YOU TO OUR
2018 MARKETING AND COMMUNICATIONS CONFERENCE
SPONSORS

AIRLINE DATA INC
Formerly Data Base Products, Inc.

CSE Customer Service Experts
every connection counts.

DMG Digital Mark Group

expedia group
media solutions

ONTARIO INTERNATIONAL AIRPORT

#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.

10:45 AM – 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.

1:00 PM – 1:45 PM

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.

---

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
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

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 widespread 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*