



AAAE/ACI-NA AIRPORT
CUSTOMER EXPERIENCE
SYMPOSIUM 2019 MARCH 4-7 | CHICAGO



Working Agenda – Subject to Change

Monday, March 4, 2019

- 9:00am – 1:00pm **ACI-NA Marketing and Communications Committee Steering Group Meeting**
Jenney
- 4:00 – 5:00pm **ACI-NA Customer Service Working Group Meeting**
Jenney
- 5:30 – 6:30pm **Welcome Reception**
Pullman/Dining Car

Tuesday, March 5, 2019

- 7:30am – 5:00pm **Registration**
Wright Foyer
- 7:30 – 8:30am **Continental Breakfast with Exhibitors**
Wright Foyer
- 8:30 – 9:00am **Welcome Remarks**
Wright Ballroom
- Scott Elmore, *Vice President of Communications & Marketing, ACI-NA*
- Gwen Basaria, *Vice President, Member Experience & AAAE Foundation, AAAE*
- Gretchen Meyer, *Director of Customer Service, Chicago Department of Aviation*

- 9:00 – 9:45am **From Frontline Customer Service to the C-Suite**
- Wright Ballroom*
- Great customer service starts at the top...except when it starts on the frontline! This special session will map one airport director's journey from the customer service front desk to the C-suite. Explore how learning the ins and outs of customer service through the course of your career is integral on the path to the corner office.
- Speaker: Jamie Rhee, *Commissioner*, Chicago Department of Aviation
- 9:45 – 10:45am **Morning Keynote: Enhancing the Customer Journey from End to End**
- Wright Ballroom*
- Uber serves travelers in more than 65 countries, at over 600 airports worldwide. Find out how the company is innovating and collaborating with airports to offer convenience, flexibility, and peace of mind every step of the way while fueling mutual growth.
- Speaker: Anita Natarajan, *General Manager of Airports, US and Canada*, Uber
- 10:45 – 11:15am **Networking Break with Exhibitors**
- Wright Foyer*
- 11:15 – 12:15pm **Challenges Impacting CX while Working with Federal Partners**
- Wright Ballroom*
- Delivering outstanding customer service requires flexibility to meet your customers' needs. Airports, however, house multiple stakeholders, including federal agencies such as TSA and CBP, with strict regulations that can sometimes impact an airport's ability to accommodate customers. Explore case studies where together, airports and federal partners have successfully navigated the red tape to deliver blue-ribbon level customer experience.
- Moderator: Elizabeth Krimmel, *Senior Manager*, Deloitte
- Speakers:
 Diego Ferrer, *Managing Deputy Commissioner- IT & Telecommunications*, Chicago Department of Aviation
- Cesar Medina, *Program Manager*, Transportation Security Administration
- Fiona Strens, *CEO*, Crowd Vision

12:15 – 1:30pm **Networking Lunch & Shop till You Drop**

Sullivan Ballroom

1:30 – 2:15pm **Airport Opened**

Wright Ballroom

Based upon actual interviews conducted with janitors, baggage handlers, wheelchair assistants, information desk representatives, and other airport personnel globally, *Airport Opened* is an original theatrical performance exploring the utterly human side of the airport experience. *Airport Opened* weaves throughout an airport's multiple operational layers, bringing frequently overlooked workforce voices to the forefront, so new perspectives can be gained to help create an even better airport experience for all.

Speaker: Brian Shapiro, *President*, Shapiro Communications

2:15 – 3:15pm **Student Volunteer Programs**

Wright Ballroom

Incorporating students can bring a fresh outlook and new energy to your guest service team. This session will explore valuable lessons learned such as effective partnerships with stakeholders and surrounding communities, as well as strategies to manage and motivate student volunteers. In a fast-paced format, you will become familiar with cost-effective and innovative methods that will help maximize your student program to expand your footprint in assisting guests.

Moderator: Brian Poole, *Manager of Guest Services*, San Francisco International Airport

Speakers:

Diana Berron, *Customer Service Supervisor*, Miami-Dade Aviation Department

Megan Bozarth, *Assistant Vice President of Customer Programs*, Dallas Fort Worth International Airport

Deborah Leach, *Volunteer Coordinator*, Broward County Aviation Department Fort Lauderdale-Hollywood International Airport

3:15 – 3:45pm **Networking Break with Exhibitors**

Wright Foyer

3:45 – 4:45pm **Things That Make You Go Hmmm...**

Wright Ballroom

Airports are continuously evolving. Airports have become an environment where the unexpected can very quickly present itself and can leave airport operators puzzled as to “where did that come from?” or “I would have never thought!” Your industry colleagues will share some of the interesting things that made them go “HMMMM!” at their airports.

Moderator: Kelvin Jenkins, *Manager of Customer Service*, Maryland Aviation Administration

Speakers:

Kim Davis, *Customer Service & Community Relations Manager*, Greenville Spartanburg Airport District

Rosalind Dickerson Cleaver, *Airport Relationship Manager*, City of Dallas Department of Aviation Dallas Love Field

Krista Kealey, *Vice President, Communications & Public Affairs*, Ottawa Macdonald-Cartier Intl. Airport Authority

4:45 – 5:15pm

How to build a successful Volunteer/Ambassador Program

Wright Ballroom

Meet one-on-one with airport representatives from across North America who have successfully developed and implemented volunteer and/or customer service ambassador programs in a speed-dating format. Learn what it takes to recruit, train and retain talent and enhance the passenger experience. This session is intended to allow sharing of best practices and information. Learn what it takes to build a successful program or take your current program to the next level.

Speakers:

Recruiting & Incentives: Misty Cisneros Contreras, *Customer Service Manager*, Phoenix Sky Harbor International Airport

Training, Recognition and Performance: John Ishu, *Manager*, Travelers Aid Chicago

Volunteers and Airport Emergencies: Gail Gaddi, *Volunteer Program Director*, Los Angeles World Airports

6:30 – 9:00pm

Host Airport Event

Please join the Chicago Department of Aviation for an evening reception at 360 Chicago, located on the 94th Floor of Chicago’s iconic John Hancock building. 360 Chicago offers breathtaking views of Chicago’s skyline, the lakefront and four

states. You'll also enjoy local food, cocktails and front-row seating to the city's best views from 1,000 feet up!

Buses will begin departing the Loews Chicago Hotel between 6:00 – 6:15 pm.

Wednesday, March 6, 2019

7:30am – 3:00pm **Registration**

Wright Foyer

7:30 – 8:30am **Continental Breakfast with Exhibitors**

Wright Foyer

8:30 – 9:30am **International Perspectives**

Wright Ballroom

Hear how leading-edge international airports have developed innovative strategies to create remarkable airport customer experiences that have the power to transform airport customers into raving fans. Learn how progressive CX airports leverage innovative technologies such as customer-centric automation, self-service, and facial biometrics; implement airport-wide service excellence approaches in collaboration with their airport partners and stakeholders; as well as about exciting customer conveniences and amenities that their customers value.

Moderators:

Sevda Fevzi, *Manager of ASQ Strategic Marketing, ACI World*

Joanne Paternoster, *CEO, Butterfly Consulting*

Speakers:

Sarahi Castro, *Customer Service Executive, Grupo Aeroportuario del Pacifico*

Simon Wilcox, *Director of Automation and Optimization, London Heathrow Airport*

9:30 – 10:30am **C-Suite Perspectives**

Wright Ballroom

Establishing strategies to strengthen the airport's position requires buy-in at every level, but especially from top executives, in order to reach fruition. Learn firsthand, directly from c-suite airport leaders from across North America on techniques to receive executive buy-in for the successful implementation of CX initiatives, as well as their CX vision for their respective airports.

Moderator: Karen Ellis, *Chief Customer Experience Officer*, San Antonio Airport System

Speakers:

Russ Handy, *Aviation Director*, San Antonio Airport System

Huntley Lawrence, *Director of Aviation*, Port Authority of New York & New Jersey

Erin O'Donnell, *Managing Deputy Commissioner*, Chicago Midway International Airport

10:30 – 11:00am **Networking Break with Exhibitors**

Wright Foyer

11:00 – 12:00pm **Engaged Employees Lead to a Successful Organizational Marriage**

Wright Ballroom

Engaged employees have positive attitudes toward their organizations and its values. They become advocates for the organization and take pride in what they do. Hear how airports have utilized rewards and recognition to drive engagement with employees and volunteers and how this leads to increased productivity and workplace satisfaction.

Moderator:

Patty Thompson, *Vice President of CX Strategy & Learning Development*, Customer Service Experts, Inc.

Speakers:

Jana Kuner, *Public Relations Manager*, Huntsville International Airport

Garfield Webbe, *Guest Experience Supervisor*, Broward County Aviation Department Fort Lauderdale-Hollywood International Airport

Barbara Yamamoto, *Chief Experience Officer*, Los Angeles World Airports

12:00 – 1:00pm **Networking Lunch**

Sullivan Ballroom

1:00 – 1:45pm **All Inclusive CX**

Wright Ballroom

Airports are customer-centric organizations who know their customers are not all the

same and may have different needs and expectations while in their facilities. Everyone deserves an equitable experience. During this session, panelists will discuss their approach to making their airport environments an inclusive customer experience and how they empower all customers with the ability to experience all they have to offer.

Moderator: Kelly Martin, *Customer Relations Manager*, Halifax International Airport Authority

Speakers:

Joel Aguilar, *Volunteer Program Specialist*, John Wayne Airport

Phil Burke, *Assistant Director, Customer Experience*, Metropolitan Airports Commission

1:45 – 2:45pm

At Capacity

Wright Ballroom

The road to success is always under construction, especially at airports. Many North American airports are at or near capacity in various areas. Whether it's parking, rideshare pickup, security checkpoints or retail and dining options; we're all seeking to align supply with demand. This session will provide examples of how technology can be used within the airport environment to mitigate customer pain points associated with limited capacity.

Moderator: Scott Ludwigsen, *Executive Vice President of Airport Research Practice*, Phoenix Marketing International

Speakers:

Ramonika Carr, *Aviation Guest Services Program Manager*, Austin-Bergstrom International Airport

Kathy Haley, *Chief Experience Officer*, Port Authority of New York and New Jersey

Zachary Sundquist, *Assistant Airport Director*, Portland International Jetport

2:45 – 3:15pm

Networking Break with Exhibitors

Wright Foyer

3:15 – 4:15pm

Guest Experience 911 Part 2

Wright Ballroom

Creating smiles, ease of access, and a pleasant experience has been the role of the

airport guest experience team for years. Over the last few years, this role has grown and now has become a major component of airport emergency preparedness and response. Hear best practices and lessons learned, from airports that have put their emergency guest experience hats on.

Moderator: Dennis Hazell, *Customer Service Manager, Airport Operations/Passenger Services Division*, Metropolitan Washington Airports Authority

Speakers:
Sue Hansen-Smith, *Manager of Airport Customer Care*, Seattle-Tacoma International Airport

Tamara Mahal, *Director of Safety and Emergency Management*, Chicago Department of Aviation

4:15 – 4:45pm

How to develop an Airport-Wide Customer Service Program

Wright Ballroom

While some airport employees push wheelchairs, sell food and retail while others screen baggage; the one thing all airport employees have in common is providing great customer service. This session will allow attendees to meet one-on-one with airports that have built airport-wide customer service programs. Learn what it takes to build a program from the ground-up. If your airport already has an established program, use this as an opportunity to meet with peers to identify ways to make yours better!

Speakers:
Innovation: Gail Gaddi, *Volunteer Program Director*, Los Angeles World Airports

Budget and Buy-In: Joanne Paternoster, *Principal*, Butterfly Consulting

Recognition: Tawana Russell, *Airport Manager – Guest Experience*, Broward County Aviation Department Fort Lauderdale-Hollywood International Airport

Thursday, March 7, 2019

8:00 am

Airport Tour (Chicago O’Hare and Chicago Midway International Airport)

Join the Chicago Department of Aviation at either O’Hare or Midway International Airport for a tour detailing the airport’s customer experience. Check out new amenities at Chicago’s airports including new best practices in airport accessibility, world-renowned public art, and exciting new concessions.

Buses will depart from the hotel at approximately 8:00am.

Tours will last approximately 2 hours in length once on airport property. To best enjoy this tour we recommend you choose a departure time of 12:30pm or later.

Thank You to Our Host

