



Leveraging Innovation to Achieve Organizational Success
How are airports fostering a culture of innovation? // How do airports grow innovative ideas?

**Join us in San Diego to learn how airports can innovate and
take lessons learned back to your airport.**

Airport Innovation
Culture // Partnerships // Organization // Process // Strategy // Case Studies

Adjusting to and planning for the ever-changing airport environment is increasingly difficult. To move beyond innovation as a mere buzzword in order to tap its transformative potential, airports should understand that it's more than just technology; it's a focus on non-aeronautical revenue, business development, passenger experience, a process centered on people that requires a culture shift and most importantly, it requires executive-level commitment.

This event brings together airport professionals focused on innovation, whether an airport has an established innovation program or is at the start of their innovation journey. The meeting is designed to focus on the organizational and structural variables that are necessary for airports to embrace an innovative culture and the ability to leverage innovation and resources.

This meeting is focused on the organizational foundations airports should consider to leverage innovation within their own environments, rather than demonstrating the latest innovative products at airports or start-ups.

Who Should Attend?

- Innovation Professionals
- Revenue and Strategy Professionals
- Technology Professionals
- Passenger Facilitation and Security Professionals
- Operations Professionals
- Those responsible for airport innovation and strategy

Agenda Overview

- **Tuesday, January 15, 2019**
 - Educational sessions (9:00am – 5:00pm)
 - Networking Reception (5:15pm – 6:30pm)
- **Wednesday, January 16, 2019**
 - Strategy Innovation Workshop (8:30am – 10:30am)
 - Airports Only Meeting (11:00am – 1:00pm)
 - Boxed lunch (1:00pm – 1:45pm)
 - Tour of SAN Airport Innovation Lab – Transportation provided to SAN and back to Hotel (1:45pm pick-up from the Hotel)

Tuesday, January 15, 2019

8:00am **Registration** (*Grand Foyer – 4th Floor*)

8:00am – 9:00am **Networking Breakfast** (*Salon C*)

9:00am – 9:15am **Welcome and Opening Remarks** (*Salon A-B*)

Speakers: Matt Cornelius, Executive Vice President, Air Policy, Airports Council International – North America
Domenico D'Ambrosio, Vice President of Marketing, Innovation and Chief Revenue Officer, San Diego County Regional Airport Authority

9:15am – 10:00am **Session 1: Design Thinking: A People-Centered Approach to Innovation**

Strategy: Some of the world's leading brands, such as JetBlue, Apple, Google, Disney, and IBM, have rapidly adopted the Design Thinking approach. And now Design Thinking is being taught at leading universities around the world, including Stanford, Harvard and MIT. But do you know what Design Thinking is? And why it's so popular? What if you can learn a set of practical tools that your airport could use to create innovative ideas that are embedded in consumer truth AND drive business results? Design Thinking is a term that describes a mindset and a designers' work processes that everyone can use to help systematically extract, teach, learn and apply people-centered techniques to solve problems in a creative and innovative way.

Speaker: Scott Robinson, President/CEO, FreshForm & Founding Chair, Design Forward Alliance

10:00am – 10:30am **Networking Break** (*Grand Foyer*)

10:30am – 11:30am **Session 2: Incorporating Innovation in Airport Culture**

Culture: Changing airport culture can be challenging when leveraging innovative ideas. Every airport has a different view of innovation within their existing culture. Innovation starts with the Executive Management at each airport and requires buy-in. What is your airport trying to achieve? What are the organizational goals? Does your airport have an innovative culture and the resources to become innovative? Are you incentivizing employees to be innovative and rewarding them?

Moderator: Philipp Schett, Director Management Consulting – Strategy and Innovation, Detecon Inc.

Speakers: Nora Dougherty, Director, Digital Transformation, Philadelphia International Airport
Kurt Gering, Director of Talent, Culture & Capability, San Diego County Regional Airport Authority
Bill Wichert, Innovation Program Manager, Philadelphia International Airport

11:30am – 12:15pm **Session 3: Creating an Airport Innovation Team**

Organization: What does an innovation team look like at an airport? There are many different ways to structure an innovation program in any organization. The innovation team could be completely separate from the organization or the innovation program could be completely embedded within departments. Not one size fits all and is there a way to let innovation be the part of the way airports operate? How is the team organized and what roles have been created? How do you govern the innovation process? Do you need to create a separate entity for innovation to avoid procurement and implementation challenges?

Creating a nurturing environment that continually introduces new ideas or a new way of thinking, that can be translated into actions to seize new opportunities or to solve specific problems. This session will focus on team structure, and communication within the innovation team. How does team interact with each other? What are roles and responsibilities?

Moderator: Steve Hankinson, Vice President, Planning and Innovation, Vancouver Airport Authority

Speakers: Michael Brown, Associate Director, Innovation & Strategy, Greater Toronto Airports Authority
Elizabeth Dwernychuk, Director, Digital Program, Edmonton Regional Airports Authority
Marcus Session, Vice President, Information Technology Services, Tampa International Airport

12:15pm – 1:30pm **Networking Lunch** (*Palm Terrace*)

1:30pm – 2:30pm **Session 4: Time to Innovate? Communication and Resourcing**

Process: Innovation can come from internal and external ideas. Most organizations underutilize assets internally with ideas from employees. Providing the foundation to empower employees at airports is one way airports can develop an innovation program. Do airports need a structural framework to establish how innovation can be part of the environment and how do innovative ideas float to the top?

Looking externally to allow airport to innovate can be challenging. Many airports historically have “barriers to entry” and it’s important for airports to harness innovation. However, how do airports work with start-ups and existing companies to leverage innovation within their own environments? What are the necessary resources for airports to have the ability to prototype, ability to procure, ability to develop partnerships? What are the constraints? Do you have a committed budget – if not, how are you gaining approval for spending for innovation?

Moderator: Domenico D’Ambrosio, Vice President of Marketing, Innovation and Chief Revenue Officer, San Diego County Regional Airport Authority

Speakers: Tanya Acevedo, Chief Technology Officer, Houston Airport System
Sébastien Couturier, Head of Innovation & Corporate Ventures, Groupe ADP Aéroports de Paris
Paul Puopolo, Executive Vice President of Innovation, Dallas Fort Worth International Airport

2:30pm – 3:00pm **Session 5: JetBlue Technology Ventures: Innovation Program**

Airline Innovation Case Study: JetBlue Technology Ventures incubate, invest in and partner with early stage startups at the intersection of technology and travel. This session will focus on the mechanics of JetBlue’s innovation program and will be less about the product world. Emphasis on the organizational structure, with lessons learned that could be incorporated into an airport innovation program. How does JetBlue see their innovation program as a winning strategy to sustain a competitive advantage?

Moderator: Ian Law, Chief Information Officer, San Francisco International Airport

Speaker: Christina Heggie, Investment Principal, JetBlue Technology Ventures

3:00pm – 3:30pm **Networking Break** (*Grand Foyer*)

3:30pm – 4:00pm

Session 6: Planning for Airport Innovation with University Partnerships

Academic Partnerships: Today universities are embracing innovation as part of the academic experience. How can airports work with academia to provide distinct opportunities and further airport innovation? Local academic partnerships also foster local community engagement.

Engaging university partnerships can yield great ideas, but intellectual property management challenges may emerge from universities or even start-ups companies. How are airports handling intellectual property management? Airports should seek input from their legal and procurement departments. Furthermore, the various airport governance structures and international intellectual property management laws may pose challenges for airports.

Moderator: David Freedman, Senior Vice President & Chief Revenue Officer, Raleigh-Durham Airport Authority

Speakers: Naashom Marx, Senior Manager, Strategic Innovation, Cincinnati/Northern Kentucky International Airport
Samantha Stedford, Senior Analyst, Strategic Initiatives, Pittsburgh International Airport

4:00pm – 5:00pm

Session 7: Examples of Current Airport Innovation Programs

Case Studies: More and more North America airports are establishing their own innovation programs and there is not one size fits all. Some airports have the resources, such as, space, staff and partnerships to develop a program. Airports can seize the opportunity to develop an innovation program that best suits their own environment. Innovation may require engagement and collaboration with current stakeholders (i.e. airlines, concessionaires, and ground transportation providers) and bringing together the right multidisciplinary airport departments. This session will look at four different innovation programs at airports in North America and look at lessons learned.

Moderator: Vince Granato, Chief Operating Officer, Port of Portland

Speakers: Gina Jacobs, Business Development Program Manager, San Diego County Regional Airport Authority
Steve Hankinson, Vice President, Planning and Innovation, Vancouver Airport Authority
Christian Kessler, Business Relationships and Innovation, Metropolitan Washington Airports Authority
Dave Wilson, Director, Airport Innovation, Seattle-Tacoma International Airport

5:15pm – 6:30pm

Networking Reception (*Palm Terrace*)

Wednesday, January 16, 2019

8:00am – 8:30am

Networking Breakfast (*Salon C*)

8:30am – 10:30am

Strategy Innovation Workshop (*Open to all registered attendees*) (*Salon A-B*)

In this workshop participants will be introduced to a powerful methodology to set goals for innovation programs. Using Objectives and Key results, participants will align on a strategy for existing and new innovation programs, define clearly measurable steps to reach their goals and learn ways to communicate their intent to different stakeholders, including airport employees, strategic partners or other innovation programs.

About Detecon:

Headquartered in San Francisco, the Heart of Silicon Valley, Detecon focuses on innovation strategy projects across different industries, including automotive, telecommunication, finance and aviation for more than 40 years now. The company with more than 1200 consultants around the globe is a subsidiary of Deutsche Telekom, the company behind T-Mobile. Detecon supports the San Diego International airport with their unique innovation lab since January 2018.

Facilitator: Philipp Schett, Director Management Consulting – Strategy and Innovation, Detecon Inc.

10:30am – 11:00am **Networking Break** *(Grand Foyer)*

11:00am – 1:00pm **Airports Only Meeting** *(Open to all registered airports) (Salon A-B)*

This Airports Only meeting is intended for airports to have an open discussion regarding innovation at airports. There is collective value if there is an opportunity for airports to collaborate, otherwise the airport industry may experience a fragmented approach with airports trying to solve the same problem and start innovating in the same areas. Is there a platform and structured approach within the airport industry of sharing the burden? Ultimately, the goal is to benefit the airport industry as a whole.

This meeting will also discuss the ongoing efforts and strategy to establish a worldwide airport API ecosystem that would be a platform aggregator and catalyst for facilitating the exchange of data and information to third parties.

Facilitators: Steve Hankinson, Vice President, Planning and Innovation, Vancouver Airport Authority
Ian Law, Chief Information Officer, San Francisco International Airport

1:00pm – 1:45pm **Boxed Lunch** *(Grand Foyer)*

1:45pm – 3:30pm **San Diego International Airport Innovation Lab Tour**

San Diego International Airport (SAN) founded the [SAN Airport Innovation Lab](#) for innovators to develop airport-related products and services. The SAN Innovation Lab is a groundbreaking collaborative environment where companies, innovators and airport executives work together to drive airport innovation. Successful ideas may be implemented at SAN, other airports, and even in analogous industries like malls, hotels, and convention centers. Within a 16-week innovation program innovators will get assistance in developing a product or service that will work at airports.

Transportation: A tour of the San Diego International Airport (SAN) Airport Innovation Lab will take place on the afternoon of January 16. The tour will depart from the lobby of the Omni San Diego at 1:45pm. The tour is expected to be completed by 3:30pm. Participants will be dropped off at the airport terminal at that time or transported back to the Omni for those staying over Wednesday night.