



Revised and Final Agenda

MIA19 MARCOM

2019 MARKETING AND COMMUNICATIONS CONFERENCE
November 6 - 8, 2019 // Miami, FL // Hilton Miami Downtown

Hosted By



Thank you to our 2019 ACI-NA Marketing and Communications Conference Sponsors



Wednesday, November 6

7:30 AM – 4:45 PM

Registration

Symphony Foyer

7:30 AM – 8:30 PM

Networking Breakfast

Symphony Foyer

8:30 AM – 9:00 PM

Conference Icebreaker and Welcome Remarks

Symphony I & II

Scott Elmore

*Vice President, Communications and Marketing
ACI-NA*

Tina Kinsey

*Director of Marketing, PR & Air Service Development
Asheville Regional Airport
Chair
ACI-NA Marketing, Communications, and Customer Experience Committee*

Ken Pyatt

*Deputy Director
Miami International Airport*

9:00 AM – 10:00 AM

Morning Keynote with Bruce Turkel

Symphony I & II

Known as an expert on the subjects of branding, creativity, and innovation, this year's keynote address will be delivered by Bruce Turkel. A Miami native, Turkel is a passionate and insightful speaker that will help attendees think differently about their brands to make them more attractive to their passengers, customers, and communities. Having worked with brands such as Nike, Bacardi, Hard Rock Café and many more, just know this is one presentation you don't want to miss. Learn from Turkel's decades of experience as we explore his proven steps for 'building brand value.'

Bruce Turkel

Branding Expert

10:00 AM – 10:45 AM

Positioning Your Brand from Shore to Sea

Symphony I & II

Working in the travel and tourism industry comes with many intriguing obstacles no matter the mode. It's all about the brand and the experience for your customers. But how does marketing your brand drive what you do to enhance the customer experience? Hear from the world's largest cruise operator and explore how they create a seamless travel experience.

Chris Chiames

Chief Communications Officer
Carnival Cruise Line

Moderated by

Brian Kulpin

Vice President of Marketing and Public Affairs
Reno-Tahoe International Airport

10:45 AM – 11:15 AM

Networking Break

Symphony Foyer

11:15 AM – 12:00 PM

Generating Positive PR with your Federal Agency Partners

Symphony I & II

Join us for this session and hear from local federal agency partners and Miami International Airport on lessons learned from the launches of evolving security screening technology.

Greg Chin

Communications and Digital Marketing Director
Miami International Airport

Sari Koshetz

Spokesperson - MO, AR, LA, MS, AL, FL, NC, P.R. and V.I.
Transportation Security Administration

Michael Silva

Public Affairs Liaison
Customs and Border Protection

12:00 PM – 1:00 PM

Networking Lunch

Brisa Bistro

1:30 PM – 2:30 PM

Case Studies in Media Relations

Symphony I & II

In this session, we will examine case studies pertaining to recent events in the aviation industry that required immediate responses from the airports' communications teams. Explore how these airports tackled issues ranging from drone incidents that resulted in a shutdown of operations to communicating major construction projects, and learn from the steps they took to overcome obstacles.

Daniel Dawson

Director of Airport Marketing
Los Angeles World Airports

Moderated by

Christina Saull

Corporate Communications Manager
Metropolitan Washington Airports Authority

2:30 PM – 3:00 PM

Networking Break

Symphony Foyer

3:00 PM – 3:45 PM

Breakout 1

Video on a Budget

Symphony I & II

Video should be a tool in every communicator's toolbox, but many professionals struggle with how best to plan, shoot, edit, produce and use video in their marketing efforts – in house and on a limited budget. In this session, video professionals will discuss best practices and DIY tips on how to produce dynamic video marketing content using tools and equipment easily available to airport communicators.

Mailyn Mundy

*Sr. Digital Marketing Specialist
Miami International Airport*

Victor Otero

*Owner
Company Jones Creative*

Moderated by

Jeff Lea

*Public Information Manager
St. Louis Lambert International Airport*

Breakout 2

Working with the Airport Brand and CX to Deliver on Expectations

Concerto A

The airport customer experience is everyone's responsibility. What customers think about your brand and whether or not they want to return all comes down to their customer experience. In this session, branding and CX professionals will dive into best practices and techniques for strengthening partnerships between airport branding and customer experience teams to work together to align brand delivery and customer expectations.

Megan Bozarth

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

Alexandra Bradley

*Brand & Experience Manager
Greater Asheville Regional Airport Authority*

Dean Paddock

*Director, Communications & Marketing
YYC Calgary International Airport*

Moderated by

Shannon Sumrall

*Assistant Vice President, Brand Experience
Metropolitan Nashville Airport Authority*

4:00 PM – 4:45 PM

Breakout 3

Driving your Digital Marketing Forward

Concerto A

Digital marketing trends, tactics and strategies are constantly changing, making it tough for communicators to keep up. Join us for a discussion on today's best practices, tomorrow's trends and useful tips and strategies for making your digital marketing strategy soar.

Leah Garey
Senior Business Development Manager
Expedia Group Media Solutions

Lynn Maurer
Senior Vice President
InnoVision Marketing Group

Moderated by
Jon Vaden
Director of Marketing
Tampa International Airport

Breakout 4

Public Trust and the Media

Symphony I & II

An airport is a mainstay in its local community and is charged with communicating important safety and security information to passengers, all while fulfilling its mission as a public institution. In this session, learn about strategies that will assist airport communicators in building and maintaining the airport's credibility with journalists and ensuring the message is well received by a public skeptical of journalism in the era of fake news.

Patrick O'Connor
Partner
Narrative Strategies

Moderated by
Rich Stinson
Director, Strategic Communications
San Antonio International Airport

6:00 PM – 10:00 PM

Host Airport Event

Rusty Pelican

Relax and enjoy a fun evening at The Rusty Pelican, while checking out the unmatched waterfront views of Miami. This restaurant is all about the experience. The first bus will depart the hotel at 5:30 PM. After that, buses will depart in fifteen minute intervals at 5:45 PM, 6:00 PM, and 6:15 PM. Return shuttle service will begin at 7:00 PM and will operate in 30 minute intervals until 10:00 PM.

Thursday, November 7

8:00 AM – 2:00 PM

Registration

Symphony Foyer

8:00 AM – 9:00 PM

Networking Breakfast

Symphony Foyer

9:00 AM – 12:00 PM

Crisis Management Workshop

Symphony I & II

Airport communicators must be prepared in the event of a crisis situation no matter the type. Crises can range from an active shooter to a terminal power outage or from a major storm to an unthinkable aviation incident. In this Crisis Management Workshop, participants will learn how to:

- Anticipate and prepare for a crisis
- Build a successful crisis communications plan with key messages
- Implement crisis communications best practices
- Coordinate with the media before, during, and after a crisis
- Prepare for the crisis-focused media interview
- Leverage social media to manage public opinion

Facilitated by

Mindy Hamlin

President

Hamlin Communications

A morning networking break will be provided during the workshop.

12:00 PM – 1:00 PM

Networking Lunch

Brisa Bistro

1:15 PM – 4:00 PM

Off-Site Structured Hot Topics

R House

Let's break out of the conference location a bit for some experiential learning and networking at one of Miami's most popular destinations. While off-site, conference attendees will participate in small group discussions around emerging airport industry issues. Buses will depart the hotel promptly at 1:30 PM. Attendees should gather in the lobby at 1:15 PM. Buses will return at 4:00 PM.

Setting Priorities as a Practitioner

Moderated by

Tina Kinsey

*Director of Marketing, PR & Air Service
Development*

Asheville Regional Airport

Social Issues

Moderated by

Greg Willis

*Marketing Program Manager
Jacksonville Aviation Authority*

How to Manage Up and Across

Moderated by

Karen Ellis

*Chief Customer Experience Officer
San Antonio Airport System*

At Capacity

Moderated by

Scott Armstrong

*Director, External Communications
Greater Toronto Airports Authority*

6:30 PM – 9:00 PM

Awards Gala Reception and Dinner

Symphony I & II

After a jam-packed day of programming, say 'Cheers!' during our pre-gala reception. Then join us as we celebrate the winners of the 2019 Excellence in Airport Marketing, Communications, and Customer Service Awards.

Friday, November 8

8:00 AM – 9:00 AM

Networking Breakfast

Symphony Foyer

8:30 AM – 9:00 AM

Working Group Meetings

Customer Service

Metronome

Media Relations

Symphony I & II

Airport Marketing

Picasso

9:00 AM – 9:45 AM

Do You Have What it Takes to Win?

Symphony I & II

Hear from the overall winners of the 2019 Excellence in Airport Marketing, Communications, and Customer Service Awards in the three major categories of Marketing, Customer Service, and Public Relations. Learn details about their projects and the strategies that led to a win.

Moderated by

Latha Nair-Erickson

Executive Producer

CNN Airport Network

9:45 AM – 10:30 AM

Case Studies in Media Relations

Symphony I & II

Learn how London Gatwick Airport managed crisis during their drone incursion in December 2018 that grounded the airport for more than 30 hours.

Heather Griffiths

Head of Communications

London Gatwick Airport

Moderated by

Krista Kealey

Vice President, Communications & Public Affairs

Ottawa International Airport Authority

10:30 AM – 11:00 AM

Networking Beak

Symphony Foyer

11:00 AM – 12:00 PM

The Game-Changing Power of Branding: Leveraging Your Brand Digitally to Better Communicate Any Airport

Symphony I & II

Everyone talks about how important branding is to communication — but very few firms actually understand what a brand is, let alone how to apply it effectively. But if you do it right, with fearlessness, passion, honesty, and relentlessness, it'll take your airport to another level. Join us for this session as we close out MarCom 2019 and explore the award-winning work of one of the world's fastest-growing advertising agencies.

Pip Pullen

President
Mightily

Lesa Seibert

CEO
Mightily

10:45 AM – 11:15 AM

Networking Beak

Symphony Foyer

11:15am – 12:00pm

Working Group Meetings

Customer Service
Metronome

Media Relations
Symphony I & II

Airport Marketing
Picasso

12:15pm – 3:30pm

Marketing & Communications Committee Steering Group Meeting

Invitation Only
Picasso

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