



AAAE/ACI-NA AIRPORT
CUSTOMER EXPERIENCE
SYMPOSIUM 2020
MARCH 9-12 | NEW ORLEANS



Working Agenda – Subject to Change

Monday, March 9, 2020

9:00am – 12:00pm **ACI-NA Marketing, Communications & Customer Experience Committee Steering Group Meeting**

2:00 – 4:00pm **Welcome: Airport CX Newcomers**

First time at Airport CX? Our goal is to make you feel welcome and help maximize your Symposium experience! Join us to learn what to expect during and after your first symposium, make new connections and participate in our fun-filled team scavenger hunt with your newbie friends!

4:00 – 5:00pm **ACI-NA Customer Experience Working Group Meeting**

5:30 – 6:30pm **Welcome Reception + Registration**

Tuesday, March 10, 2020

7:15 – 8:30am **Continental Breakfast with Exhibitors**

7:30 – 5:00pm **Registration**

8:30 – 8:45am **Welcome Remarks**

Gwen Basaria, Vice President, Member Experience & AAAE Foundation, AAAE

Scott Elmore, Vice President of Communications & Marketing, ACI-NA

Kevin Doliolle, Director of Aviation, Louis Armstrong New Orleans International Airport

8:45 – 9:45am

C-Suite Perspectives

How do other airports successfully implement CX initiatives? Do they ever encounter stumbling blocks in the process, or is it just my airport that occasionally trips at the starting gate? Hear true stories from directors of airports of all hub sizes as they discuss best practices, how to avoid pitfalls, and what to do if a good idea doesn't work. This open dialogue will offer you the opportunity to ask questions and gain the confidence to enhance your airport's CX program.

Kevin Doliolle, Director of Aviation, Louis Armstrong New Orleans International Airport

Johanne Gallant, President & CEO, Fredericton International Airport Authority Inc.

Candace McGraw, CEO, Cincinnati/Northern Kentucky International Airport

Tory Richardson, A.A.E., President & CEO, Gerald R. Ford International Airport Authority

Moderated by Kevin M. Burke, President & CEO, ACI-NA

9:45 – 11:00am

Innovation in Training – New approaches in airport CX Learning and Development

Innovation doesn't just mean adding trendy technology to your existing training program. Innovation also can mean evaluating your training goal in a new way, taking your current program to a higher level, or adopting a more effective approach altogether. This session will discuss specific examples of innovation that will allow you to engage your workforce by engaging their special skills and interests. We'll have a brainstorming session to explore training approaches that can produce an enhanced learning culture across the airport.

Moderated by:

Lise D'Andrea, President & CEO, Customer Service Experts

Joanne Paternoster, CEO, Butterfly Consulting

Brian Shapiro, President, Shapiro Communications

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

11:30 – 11:45am **ACI-NA Guest Experience Management & Passenger Amenities Survey Results**

Scott Elmore – Vice President of Communications & Marketing, ACI-NA

11:45 – 12:30pm **International Perspectives**

Airports globally are leveraging emotional intelligence to enhance the positive experiences their customers and workers already receive from innovation and CX best practices. Making travelers, the airport workforce that serves them, and the airport neighborhood feel well cared for is achievable. Hear ideas that work from officials of several international airports.

Ander Hindremäe, Information Service Manager, AS Tallinna Lennujaam

Mikaela Pearman, Marketing & Communications Officer, Bermuda Skyport

Moderated by Sevda Fevzi, Manager of Business Development & Customer Care, Airports Council International (ACI) World

12:30 – 1:45pm **Networking Lunch & Shop till You Drop**

The "Shop till You Drop" event is a symposium tradition where attendees bring airport trinkets for others to enjoy.

1:45 – 3:00pm **Things That Make You Go YAY**

Get ready to explore “out of the box” ideas that airports have implemented to make the travel experience better for customers and the work environment better for employees. Participate in this interactive session by describing your own “out of the box” ideas. You will leave this session with the ideas and enthusiasm to make a difference at your airport.

Moderated by:

Reed Barnes

Customer Service Manager

New Orleans Aviation Board

Lise D'Andrea
President & CEO
Customer Service Experts

Viorica "Ella" Cornelia Ghica, C.M.
Customer Service Manager
George Bush Intercontinental Airport (IAH)

David King
Asheville Regional Airport
Guest Services & Sales Supervisor

3:00 – 4:00pm **Volunteer Management: The Four R's**

Developing and maintaining an active and invigorating volunteer program involves offering positive benefits for the volunteers, as well as for the airport community they serve. If you are seeking ideas and advice on energizing your Four R's -- Recruitment, Retention, Recognition and Retirement -- this thought-provoking session will provide insights on how several top airports respond to these challenges.

Yvonne Allen, Director, Office of Customer Experience, Baltimore/Washington Int'l Thurgood Marshall Airport

Jennifer Delorey Lyon, Airport Experience Coordinator, Halifax International Airport Authority

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

4:00 – 4:30pm **Networking Break with Exhibitors**

4:30 – 5:30pm **The Cross-Generational Travel Experience**

Travelers from Baby Boomers to Millennials affect airport decisions on technology deployment and media strategies in different ways. Their experiences also impact the airport experience strategy, net promoter scores and non-aeronautics revenue. Our panel members represent various age demographics, ensuring that you will hear the full range of practical ideas and advice on how to appeal to each age group.

Martha Edge, Innovation & Experience Director, Charlotte Douglas International Airport

Carol Ward, Editor-in-Chief, Airport Experience News

Moderated by Daniel Solomon, Co-Founder & Director, Minute Suites

7:00 – 9:00pm

Host Airport Event

Join the team from MSY for some New Orleans-style fun. Guests will have the opportunity to enjoy food, drinks, music and local culture inside the historic Gallier Hall. The architecturally significant building located on St. Charles Avenue in the heart of Downtown New Orleans served as City Hall until the 1950s.

Wednesday, March 11, 2020

8:00am – 3:00pm **Registration**

8:00 – 9:00am **Continental Breakfast with Exhibitors**

9:00 – 10:00am **C-Suite Perspectives**

Take Two: Only the session title is repeated from yesterday as we offer a new set of panelists representing top executives from regional, small, medium and large airports across North America to discuss how airports successfully implement CX initiatives. Hear true stories concerning best practices, how to avoid pitfalls, and what to do if a good idea doesn't work. This open dialogue will offer you the opportunity to ask questions and gain the confidence to enhance your airport's CX program.

Gloria Bouillon, Airport Manager, Beverly Regional Airport

Chad Newton, CEO, Wayne County Airport Authority

Tom Ruth, President & CEO, Edmonton Airports

Ricky Smith, Executive Director/CEO, Baltimore/Washington International Thurgood Marshall Airport

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

10:00 – 11:00am **Beyond the Information Booth**

Explore how to deploy volunteers for special events within your airport in ways that go beyond the information booth. Session panelists will describe

effective ways to keep your volunteers engaged while providing value to the traveler and the airport.

Gail Gaddi, Volunteer Program Director, Los Angeles World Airports

Chet Sobotka, Director of Volunteer Services, Traveler's Aid of the Inland Empire

Moderated by Fredrick Wayne Jordan, Manager of Customer Service/Dept. of Aviation, Hartsfield-Jackson Atlanta International Airport

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

11:30 – 12:30pm **Accommodating Customers with Disabilities**

As airports continue to implement ways to enhance the customer experience, the disabled traveler isn't being left behind. New technologies that offer mobility and hearing choices make navigating the airport easier and more enjoyable. This session will provide a road map for an inclusive customer experience.

Tim Joniec, Director of Government Relations and ADA Coordinator, Houston Airport System

Gerry Vanderhoek Manager, Commercial Services and Passenger Experience, The Greater London International Airport Authority

Moderated by Wendi Orlando, Senior Manager of Customer Relations, Cincinnati/Northern Kentucky International Airport

12:30 – 1:30pm **Networking Lunch**

1:30 – 2:30pm **Airport Concierge 'Services'**

Heightened expectations by today's travelers are driving airports to offer personalized services that surpass the traditional food, beverage and retail selections. It's time to review what your airport offers, as well as the cost to bring new amenities to your customers. The panel will describe what "Top Shelf" service is and innovative approaches to achieving it.

Ingrid Braeuninger, Chief Commercial Officer, Airport Terminal Services

Shiang Duffy, Senior VP Marketing, Baggage Airline Guest Services, Inc.

Shawnalea Garvin, Founder/President, AETC, Inc.

Moderated by Tim Pimental, Vice President, Customer Service, Rhode Island Airport Corporation

2:30 – 3:30pm

Home Away from Home

What do you do when your airport becomes a traveler's temporary home due to flight delays/cancellations, crisis situations, or because they have nowhere else to go? Airport officials will describe plans they have developed to assist the temporarily stranded and homeless.

Joanne Magley, Director of Marketing & Customer Experience, Daytona International Airport/Volusia County

Tiffany Sanders, Terminal Manager - Ontario International Airport

Michelle Mallory, Customer Service & Volunteer Coordinator, Kansas City Aviation Department

Moderated by Gretchen Meyer, Director of Customer Service, Chicago Department of Aviation

3:30 – 4:00pm

Networking Break with Exhibitors

4:00 – 5:00pm

Pardon Our Dust

Airports often are disguised as construction sites, or is it construction sites are often disguised as airports? Hear how airports use communication tools and creative thinking to handle the stress of construction disruptions, while continuing to deliver a superior customer experience.

Erin Burns, Director of Communications, Louis Armstrong New Orleans International Airport

Lauri Golden, Manager of Customer Engagement, Charlotte Douglas International Airport

Krista Kealey, Vice President, Communications & Public Affairs, Ottawa International Airport Authority

Kevin Mallory, Customer Service Manager, Ronald Reagan Washington National Airport

Moderated by Geoffrey Martin, President, Global Resource Management, Inc.

5:00pm

Symposium Adjournment

Thursday, March 12, 2020

9:00am –12:00pm **Airport Tour**