

2021 MARKETING, COMMUNICATIONS AND CUSTOMER EXPERIENCE COMMITTEE WORK PLAN

2021 Committee Goals and Objectives

- Contribute to the success of airport priority political and regulatory initiatives, including:
 - COVID-19 Recovery Messaging
 - REAL ID implementation
 - Airport infrastructure
 - Aircraft noise
 - Crisis communications
 - Customer experience excellence and compliance
- Assist ACI-NA's Airport Industry Recovery Advisory Panel (AIRAP) with MarComCX-related tasks as assigned in order to help navigate air travel's restart and recovery following COVID-19. The Ready for Every Journey public relations campaign was developed at the request of AIRAP.
- Continue with the development of phase three of the Ready for Every Journey campaign in an effort to restore travelers' confidence in air travel.
- Lead efforts to plan the rollout of ACI-NA's REAL ID awareness campaign.
- Promote professional development through robust and innovative learning, and networking opportunities, including webinars, committee calls and online discussion forums.

2021 Action Plan

- Further improve committee effectiveness and efficiency by facilitating monthly full committee calls and leveraging the working group structure.
- Bolster airport communications strategies related to COVID-19 recovery, including but not limited to:
 - Internal communications – employees safe return to work
 - Marketing air service during and post- COVID
 - Innovative technologies to enhance the new airport CX
- Ensure innovative learning and professional development opportunities in 2021 through the ACI-NA/AAAE Virtual Airport Customer Experience Symposium.
- Plan content and networking activities for the Marketing and Communications Conference after one-year hiatus.

- Develop a cohesive industry approach to communicating varying testing and quarantine requirements.

Customer Experience Working Group

The group will take on the following challenges in 2021:

- Facilitate discussions outside of regular working group calls to conduct ‘case study’ sessions on new methods to enhance CX and volunteer programs during and post-COVID.
- Survey the working group members to ensure that content shared is relevant to their needs.
- Receive targeted communication from ACI-NA that is particularly relevant to airport professionals working in the customer experience/aviation education area of their airports.

Action Plan:

- Plan and execute the 2021 Virtual Airport Customer Experience Symposium.
- Develop a living document of airport in-person and virtual volunteer program statuses.
- Revamp the Guest Experience and Passenger Amenities Survey in order to realistically capture the airport services available during and post- COVID.

Media Relations Working Group

The group will take on the following challenges in 2021:

- Continue working with ACI-NA to develop industry-wide COVID-19 recovery talking points to coordinate messaging across airports that ensures a consistent voice for airports.
- Plan the communications strategy for the rollout of ACI-NA’s REAL ID awareness campaign.

Action Plan

- In 2021, the MRWG will focus on the following areas to drive the action plan. Topics include:
 - COVID-19 Recovery Communications
 - REAL ID implementation
 - Workforce planning for the airport industry
 - COVID-19 Bright Spot: Communicating Air cargo

- Communicating construction and capital improvement projects during and post-COVID
- Develop a forum to exchange, promote, and share best practices and industry tools through Centerlines Connect, specifically for the MRWG.

Airport Marketing Working Group

The group will take on the following challenges in 2021:

- Continue developing the working group to further airport marketers' professional development around key topics related to marketing and communications.
- Create an atmosphere where attendees can discuss a variety of airport marketing strategies, tactics, best practices and trends to enhance member experience and understanding.
- Foster the development of sub-committees within the working group that can frequently discuss specific topics in detail, outside the call, and present findings to entire group.

Action Plan

- Assist ACI-NA staff in developing resources and marketing tools to support communications around policy priorities and other topics as needed.
 - COVID-19
 - Vaccinations (i.e, Health passports, validity, regulations)
 - Testing
 - Federal mandates
 - Recovery
 - REAL ID
 - Green initiatives
- Host monthly working group calls around central topics along with identifying a speaker to present on each call. Potential topics, in addition to government regulations, include:
 - Creative ideas on for smaller budgets
 - Data and analytics
 - Marketing initiatives for non-aeronautical revenue sources
 - Social media and technology trends
 - Air service marketing
- Highlight best practices from airports focused on interesting and/or well-done marketing and communications programs and campaigns.
 - Budgeting for these programs and campaigns

- OOH vs. digital
- Create sub-committee groups to generate more in-depth discussions and generate substantive ideas and content to share with the group.