



Working Agenda – Subject to Change

All session will take place in Eastern Time (ET)

Monday, March 8, 2021

4:00 – 5:00 PM Speed Networking Welcome Reception

Join your fellow ACES attendees for three informal rounds of speed networking as a way to meet and reconnect before sessions begin on Tuesday. We will assign discussion topics and randomly break participants into small groups to get to know your fellow attendees and counterparts from across North America.

Tuesday, March 9, 2021

12:30 – 12:45 PM Welcome Remarks

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

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

Raechel Rucker, Senior Manager of Communications & Marketing, ACI-NA

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

12:45 – 1:15 PM C-Suite Mini Session

During this time when the aviation industry is experiencing the biggest disruption we have ever seen, it has never been more important for airports to remain committed to their mission and deliver exceptional customer experiences. Plus, words of encouragement are always great to hear and that starts at the top. Hear from one of North America's top airport CEOs as she shares her wisdom on how to stay positive while looking ahead to recovery.

Joyce Carter, President & CEO, Halifax International Airport Authority

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

1:15 – 2:15 PM In the Middle of Every Difficulty Lies Opportunity (International Airports Panel)

Back by popular demand, this year's international airports panel will share insights regarding how they seamlessly integrated two important priorities upon which the future of air travel depended.

Alisson Larrea, Manager of Corporate Affairs and Marketing, Aeropuerto Internacional de Quito

Valérie Vesque-Jeancard, France & Americas Area Director, VINCI Airports

*Moderated by Sevda Fevzi, Manager of Business Development & Customer Care,
ACI World*

2:15 – 2:30 PM **Stretch & Refresh Break**

2:30 – 3:30 PM **Customer Experience Programs during a Pandemic and Beyond**

Airport customer experience delivery has changed dramatically and seems to evolve daily during a pandemic. This session will offer a variety of insights on how to reach customers while achieving new CX goals for today and the future for your airport. You will learn ways to enhance social media outreach in this new environment, explore ways to combine volunteer programs and paid staff with a reduced total workforce, and develop Virtual Assistant technology to assist your customers.

Jocelyn Alexander, Communications Coordinator, Calgary Airport Authority

Natalie Chaudoin, Director of Public Relations, Louisville Muhammad Ali International Airport

Gail Gaddi, Airports Public & Community Relations Director, Los Angeles World Airports

3:30 – 3:45 PM **Stretch & Refresh Break**

3:45 – 4:45 PM **Challenges and Solutions in Airport CX: ADA Readiness and Touchless Tech in Concessions**

In this session, participants will hear from expert panelists on how airports are navigating changes in passenger needs and expectations in concessions and for passengers with disabilities. Panelists will discuss how airports are evolving with the paradigm shift to digital ordering and touch-free concepts for concessions and will share insights on COVID-19/ADA considerations in airports, plus how airports are innovating and adapting to support passengers with disabilities.

Jeff Livney, CXO, Servy

Laurel Van Horn, VP Director of Programs, Open Doors Organization

*Moderated by Michael T. Baldwin, IAP, Assistant Vice President of Concessions,
Dallas Fort Worth International Airport*

5:00 – 6:00 PM **Trivia Night!**

Grab your favorite cocktail, mocktail, coffee, or high-quality H2O as we test your knowledge on topics covering everything from airports and aviation to pop culture and more! Chatting with your fellow attendees while you flex your big brains is highly encouraged!

Wednesday, March 10, 2021

12:30 – 12:45 PM **Welcome Remarks**

Jeff Lea, Manager of Strategic Communications, Minneapolis St. Paul Metropolitan Airports Commission and Chair of the ACI-NA Marketing, Communications & Customer Experience Committee

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

Raechel Rucker, Senior Manager of Communications & Marketing, ACI-NA

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

Todd Hauptli, President & CEO, AAAE

12:45 – 1:15 PM **C-Suite Mini Session**

Take Two: Only the session title is repeated from Day One as another one of North America's leading airport directors 'takes the stage' to share tips on how to provide an excellent customer experience during unprecedented times and beyond, while focusing on the brighter days ahead.

Lance Lyttle, Managing Director of Aviation, Port of Seattle

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

1:15 – 2:15 PM **Working with Industry Partners & Vendors to Enhance the Passenger Journey**

Collaborating with multiple partners to work toward a common goal is often necessary, but never easy. During the ongoing coronavirus pandemic, it has gotten a lot harder after throwing various health testing and quarantine protocols in the mix but teamwork makes the dream work, right? In this session, hear from panelists that will dive into the intricacies of working with numerous partners to ease passengers' confusion over new travel requirements and enhance their journey.

Pete R. Acosta, Director of Trusted Traveler Programs, U. S. Customs and Border Protection

Dwayne MacIntosh, Director of Corporate Safety & Security, Greater Toronto Airports Authority

Ryan Smith, Director of Communications and Government Relations, Phoenix-Mesa Gateway Airport Authority

Moderated by Marie O'Kelly-Green, LAX Guest Services Division Manager, Los Angeles World Airports

2:15 – 2:30 PM **Stretch & Refresh Break**

2:30 – 3:30 PM **Boost the Employee Experience and Deliver an Exceptional CX**

Join our session as we share a holistic and systematic approach to the pandemic driven evolution of the employee experience. We will explore how to gather, analyze employee data and boost employee engagement. Discover the creative, resilient and agile ideas from your peers as they leverage the data and operationalize in their airports.

Jamie Carter, Senior Manager of Employee Brand Experience & Learning, Port of Seattle

Chad Ghastin, Senior Manager of Customer Experience, JFK International Air Terminal, LLC

Tiffany Sanders, Terminal Manager, Ontario International Airport

Moderated by Tawana Russell, Airport Manager - Guest Experience, Fort Lauderdale-Hollywood International Airport

3:30– 3:45 PM **Stretch & Refresh Break**

3:45 – 4:45 PM

Virtual Engagement and Back to Work Plans for Volunteer Programs

Volunteers are a core group of the airport customer experience and as travel slowly starts to return, volunteers will be a key part of welcoming travelers back. This panel focuses on how airports are keeping their volunteers active and engaged in a virtual environment. Panelists will speak on steps they are taking to ensure a safe return as well as a glimpse into what the future may hold for volunteer programs. You will also hear from an airport that has their therapy dog teams back in action.

Janelle Conine, Customer Service Supervisor, Reno-Tahoe Airport Authority

Anthony Medina, Volunteer Manager, Travelers Aid Chicago

Elizabeth “Betsy” Morrison, Volunteer Recruitment Manager, Dallas Fort Worth International Airport

4:45 PM

Symposium Adjournment