



Subcommittees Outline

Airport Marketing Working Group

Roles and Responsibilities

These subcommittees will operate outside of our monthly calls and will be tasked to give presentations on certain topics. They will lead primary discussions for the main Working Group.

These subcommittees are not meant to be “experts only.” Members are able to join to both learn and provide their knowledge or expertise.

Goal

Each subcommittee will generate discussion on their respected topic and work to develop presentations for main Working Group calls. The first topic will be given to each subcommittee, while the rest of the topics will be decided by the subcommittees themselves. Presentation dates are listed on the following page.

Deliverables

Each group should deliver a presentation in any form desired by the subcommittees and their leadership. Presentations should be easily viewed over Zoom.

Examples include:

- Slide deck
- Infographic
- One pager
- Video

Guest speakers can also be used to provide further information on the given topic being presented. These guests can from any industry or background.

Structure

Subcommittees will consist of members and a leader. The leader will oversee the group and ensure the presentation deadlines are met. The leader role carries more responsibility and may require a greater time commitment than other subcommittee members.

Subcommittee Leader

Air Service Marketing:

Concessions, Parking, & Non-Aeronautical Revenue:

Social Media & Technology:

Call Frequency

To be determined by the subcommittee. At least one call per month. Additional calls can be deemed necessary by the group.

Centerlines Connect Communities

Each subcommittee will have its own community in the Centerlines Connect forum. These communities will be used to provide subcommittee updates, share files, and allow collaboration amongst subcommittee members. Check on these frequently to stay up-to-date on subcommittee news and announcements. These will be treated as the central hub for all subcommittees.

Calendar

Air Service Marketing	CPN	Social Media & Technology
May 5, 2021	July 7, 2021	June 2, 2021
August 4, 2021	October 6, 2021	September 1, 2021
November 3, 2021	January 12, 2022	December 1, 2021
First Topic: <i>Air Service in the COVID era</i>	<i>Concessions Marketing</i>	<i>What works in the COVID era</i>

**Dates are subject to change. This calendar may be altered in the future.*