



Network: ACINA  
Password: airports21

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# MARCOM WORKSHOP

## AGENDA

November 6 – 7, 2021

Reno-Sparks Convention Center / Room: A7 + A8 + A9

### SATURDAY, NOVEMBER 6, 2021

7:30 AM – 6:30 PM

#### **Registration**

7:30 AM – 8:30 AM

#### **Networking Breakfast**

8:30 AM – 9:00 AM

#### **Welcome & Opening Remarks**

Scott Elmore, Vice President, Communications and Marketing, ACI-NA

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

Brian Kulpin, Chief Marketing and Public Affairs Officer, Reno-Tahoe Airport Authority

9:00 AM – 10:00 AM

#### **Keynote Address**

Daniel Farahi, Monarch Casino and Resort

10:00 AM – 10:30 AM

#### **AM Networking Break**

10:30 AM – 11:00 AM

#### **Creative Icebreaker/Networking Activity**

11:00 AM – 12:00 PM

#### **Case Study: Handling Breaking News Then vs. Now**

Between the last prolonged crisis affecting the aviation industry and now, there is a distinct difference in how airport communicators confront breaking news. There are new channels available to disseminate information, and thus more opportunities for the public to access misinformation. In this session, we will explore case studies that focus on what's changed for the better, what's worse, and what's being done to leverage the former and combat the latter.

Becca Doten, Deputy Executive Director of Public & Government Affairs, Los Angeles World Airports

Carolyn Fennell, Senior Director of Public Affairs and Community Relations, Greater Orlando Aviation Authority

*Moderated by Holly Firfer, Head of Programming & Development, ReachTV*

12:00 PM – 1:15 PM

### **Networking Lunch**

1:15 PM – 2:00 PM

### **Diversifying Non-aeronautical Revenue – What Works and What Doesn't**

Diverse revenue has been a priority for airports over the last several years, regardless of size. However, the impact of COVID-19 on the aviation industry stands as a constant reminder that innovative tools and ideas are always needed to generate non-aeronautical revenue and maintain financial self-sustainability. During this session, we will hear about airports that have expanded their revenue in creative ways by promoting services such as parking, online boutiques, and more to their communities.

Jon Keefe, Founder and CEO, AeroParker

Dan Miller, Vice President of Marketing, Raleigh-Durham Airport Authority

Mukesh (Mookie) Patel, C.M., Chief Business & Finance Officer, Austin-Bergstrom International Airport

*Moderated by Carol Ward, Editor-in-Chief, Airport Experience® News*

2:00 PM – 2:45 PM

### **Hot Topics session**

This popular town hall forum provides airports with an opportunity to share solutions to common challenges with industry peers.

*Moderated by Amy Benson, Vice President of Marketing - Airports, Unibail-Rodamco-Westfield*

2:45 PM – 3:15 PM

**PM Networking Break**

3:15 PM – 4:15 PM

**Future Travel Trends – Where are we with traveler confidence?**

This summer, passenger numbers surged at some airports as travelers jetted off on long overdue vacations, sparking hope for a better future. Yes, air travel is slowly returning in North America, but not without challenges. Will leisure travel continue to win in the race for recovery against business? How have passenger expectations evolved and what can we do to enhance their experience?

Jeff Pelletier, Managing Director, Airline Data Inc.

Brenda Scolari, Director, Nevada Tourism and Cultural Affairs

Steve Sisneros, Managing Director of Airport Affairs, Southwest Airlines

*Moderated by Brian Kulpin, Chief Marketing and Public Affairs Officer, Reno-Tahoe Airport Authority*

## SUNDAY, NOVEMBER 7, 2021

7:30 AM – 7:00 PM **Registration**

8:00 AM – 9:00 AM **Networking Breakfast**

9:00 AM – 10:00 AM **Communicating through the Construction Dust**

The pandemic has offered a rare opportunity for some airports to accelerate their capital improvement projects without inconveniencing travelers. On the other hand, a lot of expansion plans in various stages were put on pause because of its financial impact. This session will explore best practices airports have used to communicate through the phases of dust and enhance the customer experience during an already challenging time.

Justin Meyer, Deputy Director of Aviation – Marketing and Air Service Development, Kansas City Aviation Department

Mikaela Pearman, Marketing Communications Officer, Bermuda Skyport

Nancy Volmer, Director of Communication and Marketing, Salt Lake City Department of Airports

*Moderated by Glen Thomas, C.M., Director of Strategic Marketing & Communications/PIO, Memphis International Airport*

10:00 AM – 10:30 AM **AM Networking Break**

10:30 AM – 11:30 AM **Comms and the C-Suite Working Together through Crises**

Plans tend to go a bit smoother during crises when the leadership of an organization and those working behind the scenes to get messages out to the public are in sync. But that takes time, which is not always available in an emergency. In this session, hear lessons learned from industry leaders and communications professionals on the dos and don'ts when working together on public-facing messaging that has to get done quick, fast and in a hurry.

Erin Burns, Director of Communications, New Orleans Aviation Board

Kevin Dolliole, Director of Aviation, New Orleans Aviation Board

RJ Steenstra, President and CEO, Fort McMurray Airport Authority

*Moderated by Myrna White, Assistant General Manager, Office of Public & International Affairs, Hartsfield-Jackson Atlanta International Airport*

11:30 AM – 1:00 PM

### **Networking Lunch**

1:00 PM – 1:45 PM

### **Positive News Spin – How airports help their surrounding communities through thick and thin**

News serves the purpose of informing the public about the latest developments in a variety of subject matters. But what happens when there's an overwhelming lack of positive news to share in the middle of a crisis? Cut off access to your T.V. and internet? No. It's all about spotlighting your own uplifting news that can help and engage your community. Join us and learn about a few examples where good news worked hard to prevail over the grim.

Veronica Cintron, Vice President of Communications, Tampa International Airport

Alexandra Ingle, Brand & Experience Designer, Asheville Regional Airport

*Moderated by Jeff Lea, Manager of Strategic Communications, Minneapolis St. Paul Metropolitan Airports Commission*

1:45 PM – 2:30 PM

### **Evolution of the Workplace Environment – What's Going on Inside**

It's not always about sharing stories externally for airport communicators. Many times, they are also tasked with building alliances with internal teammates and stakeholders to effectively communicate, engage and execute new airport initiatives. This cross-discipline session will explore the blurred lines between human resources and communications teams, especially during extended emergencies and the innovative strategies needed to reach this audience.

Laura Rhoad, SPHR, SHRM-SCP, Chief Human Resources Officer, Lee County Port Authority

Cassie Schmid, Director of Strategic Marketing, Metropolitan Airports Commission

Jonathan Small, Marketing & Public Relations Manager, Albuquerque International Sunport

*Moderated by Lise D'Andrea, President & CEO, CXE, Inc.*

2:30 PM – 3:30 PM

**PM Networking Break**

3:30 PM – 4:30 PM

**Excellence in Airport Marketing, Communications and Customer Experience Awards Ceremony**

Join us as we celebrate the winners of the 2021 Excellence in Airport Marketing, Communications, and Customer Experience Awards.

4:30 PM

**Workshop Conclusion**

5:00 PM – 7:00 PM

**Exhibition Hall Grand Opening**