

Marketing, Communications and Customer Experience (MarComCX) Committee

2022 Work Plan

Mission Statement

The ACI-NA Marketing, Communications, and Customer Experience Committee provides professional support and educational opportunities for ACI-NA members in airport marketing, media relations, public affairs, customer experience, and community relations. The Committee develops aviation-related educational and policy programs for ACI-NA members. The Committee identifies issues and promotes public awareness of airports as economic generators for their communities.

Participation Plan Update

ACI-NA staff will work with the Steering Group to draft an updated MarComCX Committee participation plan and guidelines.

REAL ID Implementation

The COVID-19 pandemic has delayed the implementation of REAL ID until May 3, 2023. This spring, the MarComCX Committee, with guidance from its Steering Group, will begin to develop an updated awareness campaign. The campaign will include a toolkit of resources for airports to use to better prepare their passengers for the upcoming deadline.

- All MarComCX Committee working groups (Airport Marketing, Customer Experience, and Media Relations) will receive assignments via the Steering Group to assist in the development of the campaign.

Ready for Every Journey Campaign

At the height of the COVID-19 pandemic, the MarComCX Committee created the Ready for Every Journey campaign to assist airports in restoring the traveling public's confidence in air travel.

As the airport industry continues to face challenges as a result of the pandemic, work is underway to produce the next phase of the campaign. Although confidence in air travel has significantly increased over the last several months, the goal of the new phase will be to showcase the efforts put forth by North American airports over the last two years to enhance the passenger experience.

- All MarComCX Committee working groups (Airport Marketing, Customer Experience, and Media Relations) will receive assignments via the Steering Group to assist in the development of the campaign.

Guest Experience and Passenger Amenities Survey

Every couple of years, ACI-NA conducts the Guest Experience and Passenger Amenities Survey in order to observe what services and amenities our member airports offer passengers. The last survey was completed in March 2020, before the onset of the COVID-19 pandemic. This spring, the MarComCX Committee, with efforts led by the Customer Experience Working Group, will update the survey for 2022. The results will be released in late spring/early summer.

- In the fall of 2021, the Customer Experience Working Group reviewed the 2019/2020 survey and provided feedback and additions/edits.
- In addition to the Steering Group, the co-chairs of the Customer Experience Working Group will review the final draft of the updated survey.

Airport Trading Cards Program

With efforts led by the Airport Marketing Working Group, the MarComCX Committee will update guidelines for ACI-NA's Airport Trading Cards program based on current and past participants' feedback. The committee will also work to demonstrate the program's value, growth and benefits to participating airports. The program will reopen in the spring of 2022, with new and returning airports to showcase their cards at ACI-NA's Annual Conference and Exhibition in September.

- ACI-NA staff will work with the Airport Marketing Working Group to update the trading card program's guidelines.
- Airport Marketing Working Group leadership will present the final draft of the program's guidelines to the steering group in late spring/early summer.

ACI-NA/AAAE Airport Customer Experience Symposium (ACES)

Members of the MarComCX Committee have assisted with developing the agenda for the ACI-NA/AAAE Airport Customer Experience Symposium. This event brings together communications and customer experience professionals to discuss the newest trends to enhance the guest experience and volunteer/ambassador programs.

- The ACES planning group (which includes several members of the Customer Experience Working Group) begins working on the symposium agenda in October each year. The group assists with confirming speakers, drafting session descriptions, and planning session execution.

Marketing and Communications Conference

Work will begin in the spring of 2022 to develop an agenda for the Marketing and Communications Conference. The conference will also include the Excellence in Airport Marketing, Communications and Customer Experience Awards program.

- All MarComCX Committee working groups (Airport Marketing, Customer Experience, and Media Relations) will have an opportunity to assist in the selection/planning of at least one session topic on the agenda.

In-Person Steering Group Meetings (open to all)

2022 ACI-NA/AAAE Airport Customer Experience Symposium / March 7, 2022

Nashville, TN

2022 Annual Conference & Exhibition / September 18, 2022

Minneapolis, MN

2022 Marketing and Communications Conference/October 25, 2022

Vancouver, BC

<https://airportscouncil.org/education/conferences/>