



Network: ACINA
 Password: airports22

Updated: October 26, 2022



Draft Agenda

TUESDAY, OCTOBER 25, 2022

3:00 PM – 6:00 PM **ACI-NA Marketing, Communications and Customer Experience Committee Steering Group Meeting**
 Cypress

WEDNESDAY, OCTOBER 26, 2022

8:00 AM – 4:15 PM **Registration**
 Stanley Park Foyer

8:00 AM – 9:00 AM **Networking Breakfast**
 H2 Kitchen + Bar (Level 1)

9:00 AM – 9:30 AM **Welcome Remarks**
 Stanley Park Ballroom (2nd Level)

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

Mary Point, Manager of Indigenous Relations, Vancouver Airport Authority, and member of Musqueam Nation

Glen Thomas, Director of Strategic Marketing & Communications / PIO, Memphis-Shelby County Airport Authority, ACI-NA Marketing, Communications and Customer Experience Committee Chair

Tamara Vrooman, President and CEO, Vancouver Airport Authority

9:30 AM – 10:15 AM

Morning Keynote

Stanley Park Ballroom (2nd Level)

Rocky Ozaki, Founder & CEO of the NoW of Work

Rocky Ozaki will deliver an inspiring keynote address that will provide insight into how you can transform your organization in ways you never thought possible.

10:15 AM – 11:00 AM

Digital Transformation and the Future of Airports

Stanley Park Ballroom (2nd Level)

A panel of local tech leaders will explore the power of innovative partnerships and how they are creating powerful tools for improving airports and passenger experience. This moderated session will inspire the audience to think about the future of airports and how digital innovation and technology can solve tomorrow's problems, today.

Matthew Grant, Senior Program Manager, Unity Technologies

Hassan Murad, CEO, Co-Founder, Intuitive AI

Linda Shucroft, Director of Innovation & Development, Vancouver Airport Authority

Jessica Yip, Vice President, Communications, AK Robotics

Moderated by Kate Wilson, Managing Editor, Vancouver Tech Journal

11:00 AM – 11:30 AM

Networking Break

Stanley Park Foyer

11:30 AM – 12:15 PM

Post Pandemic Media Trends

Stanley Park Ballroom (2nd Level)

In the past two and a half years, our daily routines have dramatically shifted, resulting in new modes of digital communication and remote working. These changes have not only altered how and when we use technology, but also the type of content in which we are interested. In this session we will discuss the emerging media trends in the post-pandemic scenario.

Patrick O'Connor, Partner, Narrative Strategies

Jon Ostrower, Editor-in-chief, The Air Current

Moderated by Krista Kealey, Vice President, Communications & Public Affairs, Ottawa International Airport Authority

12:15 PM – 1:30 PM

Networking Lunch

H2 Kitchen + Bar (Level 1)

1:30 PM – 2:15 PM

Putting Diversity, Equity and Inclusion to Practice – Communicating with Internal and External Audiences

Stanley Park Ballroom (2nd Level)

The North American airport industry has a strong reputation of promoting Diversity, Equity, and Inclusion (DEI), and strengthening partnerships with their local communities. But this work has not been easy. That's why it is necessary to continue learning and listening about the work being done in this area. Many airports have designed clear and actionable approaches to one of the most important leading issues of our time, and during this session, we will explore the communication strategies being used to put DEI to practice when communicating with internal and external stakeholders.

Jessica Lipton, Manager, Marketing & Communications, Fort McMurray Airport Authority

Tania Park, Systems Change Program Manager, Office of Equity, Diversity & Inclusion, Seattle-Tacoma International Airport

Francisco Rodriguez, Communications and Marketing Specialist, Dallas Fort Worth International Airport

Moderated by Shannon Allen, Marketing & Customer Relations Officer, Piedmont Triad Airport Authority

2:15 PM – 3:00 PM

North American Airline Trends

Stanley Park Ballroom (2nd Level)

The sudden, near halt imposed on air travel by the pandemic means the industry was hit faster and harder than most other sectors. Learn about strategy adjustments and the rising trends for North American airlines in the post-COVID-19 era.

David Cojocar, Senior Manager, Network Planning and Scheduling, Flair Airlines

Marcus Lam, Vice President, InterVISTAS Consulting Inc.

Moderated by Matt Cornelius, Executive Vice President, ACI-NA

3:00 PM – 3:30 PM

Networking Break

Stanley Park Foyer

3:30 PM – 4:15 PM

Concurrent Session: The Marriage of Passenger Amenities and Accessibility

Stanley Park Ballroom (2nd Level)

As more travelers take to the skies, it is important to ensure that the amenities and services offered at airports are not only keeping pace with evolving passenger expectations, but also benefit *all* travelers. The passenger journey is meant to be innovative and re-evaluated over time to make tweaks that surpass customer expectations. Join us for this session and find out how some airports and organizations have thought outside the box to revamp services and bring new conveniences and comforts to passengers.

Rosa Johnson, Aviation Customer Communications Manager, Seattle-Tacoma International Airport

Brad McCannell, Vice President, Access & Inclusion, Rick Hansen Foundation

Cassie Schmid, Director of Strategic Marketing + Communications, Minneapolis St. Paul Metropolitan Airports Commission

Moderated by Scott Wintner, Airport Deputy Director, Marketing &

Concurrent Session: Getting Creative with Building New and Maintaining Existing Media Relationships

Oak

Securing earned media is more challenging than ever. Journalists receive hundreds of pitches per day while having to create more content under stricter deadlines. How are airport PR professionals cutting through the noise? The best way to make a successful pitch is often to have a preexisting relationship with the journalist, but what are the insider tips? Join this session and hear from airports and members of the media on the actions PR pros can take to build better relationships with the media.

Tiffany Chase, Director, Public Affairs and Marketing, Halifax International Airport Authority

Andrew C. Gobeil IAP, Director of Communications and Public Affairs, Hartsfield-Jackson Atlanta International Airport

Tonya Hope, Public Relations Manager, San Antonio International Airport

Communications Division, Mineta San José International Airport

Paul Lindsley, ABC, Director, Corporate Communications, Nashville International Airport

Moderated by Holly Firfer, Head of Programming & Development, On Air Host/Correspondent, ReachTV

4:15 PM – 5:00 PM

New trends in Marketing/CX Analytics - How are You Using the Data?

Stanley Park Ballroom (2nd Level)

Airports rely on data to provide insight on issues like engagement and customer satisfaction levels to ensure passengers enjoy a seamless travel experience. But what's new in analytics and how are airports using it to personalize the experiences customers have come to expect? Hear from various sized airports and organizations that have had success using analytics to enact change and learn how they did it.

Lynn Maurer, Director of Digital Strategy and Technology, InnoVision Marketing Group

Heath Montgomery, Managing Director, Public Relations and Community Relations, Los Angeles World Airports

Stephen Saunders, Managing Director, EASE

Moderated by Megan O'Connell, Director of Marketing and Branding, Philadelphia International Airport

7:00 PM – 9:00 PM

Host Airport Event - Vancouver Aquarium

Join your fellow conference attendees in a truly unique Vancouver setting for an evening of cocktails, music and penguins. Vancouver Aquarium is located in historic Stanley Park, a magnificent green oasis adjacent to Downtown Vancouver and a very short drive or a 20-minute walk from the Westin Bayshore hotel. Attendees will be treated to a once-in-a-lifetime wildlife experience and enjoy up close interactions with rescued sea creatures indigenous to the coastal waters of British Columbia.

Transportation

The first set of buses will start loading at 6:30 PM and will begin departing the Westin Bayshore at 6:45 PM. Buses will begin to return from the event at 8:30 PM.

THURSDAY, OCTOBER 27, 2022

8:30 AM – 2:30 PM

Registration

Stanley Park Foyer

8:30 AM – 9:30 AM

Networking Breakfast

H2 Kitchen + Bar (Level 1)

9:30 AM – 9:35 AM

Welcome Remarks

Mary Point, Manager of Indigenous Relations, Vancouver Airport Authority, and member of Musqueam Nation

9:35 AM – 10:30 AM

Journey Upward from MarComCX to the C-suite

Stanley Park Ballroom (2nd Level)

The trek to the C-Suite in any industry is full of obstacles and hard work. But entering the C-Suite with a marketing, communications and/or customer experience background just means you're doubly prepared for any challenge. During this session, three directors that began their airport careers in a MarComCX function will share their experiences and discuss how having that kind of background influences their work as CEOs.

Johanne Gallant, President & CEO, Fredericton International Airport Authority

Alexis Higgins, A.A.E., CEO, Tulsa International Airport

Cathryn Stephens, A.A.E., Airport Director, Eugene Airport

Moderated by Veronica Cintron, Vice President of Communications, Tampa International Airport

10:30 AM – 11:00 AM

Where Does the Growth Potential Lie for Non-Aeronautical Revenue?

Stanley Park Ballroom (2nd Level)

Evolving customer behaviors, expectations and new airport technological improvements have created an opportunity to reimagine the future of non-aeronautical revenues. For years, airports have been exploring opportunities to create strategies that produce new revenue streams from airport facilities, as well as separate revenue growth from traffic growth. But some ideas work while others don't and keeping up with revenue generation trends is its own full-time job. Let's dive into this session and discuss ideas on growth potential for non-aeronautical revenue.

Leslie Fella, Director, Marketing and Air Service, Evansville Regional Airport

Megan O'Connell, Director of Marketing and Branding, Philadelphia International Airport

Cassie Schmid, Director of Strategic Marketing + Communications, Minneapolis St. Paul Metropolitan Airports Commission

Moderated by Glen Thomas, Director of Strategic Marketing & Communications / PIO, Memphis-Shelby County Airport Authority

11:00 AM – 11:30 AM

Networking Break

Stanley Park Foyer

11:30 AM – 12:15 PM

Hot Topics

Stanley Park Ballroom (2nd Level)

This popular town hall forum will provide attendees with an opportunity to share solutions to common challenges with industry peers.

12:15 PM – 1:30 PM

Networking Lunch

H2 Kitchen + Bar (Level 1)

1:30 PM – 2:15 PM

Beyond 'Just' Ribbon Cuttings

Stanley Park Ballroom (2nd Level)

North American airports are embarking on extensive capital improvement projects. Construction teams want to celebrate key project milestones and yet an airport's MarComCX team may find it hard to generate enthusiasm for yet another photo opportunity of folks with hardhats and shovels. What unique actions and activities are airports undertaking to celebrate these milestones that include their airport partners and even the larger surrounding community?

Kate O'Rourke, Manager of Public Relations and Marketing, Fredericton International Airport Authority

Heather Shelbrack, Communications and Outreach Administrator, Phoenix Sky Harbor International Airport

Kama Simonds, Media Relations Manager, Port of Portland

Moderated by Erin Burns, Director of Communications, New Orleans Aviation Board

2:15 PM – 2:30 PM

Networking Break

Stanley Park Foyer

2:30 PM – 3:00 PM

Working Group Meetings

Airport Marketing & Media Relations
Stanley Park Ballroom (2nd Level)

Customer Experience
Seymour Room (1st Level)

3:00 PM – 6:00 PM

Open Networking Time

6:00 PM – 9:00 PM

Awards Gala Reception and Dinner

Stanley Park Ballroom (2nd Level)

After a jam-packed day of programming, say 'Cheers!' during our pre-gala reception. Then join us as we celebrate the winners of the 2022 Excellence in Airport Marketing, Communications, and Customer Experience Awards.

FRIDAY, OCTOBER 28, 2022

8:00 AM – 9:00 AM

Networking Breakfast

H2 Kitchen + Bar (Level 1)

9:00 AM – 10:00 AM

Media Relations Case Study

Stanley Park Ballroom (2nd Level)

Airports must be prepared in the event of a crisis situation ranging from an active shooter to a terminal power outage or from a major storm to an unthinkable aviation incident. In this session we will examine a case study relating to a recent event that required an immediate response from the airport's communications teams.

Crystal Feldman, Vice President Communications, Government & Community Affairs, Raleigh-Durham Airport Authority

Stephanie Hawco, Director of Media Relations, Raleigh-Durham Airport Authority

Moderated by Jessie Allen, Director of Marketing, Communications and External Relations, Tucson Airport Authority

10:00 AM – 10:45AM

Keeping Up with Unprecedented Growth vs Challenges in Gaining Back Passengers

Stanley Park Ballroom (2nd Level)

The aviation market is set to grow but working in the travel and tourism industry comes with many intriguing, yet unforeseeable obstacles. Following the pandemic-era slump, some airports are still working hard to get back to 2019 passenger counts while others are seeing unprecedented growth. Hear from various airports and organizations on how they are coping with the highs and lows.

Pasquale DiFulco, Manager, Strategic Aviation Communications, The Port Authority of New York and New Jersey

Justin Reves, Manager, Customer Experience and Marketing, Regina Airport Authority

Michele Routh, Public Relations Director, St. Pete-Clearwater International Airport

Moderated by Eren Cello, Director of Marketing & Communications, Ontario International Airport

10:45 AM – 11:15 AM

Networking Break

Stanley Park Foyer

11:15 AM – 12:00 PM

Digital Marketing & Social Media: New Trends and Best Practices

Stanley Park Ballroom (2nd Level)

During the height of the COVID-19 pandemic, social media became a place to post authentic, relatable content and form relationships virtually when in-person wasn't an option. Join us for this session to explore ongoing social media trends, along with useful tips and strategies to make your digital marketing strategy soar.

Elizabeth Dwernychuk, Director, Corporate and Digital Communications, Edmonton International Airport

Harold Mester, C.M., Director of Public Affairs & Marketing, Milwaukee Mitchell International Airport

Charles Schuler, Director of Marketing & Communications, San Francisco International Airport

Moderated by Rachel Barth, Director of Communications and Customer Engagement, Lincoln Airport

12:00 PM

Adjourn