

# **Marketing, Communications and Customer Experience (MarComCX) Committee**

## **2023 Work Plan**

### **Mission Statement**

The ACI-NA Marketing, Communications, and Customer Experience Committee (MarComCX) 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.

### **Workforce Awareness Campaign**

The MarComCX Committee will continue its collaboration with ACI-NA's Human Resources Committee to develop communication tools and strategies to enhance airport employee engagement, recruitment and retention.

- All MarComCX Committee working groups (Airport Marketing, Customer Experience, and Media Relations) will receive specific projects related to the campaign following a joint meeting with the MarComCX and Human Resources Committee Steering Groups.

### **ACI-NA 75<sup>th</sup> Anniversary Campaign**

The MarComCX Committee, through its working groups, will assist ACI-NA staff with crafting social media posts, graphics and other marketing materials throughout 2023 to highlight ACI-NA's anniversary and airport industry successes over the last 75 years.

### **Transforming Projects and Experiences into Case Studies**

Through its working groups, the MarComCX Committee will execute call outs for member volunteers to share case studies on relevant topics to highlight lessons learned and best practices and encourage further engagement on monthly calls.

### **Media Talking Points/Graphics**

The Media Relations Working Group will brainstorm and develop industry metric talking points and data graphics to assist in telling the story of the economic impact airports have on their communities. Pending breaking industry news, new media talking points will be developed on a quarterly basis.

### **Airport Trading Cards Program**

With efforts led by the Steering Group, the MarComCX Committee will establish a short-term working group to discuss ideas/options to transition ACI-NA's Airport Trading Cards program to a digital format based on participants' feedback.

### **Reinstatement of Subgroups**

The Airport Marketing Working Group will reestablish its subgroups related to non-aeronautical revenue marketing, social media strategy, and air service marketing in order to provide a forum for members that are interested in those specific topics and wish to learn more or speak with others facing similar challenges in those areas.

### **Airport Volunteer Program Status Survey**

Many airport volunteer programs have nearly returned to their pre-pandemic staffing numbers and practices; however, many things have changed. A select group of members from the Customer Experience Working Group will develop a new survey to gain feedback on the status of airport volunteer programs, protocols and latest engagement strategies.

### **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 2023 event will be held April 3 – 5 in Louisville, KY.

- 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 2023 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. The 2023 event will be held November 12 – 14 in Atlanta, GA.

- 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)**

**2023 ACI-NA/AAAE Airport Customer Experience Symposium / April 3, 2023**  
Louisville, KY

**2023 Annual Conference & Exhibition / October 1, 2023**  
Long Beach, CA

**2023 Marketing and Communications Conference/November 12, 2023**  
Atlanta, GA

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