



Network: loews_conference
Password: airports23

As of November 13, 2023



Hosted by  Hartsfield-Jackson
Atlanta International Airport

Working Agenda *Subject to Change*

Sunday, November 12, 2023

3:00 PM – 5:30 PM

Registration

1:00 PM – 4:00 PM

**ACI-NA Marketing, Communications and Customer Experience
Committee Steering Group Meeting**

Piedmont

5:30 – 8:30 PM

Open to all attendees.

ATL Welcome Experience

Hartsfield-Jackson Atlanta International Airport (ATL) invites you to glide into MarCom 2023 by joining the fun at Flight Club Atlanta! The home of Social Darts®, Flight Club has reinvented darts for the twenty first century, using innovative technology built to bring people together, whether you're a darts rookie or a self-proclaimed pro! ATL looks forward to having you join us for a super-charged social gaming experience like no other, amazing food and one of Atlanta's most energetic bands!

Shuttles will run on a continuous loop from the main entrance of Loews Atlanta Hotel to Flight Club Atlanta from 5:15 p.m. until 8:45 p.m. Casual attire and comfortable shoes are recommended for the best experience!



Monday, November 13, 2023

7:30 AM – 5:30 PM

Registration

7:30 AM – 8:30 AM

Networking Breakfast

Overlook East OR Ellington Pre-Function

8:30 AM – 9:00 AM

Welcome and Opening Remarks

Salon DEF

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

Jan Lennon, Airport Deputy General Manager, Operations, Hartsfield-Jackson Atlanta International Airport

Kate O'Rourke, Manager of Public Relations & Marketing, Fredericton International Airport Authority, Chair of the Marketing, Communications and Customer Experience Committee

9:00 AM – 9:50 AM

Tasty Connections: How Chick-Fil-A Blends Guest Experience With Delicious Food

Salon DEF

Learn more about the Chick-fil-A brand, innovation and how the company works to create a consistent guest experience across its more than 3,000 restaurants. Sean Warren, Chick-fil-A, Inc. Restaurant Development Director, will also highlight the brand's nontraditional restaurants, including why airports are an important piece of that portfolio.

Sean Warren, Director, Restaurant Development, Chick-fil-A

10:00 AM – 10:45 AM

Growing Pains: Dealing with the Challenge of Ongoing Construction

Salon DEF

From planning to finance to construction to customer experience, capital improvements at airports impact nearly every component of the enterprise. ATL, currently in the midst of a \$12 billion construction plan, is taking a holistic approach to address the challenges associated with such growth. Every aspect of the plan is interconnected, and success is measured not just with the plan's completion, but with the efforts in mitigating operational impacts.

Moderated by: *Andrew C. Gobeil IAP, Senior Director, Corporate Communications and Media Affairs, Hartsfield-Jackson Atlanta International Airport*

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

Dr. Tom Nissalke, Assistant General Manager, Planning and Development, Hartsfield-Jackson Atlanta International Airport

Alnissa Ruiz-Craig, Media Relations Manager, Hartsfield-Jackson Atlanta International Airport



10:45 AM – 11:15 AM

Networking Break

Ellington Pre-Function

11:15 AM – 12:00 PM

MarComCX: A Connection We Can Explain

Salon DEF

There are no lone wolves in the airport space. Some may prefer to work alone, but for marketing, communications and customer experience professionals, teamwork makes the dream work. Together, MarComCX folks deliver a consistent brand experience, which requires input from all disciplines and gives customers 'all the feels'. The question is, how?

Moderated by: *Brittney Jones-Dabney, Marketing & Communications Manager, Montgomery Regional Airport*

Tiffany Chase, Director, Communications & Marketing, Halifax International Airport Authority

Angela B. Starke, Senior Vice President, Public Affairs & Community Relations, Orlando International Airport

Angie Tabor, Senior Manager, Customer Experience & Marketing, Columbus Regional Airport Authority

12:00 PM – 1:00 PM

Networking Lunch

Overlook East

1:00 PM – 1:45 PM

Animals vs. Aircraft — No Winners, Just Education and Communications

Salon DEF

Not everything with wings, fur or extra legs is welcome at the airport. Wildlife experts work hard to keep passengers and animals safe, with planes far away from the latter. But no one said it was easy. Staying ahead of the media on wildlife management messaging is one of the biggest challenges.

Moderated by: *Greg Willis, Marketing & Public Relations Manager, Jacksonville Aviation Authority*

Cheryl Ann Albiez, Senior Public Information Officer- Media Relations, Port Authority of New York and New Jersey

What Caught Your Eye? Let's Talk Advertising

Salon ABC

Was it the look, the words, or the emotional connection? Is it stuck in your head? There are a variety of ways for airports to reach their target audiences and build brand recognition because they're an environment unlike any other. One method does not fit all, so don't try. Explore the latest trends, tried and true techniques and best practices to create your own approach.

Moderated by: *Sam Haynes, PIO & Marketing Division Manager, Austin-Bergstrom International Airport*

Haley Abbas, Marketing and Communications Manager, Gerald R. Ford International Airport Authority



1:55 PM – 2:40 PM

Digital Marketing Survival Tools — Show Me the Tricks

Salon DEF

From the newest strategies in social media marketing, email marketing, influencer marketing to AI, none are overwhelming, right? Wrong. It's a heavy lift to keep up with the latest stuff and excel in the airport space. Not to worry, we can help you navigate the rush of information and offer tips and tricks.

Moderated by: *Lesley Holgate, Senior Marketing Manager, Cincinnati/Northern Kentucky International Airport*

Kimberlie R. Hiltachk, Founder, Hiltachk Marketing Group

Aidan L. Ryan, USAP, Marketing & Communications Manager, Colorado Springs Airport

Cassie Schmid, Director, Strategic Marketing & Communications, Metropolitan Airports Commission

Alexandra Ingle, Brand + Experience Designer, Asheville Regional Airport

Making CX Wins Newsworthy

Salon ABC

Thinking beyond lost and found stuffed animals, how do the 'CX-y' things airports do get made into newsworthy stories? What does it take to develop customer experience wins into great public relations, and what does the communications team need to help tell the story?

Moderated by: *Christina Saull, Senior Director of Transportation, APCO Worldwide*

Matt Neistein, Public Affairs Manager, Allegheny County Airport Authority Pittsburgh International Airport

Erin Rodriguez, Senior Public Information Officer, San Antonio International Airport

2:40 PM – 3:10 PM

Networking Break

Ellington Pre-Function

3:10 PM – 3:55 PM

The ABCs of ESG

Salon DEF

In recent years, ESG has become top of mind for many industries and organizations, but questions linger. How and why is ESG more than just a report? How are organizations aligning internally for success and how are marketing and communications leaders supporting this important work? Find out at this session and discover how airport communicators can help achieve ESG goals.

Moderated by: *Scott Elmore, Vice President, Communications & Marketing, ACI-NA*

Mitzi Chollampel, Assistant Vice President, Community Engagement, Dallas Fort Worth International Airport

Corinne Graper, CEO and Founder, The Uplift Agency

4:00 PM – 4:30 PM

MarComCX Newbie, Veteran or In-Between? Whichever Way You Swing, This is for You!

Salon DEF



First date, kinda nervous? Don't be! This will be a fast-paced 'speed dating' experience designed to match airport MarComCX veterans with newbies/in-betweeners to discuss tips and tricks for surviving and exceling in your role. Inhale, exhale and let the jet fuel flow through your veins.

4:30 PM – 4:45 PM

Networking Break

Ellington Pre-Function

4:45 PM – 5:30 PM

Social Media Management: We're All in this Together...Right?

Salon DEF

How would you describe your airport's 'voice' on social media? If you have more than one department responsible for social media content and customer service replies, that question may come up as you work to keep your voice unified. Operating in silos is never the goal, but how do you prevent that and crank out timely, coordinated messaging? We want your best practices and management tips for this wild one.

Moderated by: Amanda Ohbayashi, Digital Marketing Specialist, Metropolitan Washington Airports Authority

Christopher Richards, Marketing Manager, Vancouver Airport Authority

Heather Shelbrack, C.M., Deputy Aviation Director, Public Relations, Phoenix Sky Harbor International Airport

Alyssa Smith, Communications Manager, Vancouver Airport Authority

Jill Stone, Marketing Manager, San José Mineta International Airport

Tuesday, November 14, 2023

7:30 AM – 3:00 PM

Registration

7:30 AM – 8:30 AM

Networking Breakfast and ACI-NA Working Group Meetings

Overlook East OR Ellington Pre-Function

8:30 AM – 9:20 AM

DEI Journey: Celebrating Action and Progress

Salon DEF

Many North American airports have embarked on planning and implementing comprehensive Diversity, Equity and Inclusion plans that address all aspects of their operations and the communities they serve. However, airports are at various stages of progress, and their experiences, challenges and successes are not the same. But it is worth the journey.

Moderated by: Kate O'Rourke, Manager of Public Relations & Marketing, Frederickton International Airport Authority

Walter Vinson, Director, Government Affairs, Hartsfield-Jackson Atlanta International Airport



Spencer Pryor, Deputy Executive Director & Chief Communications Officer,
Charleston International Airport

Chelsey Quirk, Manager, Indigenous and External Relations, Edmonton International
Airport

9:30 AM – 10:30 AM

Let's Talk about Burnout-How to Bounce Back and How to Prevent it

Salon DEF

During this workshop, our presenter will share her story from burnout to thriving and the three lessons she learned along the way including: listening to your body, asking for help, and taking time off. Participants will walk away with five simple practices they can do for ongoing self-care, health and well-being, which all help with burnout prevention. The workshop will include gentle, seated chair yoga - no yoga or workout clothes required. Come as you are!

Facilitated by: Charisse Williams, Founder, Charisse M. Williams Leadership Coaching, LLC

10:30 AM – 11:00 PM

Networking Break

Ellington Pre-Function

11:00 AM – 11:45 AM

Can't Sleep? What Hot Topics are Keeping You Up at Night?

Overlook East

Put your late-night comfort TV show on pause. It's time to dive into the topics that make you weary. The good thing about being in a room with your peers, you're not alone and everyone understands.

Moderated by: Mindy Kershner, Senior Manager, Communications,
Cincinnati/Northern Kentucky International Airport

Moderated by: Leslie Fella, Director, Marketing and Air Service, Evansville Regional
Airport

12:00 PM – 2:00 PM

Excellence in Airport Marketing, Communications, and Customer Experience Awards Luncheon

Salon DEF

2:00 PM – 2:30 PM

Finding the Magic Bullet: Combatting Firearms at Checkpoints

Salon ABC

Did you know there's an upward trend of firearms being detected at U.S. airport security checkpoints? Of course you know. The Transportation Security Administration has developed communication strategies to address the issue. In addition to sharing historical statistics, this special mini session will highlight best practices from Hartsfield-Jackson Atlanta International Airport and others to generate interest in strategic communication partnerships in other markets.

Mark J. Howell, Regional Spokesperson, Strategic Communications and Public Affairs, Transportation Security Administration



2:40 PM – 3:30 PM

It Takes Two or More to Collaborate

Salon DEF

They say success is best when it's shared, but everyone knows the path to success is often riddled with potholes. So, the key is to work together and dodge them with your partners. Airports, airlines and the communities they serve are natural partners with common goals, but it isn't easy. Just like any other marriage, the work is constant, and so is the value.

Moderated by: *Krista Kealey, Vice President, Communications and Public Affairs, Ottawa International Airport Authority*

Zachary Burch, Senior Community Outreach and Communications Manager, Naples Airport Authority

Tyler MacAfee, Vice President, External Affairs, Winnipeg Airports Authority

Jessica Merritt, Director of Communications, LAX Development Projects, Los Angeles World Airports

3:30 PM – 4:00 PM

Networking Break

Ellington Pre-Function

4:00 PM – 4:45 PM

Why So Serious? Keep it Fresh and Funny

Salon DEF

Humor can be an effective communication tool on social media if you don't cross that invisible line. But how do you strike the right tone in your messaging so the words are just the right amount of funny, and powerful? Let the experts tell you.

Moderated by: *Jeff Lea, Manager, Strategic Communications, Metropolitan Airports Commission*

Jacob Crane, Social Media Strategist, Strategic Communications and Public Affairs, Transportation Security Administration

Alexa Lopez, Assistant Administrator, Strategic Communications and Public Affairs, Transportation Security Administration

4:45 PM

Adjourn