



Working Agenda
Subject to Change

Sunday, October 27, 2024

1:00 PM – 4:00 PM

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

Non-members of the Steering Group are welcome to attend as perimeter seating permits. The Steering Group will have a full agenda. Observers should refrain from participating in the meeting unless called upon by the committee chair.

Monday, October 28, 2024

8:00 AM – 4:30 PM

Registration

8:00 AM – 9:00 AM

Networking Breakfast

9:00 AM – 9:15 AM

Opening Remarks

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

Charles Schuler, Director of Marketing & Communications, San Francisco

International Airport

Heather Shelbrack, Deputy Aviation Director, Public Relations, City of Phoenix
Aviation Department

9:15 AM – 10:00 AM

Keynote Address

Melanie Harris, MBA, Principal of Digital Strategy - Travel, Hospitality and Live Events,
Adobe

10:10 AM – 11:00 AM

Spotlighting the Value of MarComCX: How to Sparkle, not Outshine

Every career function at airports is important though some don't get as much recognition as others. And that's okay! But let it be known that MarComCX execs do more than just party planning. Some might even say we're the unsung heroes. We are on the frontlines, dealing with the demands of internal and external stakeholders. The first step to getting the well-deserved spotlight is showing the C-suite why what you do matters to the airport's reputation and the bottom line. Then, let them do the singing for you.

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

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

Nicole Noll-Williams, President and CEO, Capital Region International Airport

Moderated by Myrna White, Managing Principal, Everest Global Engagement

11:00 AM – 11:20 AM

Morning Networking Break

11:20 AM – 12:20 PM

The Shift to Crisis Response Mode and all that Comes with It

Planning for the unknown can be daunting but it must be done, right? With a good team to work with and a playbook to follow, all should be well. Too bad that's not how life goes. The preparation is one thing, the response and aftermath are a totally different world. Once you've seen one airport, you've seen one airport. The same is true for crises.

Kama Simonds, Senior Manager, PDX Airside and GA Airport Operations, Port of Portland

12:20 PM – 1:20 PM

Networking Lunch

1:20 PM – 1:50 PM

Communicating Workforce Awareness through Educational Experiences

We've all heard the saying, 'your future workforce is ten years old.' Scary, right? The race is on to create pathways for youth that encourage career exploration while remaining competitive against other industries. Luckily, airports and their communicators are on the case. We're in the community outreach era. Learn about Long Beach Airport's Careers Taking Flight program, a suite of educational opportunities from K through college.

[Kate Kuykendall, Public Affairs Officer, Long Beach Airport](#)

2:00 PM– 2:40 PM

Insights and Trends: Tracking the Current Media Landscape

Staying abreast of all the changes at play within the ever-evolving media landscape is a full-time job. From new media platforms, bias, news channels, efficiency-driven technologies and general fatigue of the press, it's enough to make your head spin. Let's not forget the politicization of society. Couple that with changing customer behaviors and you've got a storm brewing. But hakuna matata, dude! Let the experts share valuable insights on the current and incoming trends that await you.

[Doug Yakel, Public Information Officer, San Francisco International Airport](#)

For the Love of Revenue: Take your Partnerships to New Heights

Creating new partnership initiatives with revenue goals is not easy. Establishing or building upon existing partnerships is a useful tool to keep you in the game. But there are many steps involved in choosing the right partner. Everyone must be aligned on the path toward increased diversified non-aeronautical revenue. First comes compatibility, a lot of other stuff, then comes partnership with a wealth of opportunities.

[Elisa Grey, Chief Revenue Management Officer, Ontario International Airport](#)

[Atif Elkadi, CEO, Ontario International Airport](#)

[Scott Jacobson, Founder, Fuse Advancement](#)

2:50 PM – 3:25 PM

Saving Up for a Rainy Day

Let's talk about relationships and the upkeep they require. No matter the type of relationship, it's all hard work. However, kind gestures go a long way with the media, stakeholders, and your community. Just don't forget to make regular deposits into the goodwill bank account. You never know when you'll need to make a withdrawal.

Making the Case for Passenger Amenities

Didn't you know, an airport is the place to be, especially with delightful amenities to see! They're spots to savor because of all there is to do, but where would we be without the decision makers who love to make dreams come true? When you present your case for new amenities in the right way, saying yes is easy.

3:25 PM – 3:45 PM **Afternoon Networking Break**

3:45 AM – 4:30 PM **Internal and External Communications: Why they Belong Together**

Working in silos has never been the name of the game. Haven't you heard the saying, 'collaboration is key?' With internal and external communications, there are similarities, differences and a lot in between. One seeks to build credibility with the public and stakeholders while the other does the same, from within. Where do the lines get drawn and how do you navigate the gray areas?

[Mindy Kershner, Director, Communications, Cincinnati/Northern Kentucky International Airport](#)

6:30 PM– 9:30 PM **Evening Event hosted by San Francisco International Airport at The Local Edition**

Located in The Hearst Building, named for the newspaper magnet William Randolph Hearst, the Local Edition is a vintage newspaper themed underground lounge with an extensive cocktail menu. The lounge is walking distance, right around the corner from the host hotel.

Halloween in San Francisco is celebrated by young and old alike. This year's opening reception will include a costume contest, including prizes for best costumes.

Theme: Vintage Aviation

Tuesday, October 29, 2024

8:30 AM – 2:30 PM **Registration**

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

9:00 AM – 9:30 AM **Leadership Essentials: The Things that Don't Come Naturally**

For the past eight years, Ivar Satero has served at the helm of San Francisco International Airport and led it through many challenges and accomplishments in the ever-evolving airport industry. Join the conversation between Satero and ACI-NA President and CEO Kevin Burke as they discuss thoughts on necessary leadership skills, as well as what's needed from MarComCX teams to surpass expectations in customer and employee experience management. A storied career does not come without strategy or taking risks.

[Ivar Satero, Director, San Francisco International Airport](#)

Moderated by Kevin Burke, President and CEO, ACI-NA

9:40 AM – 10:30 AM **Cyber Disruption: All Hands on Deck**

On Saturday, August 24, a cyber incident occurred at the Port of Seattle, which owns and operates Seattle-Tacoma International Airport (SEA), impacting operations and thousands of passengers. Since then, most services throughout the airport have been fully restored, but challenges remain. From passenger communications to media engagement and beyond, the team in SEA green was ready to assist both in the terminal and behind-the-scenes when the alert sounded. Listen and learn about how the disruption began, evolved and the airport's continued response.

[Chris Guizlo, Director of External Relations and Marketing, Seattle-Tacoma International Airport](#)

[Rosa Johnson, Interim Assistant Director of Customer Communications, Seattle-Tacoma International Airport](#)

[Abbey Lampert, Social Media Program Manager, Seattle-Tacoma International Airport](#)

10:30 AM – 10:50 AM **Morning Networking Break**

10:50 AM – 11:30 AM **Striking a Balance in your Holiday Travel Campaign**

Holidays are the busiest times of the year for everyone but especially airports. As passengers move through your terminal; their expectations may differ when it comes to what they see around them. How do you balance public opinion, budget and team bandwidth when coordinating inclusive holiday campaigns?

11:40 AM – 12:20 PM **Can't We just Say, 'Pardon our Dust?'**

If you haven't just started, finished or are currently in the middle of an improvement project, are you sure you work at an airport? Let's dive into tried-and-true strategies on how to communicate large-scale construction and manage its impact on the customer experience. Sharing is what we do best. Who wants to re-invent the wheel?

[Amanda DeWeese, Communications Director, Charlotte Douglas International Airport](#)

[Erin Harris, Marketing Manager, Charlotte Douglas International Airport](#)

12:20 PM – 1:20 PM **Networking Lunch**

1:20PM – 2:20PM **Lights, Camera, Action! Take One**

When it comes to video production on a budget, it doesn't always have to be quick and thrown together. There are ways to create fast quality content that doesn't break

the bank, nor exceed your team's bandwidth. We're all about the tips, tricks and lessons learned.

2:20 PM – 2:35 PM

Afternoon Networking Break

2:35 PM – 3:05 PM

ACI-NA MarComCX Working Group Meetings

Airport Marketing
Customer Experience
Media Relations

3:05 PM – 4:05 PM

Canadian Communications Committee Meeting

4:05 PM – 6:00 PM

Open Networking Time

6:00 PM – 9:00 PM

Excellence in Airport Marketing, Communications and Customer Experience Awards Gala Dinner

After a jam-packed day of programming, join us as we celebrate the winners of the 2024 Excellence in Airport Marketing, Communications, and Customer Experience Awards. Cheers to MarComCX!

Attire: Formal, black-tie optional

Wednesday, October 30, 2024

8:00 AM – 9:00 AM

Networking Breakfast

9:00 AM – 9:40 AM

Major Event Incoming: Brace for Impact

When a major event is heading to your city, planning mode sets in quickly, and some say the same for the panic. The larger the event, the larger the impact. But how do you prepare for the before, during and the aftermath? From the marketing, internal and external communications to the planned and unplanned passenger experience disruptions, all have a role to plan in amplifying the impact of the event and exceeding customer expectations in the execution.

9:50 AM – 10:30 AM

Share it, Tweak it and Make it Your Own

Who doesn't want to pick up new tricks and apply them to the airport universe? The airport marketing and social media realm is vast and fun but not unmatched. There are always others to learn from and emulate and it starts with scoping out the competition in other industries. But in a friendly way, of course!

10:30 AM – 10:45 AM

Morning Networking Break

10:45 AM – 11:20 AM

Creating an Environment Where We Can All Thrive

One of the main goals in any industry is to reach and connect with your varied customer base. Harnessing the different schools of thought on your team is one way to achieve the objective. It all starts with fostering an inclusive culture that can even attract new kinds of workers during a silver tsunami. Diversity is driven by understanding and diversity drives innovation.

11:30 AM – 12:15 PM

Listen, Learn and be Inspired: A Day in the Life of a Social Media Influencer

Twenty years ago, was anyone saying they wanted to be a social media influencer when they grew up? Probably not. Now, it's a common career often dubbed digital content creator. But it's not for the faint of heart. If you didn't know the ins and outs of influencers and how they can take your marketing to the next level, you're about to learn.

12:15 PM

Adjourn

3:30 PM – 5:30 PM

[SFO Museum Tour](#)

Join the SFO Museum team on a behind-the-scenes tour. Learn how the SFO Museum programs, conserves, curates, and exhibits their award-winning displays. Spend time with the Museum's permanent ephemeral collection of airline, airport, and aviation artifacts and other curiosities.

There are **50 spots** available on the tour, which will be available on a first-come, first-served basis.

Transportation will be provided from the Hyatt Regency San Francisco Downtown SOMA. The tour will begin at the SFO Museum workspace and warehouse. From the warehouse, tour participants will take the AirTrain back to the SFO Museum where you'll learn how SFO has played a prominent role in the development of Pan Am and their pioneering accomplishment of transoceanic flight. The tour will end at the Aviation Library & Museum, International Terminal, A-side.