



**Working Agenda**  
*Subject to Change*

**Sunday, October 27, 2024**

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1:00 PM – 4:00 PM

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

**Salon II**

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**

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8:00 AM – 4:30 PM

**Registration**

**Gallery Foyer**

8:00 AM – 9:00 AM

**Networking Breakfast**

**Gallery I**

9:00 AM – 9:15 AM

**Opening Remarks**

**Gallery II & III**

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

Gregg Castro, Cultural Director, Association of Ramaytush Ohlone

9:15 AM – 10:10 AM

**Keynote Address**

**Gallery II & III**

In today's digital age, customer expectations are evolving rapidly. Real-time personalized interactions that cater to individual needs and preferences are no longer optional—they are the expectation. Join Melanie Harris, Principal Digital Strategist at Adobe, as she explores strategies that empower brands to understand their audiences and design compelling experiences that foster loyalty and fuel commercial growth. Melanie will share examples of how Adobe's best-in-class platform for digital marketing and customer experience management is helping leading brands deliver innovative, personalized journeys that impress.

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

10:20 AM – 11:10 AM

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

**Gallery II & III**

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.

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

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

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

*Moderated by Myrna White, Managing Principal, Everest Global Engagement*

11:10 AM – 11:30 AM

**Morning Networking Break**

**Gallery Foyer**

11:30 AM – 12:10 PM

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

**Gallery II & III**

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

12:10 PM – 1:10 PM

**Networking Lunch**

**Gallery I**

1:10 PM – 1:40 PM

**Communicating Workforce Awareness through Educational Experiences**

**Gallery II & III**

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

1:50 PM – 2:30 PM

**Insights and Trends: Tracking the Current Media Landscape**

**Gallery I**

Staying abreast of all the changes

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

**Gallery II & III**

Creating new partnership initiatives with revenue goals is not easy. Establishing or

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. Let's dive into this discussion, hot topics style.

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

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.

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

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

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

2:40 PM – 3:20 PM

## **Making the Case for Passenger Amenities**

### **Gallery I**

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.

[Lisa-Marie Buccini, Manager of Brand and Passenger Experience, Winnipeg Airports Authority Inc.](#)

[Tawana Allen, Vice President of Customer Experience, Greater Orlando Aviation Authority](#)

*[Moderated by Sevda Fevzi, President & CEO, Sevly Inc](#)*

## **Saving Up for a Rainy Day**

### **Gallery II & III**

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.

[Becky Huckaby, APR, Fellow PRSA, A.A.E., Vice President of Public Relations, Metropolitan Knoxville Airport Authority](#)

3:20 PM – 3:40 PM

## **Afternoon Networking Break**

### **Gallery Foyer**

3:40PM – 4:30 PM

### **Leading When the C-Suite is in Transition**

#### **Gallery II & III**

Working in silos has never been the name of the game, especially when change is afoot. Haven't you heard the saying, 'collaboration is key?' It's all hands-on deck when your organization's leadership is in transition. In succession planning, the communicator's role is a unique one, complete with excitement and challenges. So, how do you navigate the complexities involved?

*Veronica Cintron, Vice President of Communications, Tampa International Airport*

*Anne-Sophie Hamel-Longtin, Director of Corporate Communications & Media Relations, Aéroports de Montréal*

*Mindy Kershner, Director, Communications, Cincinnati/Northern Kentucky International Airport*

*Moderated by Jessica Lipton, Manager, Marketing & Communications, Fort McMurray Airport Authority*

6:30 PM– 9:30 PM

### **Evening Event hosted by San Francisco International Airport at The Local Edition**

#### **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**

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8:30 AM – 2:30 PM

### **Registration**

#### **Gallery Foyer**

8:00 AM – 9:00 AM

### **Networking Breakfast**

## Gallery I

9:00 AM – 9:30 AM

### **Leadership Essentials: The Things that Don't Come Naturally**

## Gallery II & III

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**

## Gallery II & III

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*

*Moderated by Krista Kealey, Vice President, Communications and Public Consultation*

10:30 AM – 10:50 AM

### **Morning Networking Break**

## Gallery Foyer

10:50 AM – 11:30 AM

## **Striking a Balance in your Holiday Travel Campaign**

### **Gallery II & III**

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?

Jocelyn Alexander, Manager of Social, Digital, Creative Communications & Stakeholder Engagement, The Calgary Airport Authority

Breann González Almos, Manager of Communications & Media Relations, Columbus Regional Airport Authority

Angie Kocerka, Deputy Commissioner- Marketing, Air Service & Partnerships, Chicago Department of Aviation

*Moderated by Chris Jones, Chief Marketing and Communications Officer, Norfolk Airport Authority*

11:40 AM – 12:20 PM

## **Construction Realities: Managing Public Opinion and Customer Expectations**

### **Gallery II & III**

Airports of all sizes face a dual challenge: balancing construction projects and customer experience impacts. Let's dive in to proven strategies for leveraging owned, earned and paid media channels to mitigate public concerns during a large-scale, long-term capital improvement project. What lessons have we learned about keeping stakeholders informed and preparing passengers for their journey?

Amanda DeWeese, Communications Director, Charlotte Douglas International Airport

Erin Harris, Marketing Manager, Charlotte Douglas International Airport

12:20 PM – 1:20 PM

## **Networking Lunch**

### **Gallery I**

1:20 PM – 2:20 PM

## **Lights, Camera, Action! Take One**

### **Gallery II & III**

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.

*Facilitated by Kari Goetz, Founder, Winzig Consulting*

2:20 PM – 2:35 PM

**Afternoon Networking Break**

**Gallery Foyer**

2:35 PM – 3:05 PM

**ACI-NA MarComCX Working Group Meetings**

Airport Marketing

**Gallery II & III**

Customer Experience

**Gallery I**

Media Relations

**Gallery II & III**

3:05 PM – 4:05 PM

**Canadian Communications Committee Meeting**

**Salon 1**

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**

**Gallery I, II & III**

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**

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8:00 AM – 9:00 AM

**Networking Breakfast**

**Gallery I**



9:00 AM – 9:40 AM **Major Event Incoming: Brace for Impact**

**Gallery II & III**

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.

[Robyn McVicker, Chief Operations Officer and Deputy CEO, Invictus Games Vancouver Whistler 2025](#)

9:50 AM – 10:20 AM **AirportNEXT: Measuring and Improving Stakeholder Harmony**

**Gallery II & III**

ACI-NA has partnered with AirportNEXT Solutions on a new program designed to help airports measure and improve stakeholder alignment in their communities. Twenty-four airports across the US and Canada have participated in the pilot project. The program includes a detailed assessment of variables determining airport infrastructure and facilities as well as variables determining stakeholder alignment. Find out more about AirportNEXT and explore some of the key insights and early results from the program.

[Cindy Barclay, Director of Corporate Communications, Marketing and Loyalty, Edmonton International Airport](#)

[Paul Ouimet, AirportNEXT Solutions Inc., Chairman](#)

10:20 AM – 10:35 AM **Morning Networking Break**

**Gallery Foyer**

10:35 AM – 11:30 AM **Creating an Environment Where We Can All Thrive**

**Gallery II & III**

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.

[Facilitated by Peter Gargiulo, President, 4QD Strategy Consulting LLC](#)

11:40 AM – 12:30 PM

**Listen, Learn and be Inspired: The Power of Influencers**

**Gallery II & III**

If you didn't know the ins and outs of what social media influencers and content creators can do to take your marketing to the next level, you're about to learn. We're currently in some of the best times to utilize organic experiences. When a story is told by an authentic voice, the opportunities to leverage your organization and community partnerships can be endless.

J'Keren Sears, Senior Manager Public Affairs, Alaska Airlines

Ingrid Barkentine, Brand Storyteller, Alaska Airlines

April Johnson, Manager of Influencer Marketing, Alaska Airlines

Jake Hammel, Founder, Just Jake & Co.

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

12:30 PM

**Adjourn**