



Tuesday, March 19

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| <p>9:00 a.m. – 12:00 p.m.
<i>Denver 1-2</i></p> | <p>ACI-NA Marketing, Communications and Customer Experience Committee Steering Group Meeting
<i>Open to all ACI-NA member attendees</i></p> |
| <p>2:00 – 6:30 p.m.
<i>Colorado Ballroom Foyer</i></p> | <p>Registration</p> |
| <p>2:30 – 4:00 p.m.</p> | <p>Welcome to #AirportCX: Newcomers Session
<i>Sponsored by Short Edition</i>
First time attendees, newcomers to the industry, and seasoned veterans alike are invited to break the ice and foster meaningful connections in Denver! Our interactive group activity will add an extra layer of fun to your symposium experience while you connect with fellow attendees, collect business cards, and ask questions. It’s a fantastic way to engage, laugh, forge new connections in a relaxed atmosphere.</p> |
| <p>4:00 – 5:00 p.m.
<i>Denver 1-2</i></p> | <p>ACI-NA Customer Experience Working Group Meeting
<i>Open to all ACI-NA member attendees</i></p> |
| <p>5:30 – 6:30 p.m.
<i>Denver Ballroom</i></p> | <p>Welcome Reception
<i>Sponsored by Parabit</i></p> |

Wednesday, March 20

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| <p>7:30 a.m. – 4:30 p.m.
<i>Colorado Ballroom Foyer</i></p> | <p>Registration</p> |
| <p>7:30 – 8:30 a.m.
<i>Colorado Ballroom F-J</i></p> | <p>Breakfast with Exhibitors
<i>Sponsored by Hallmark Aviation Services</i></p> |
| <p>8:30 – 8:45 a.m.</p> | <p>Welcome Remarks
 Gwen Basaria
 Vice President, Member Experience and AAAE Foundation, AAAE

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

 Stacey Stegman
 Senior Vice President, Communications, Marketing and Customer Service
 Denver International Airport</p> |

As of March 19, 2024 | All sessions will take place in the Colorado Ballroom A-E unless otherwise noted.

8:45 – 9:30 a.m.

CX Makes the World Go Round

Implementing new and progressive ideas that enhance customer experiences is always top of mind for airports around the world. No matter the size, location, or governance structure, airports are in search of the next best CX practice. The #AirportCX International Panel is an annual crowd pleaser, and this year will be no different. Coming to us from far away, the 2024 panelists will share what their airports are doing to delight their guests every day and in turn, learn from others.

Yacine Kebe

Safety Environment Quality Manager, Blaise Diagne International Airport

Moderated by:

Rosa Johnson

Aviation Customer Communications Manager, Seattle-Tacoma International Airport

9:40 – 10:30 a.m.

Engineering the Experience through Innovation

New technologies and other innovations are evolving to offer customers the ultimate airport experience as they traverse your terminals. This session will explore how airports have incorporated modern tools, terminal designs, and unique local elements to captivate customers.

Tiffany Chase

Director, Communications & Marketing, Halifax International Airport Authority

Mia Healy-Waldron

Deputy Director of Aviation Customer Service, Boston Logan International Airport

Margarita Kelley

Customer Experience Manager, Kansas City Aviation Department

Moderated by:

Brad Martin

Principal, Martin CX Consulting

10:30 – 11:00 a.m.

Colorado Ballroom F-J

Morning Networking Break with Exhibitors

Sponsored by Tatvam

11:00 – 11:50 a.m.

Advancing Careers and Building a Dynamic Airport CX Team

The career path to managing Airport CX is not always clear and paved. It can often be riddled with untold potholes, but it's worth it. Hear from industry veterans who have successfully advanced to senior CX leadership positions and find out what it takes to get there. Attendees will laugh, learn, and walk away with tips on how to build a rock star CX team.

Paula Bonstein

Manager, Customer Experience, Lehigh-Northampton Airport Authority

Ramonika Carr

Airport Guest Services Officer, Austin-Bergstrom International Airport

Colm Marmion

Customer Service Officer, Sacramento County Department of Airports

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Moderated by:
Scott Wintner
Deputy Director of Aviation, Marketing & Communications
San José Mineta International Airport

11:50 – 1:15 p.m.

Lunch & Shop till You Drop

Sponsored by FLIPPIT: The Save Your Stuff Service

1:15 – 2:05 p.m.

Engage and Exchange: Networking - ACES Style

Have you ever played Two Truths and a Wish? It's simple. Curious minds want to know about two employee/volunteer engagement initiatives you've tried at your organization and one you WISH you could implement. Then, let the exchange begin! The goal of this exercise is to make new connections and gain new ideas, so be prepared to channel your inner extrovert! At the end of the session, we will collect all completed worksheets and share them with all attendees.

2:15 – 3:05 p.m.

Key Elements of Volunteer Management and Training: Tips, Tricks and Lessons Learned

Learn how to develop and maintain an active and robust volunteer program with tips, tricks and lessons learned from experts in the field of volunteer management and training. Volunteers/ambassadors are an integral part of airports and the customer experience. Let's find new ways to grow your programs together and elevate the overall experience.

Michelle Evans
Customer Service Manager, Tulsa Airports Improvement Trust

Cristina Fraker
Customer Programs Coordinator, Dallas Fort Worth International Airport

Sharron Roantree
Supervisor, Public Information Program, Philadelphia International Airport

Moderated by:
Grant McNeil
Marketing and Communications Manager, Comox Valley Airport Commission

3:05 – 3:35 p.m.

Colorado Ballroom F-J

Afternoon Networking Break with Exhibitors

Sponsored by Flagship Aviation Services

3:35 – 4:25 p.m.

Share What Makes You Run Screaming...through the Airport

Every day is a new day in an airport, and it can get LOUD with many eye-opening and jaw-dropping stories to share! Join this fun and engaging session as our presenters share their screaming moments (both good and bad!) Learn how they navigated these important moments and what lessons were learned. Cheer for your peers and be ready to vote for your favorite scream team!

Facilitated by:
Rachel Barth
Director of Air Service Development and Strategic Marketing, Lincoln Airport Authority

Lise D'Andrea
President & CEO, CXE, Inc.

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6:00 – 8:00 p.m.

DEN Host Event: Immerse Yourself in the Experiences at Meow Wolf

DEN is excited to host attendees for an unforgettable evening of hors d'oeuvres and drinks at Meow Wolf's Convergence Station interactive event venue. Convergence Station is a maximalist grandiosity of architecture, a quantum transit station that connects to four alien worlds forged together in a post-singularity moment of amnesia. Created by over 350 local and international artists, Convergence Station features four floors of Meow Wolf's most epic art to date, and an unforgettable story of multiversal travel through alien worlds.

Buses will begin loading at 5 p.m. and will depart from the Hilton Denver City Center at 5:15 p.m. Buses will return to the Hilton Denver City Center at 8:15 p.m. However, attendees can enjoy all that Meow Wolf has to offer until 9:15 p.m. Return transportation will not be included after the 8:15 p.m. departure time.

Thursday, March 21

8:00 a.m. – 2:30 p.m.

Colorado Ballroom Foyer

Registration

8:00 – 9:00 a.m.

Colorado Ballroom F-J

Breakfast with Exhibitors

Sponsored by BARE International

9:00 – 9:50 a.m.

CX Views from Top to Bottom

One thing we can be completely certain of is that we're all having a human experience. Between managing ourselves, leading teams, and having to face each day with a fresh perspective - we're all just trying to figure it out. Do you ever think about what keeps your C-Suite up at night? The challenges they face might seem insurmountable. Let's hear from a few leaders who have worked to master whatever 'it' is and what they're doing to stay ahead in their careers.

Melissa Cooper, A.A.E.

Aviation Director, Kansas City Aviation Department

Dennis Hogan

Chief Executive Officer, St. John's International Airport Authority

Phillip A. Washington

Chief Executive Officer, Denver International Airport

Moderated by:

Tiffany Sanders

Director of Customer Experience, Ontario International Airport

10:00 – 10:50 a.m.

The Key is in the Data: We Analyze to Elevate

Discover how airports are using analytics to boost efficiency and customer satisfaction in this dynamic panel. Insights will be shared on integrating analytics for improved passenger experience, operational efficiency, and revenue growth. This session is essential for attendees aiming to harness data for strategic advancement and enhanced traveler experiences.

Dionne Crutchley
General Manager, Terminal Operations, The Calgary Airport Authority

Stephanie Francisco
Guest Services Manager, San Francisco International Airport

Clay White
Customer Experience Manager, San Antonio International Airport

Moderated by:
Sevda Fevzi
President & CEO, Sevly Inc.

10:50 – 11:20 a.m.
Colorado Ballroom F-J

Morning Networking Break with Exhibitors

Sponsored by Forbo Flooring Systems

11:20 a.m. – 12:10 p.m.

Beyond the Desk: New Volunteer Roles, Rules of Engagement and Perks

Looking for ways to reignite and retain your airport volunteers? Look no further. This session will highlight programs aimed at engaging volunteers in new, outside-the-box roles to make their experiences more fulfilling. In addition, attendees will learn about a first of its kind badging program designed to make the process of badging/testing airport volunteers easier and faster!

Jennifer Billingham
Director of Customer Engagement, Denver International Airport

John Ishu
Director, Travelers Aid Chicago

Eusebio Madrigal
Airport Manager/Security, Access Control, Communications, Sacramento County Department of Airports

Moderated by:
Marco Toscano
Director Customer Experience, Denver International Airport

12:10 – 1:15 p.m.

Networking Lunch

Sponsored by GoodMaps

1:15 – 2:05 p.m.

Some Like it Hot...Topics That Is

They say the bigger the challenge, the hotter the topic. In our industry, there are countless challenges to discuss, but so little time. Well...we're going to make time. Let's chat about the CX and volunteer/ambassador related topics that make you smile or grimace. We're all friends here, just let it out.

Facilitated by:
LSherie Dean
Director of Communications, Marketing & Public Relations
Jackson Municipal Airport Authority

Tim Pimental
Vice President, Customer Service, Rhode Island Airport Corporation

2:05 – 2:35 p.m.
Colorado Ballroom F-J

Afternoon Networking Break with Exhibitors
Sponsored by Gojo Industries, Inc.

2:35 – 3:25 p.m.

CX: At the Heart of it All

The first step is complete: we have built an effective team. Now, it's time to understand the importance of having a seat at the table, being proactive, and how to deal with the good, the bad, and the ugly. Hear from airports that have built successful CX programs, by being at the heart of it all.

Jacqueline Grossgold
Aviation Customer Experience Officer, Port Authority of New York and New Jersey

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

Casey Tischner
Director, Guest Experience, Raleigh-Durham Airport Authority

Moderated by:
Corey King, Manager Airport Customer Experience
Metropolitan Nashville Airport Authority

3:30 p.m.

Symposium Adjournment

Friday, March 22

8:00 a.m. – 12:00 p.m.

Denver International Airport Tour

Your tour will depart from the Jeppesen Terminal where you will experience a behind the scenes look at one of the largest airfields in the world! You'll see ramps between concourses that are so big you can taxi two 747's and two DC-10's side by side at the same time!

Tour attendees will see the ongoing construction to build additional gates, cargo areas, the United Airlines Hangar and drive under the bridge between the main terminal and Concourse A. The last stop will be DEN's Maintenance Facility to showcase the unique vehicles used for snow removal. Time permitting, there will be a group photo opportunity alongside a runway as planes are landing.

Tour will include:

- Deicing Operations Overview
- Snow Removal Equipment
- Ramps/Apron Overview
- Concourse A East Expansion
- United Airlines Hangar

One-way transportation from the hotel to DEN will be provided. *Tour capacity is 54 people.*

Attendance will be confirmed via email. Tour registration is open to *conference attendees* only.

Note: The tour is dependent on anticipated or actual weather conditions and may be canceled at short notice. Attendees must have their driver's license/passport in order to participate in the tour.