

Marketing, Communications and Customer Experience (MarComCX) Committee

2024 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 Workforce Development Working Group (part of Human Resources Committee) to develop communication tools and strategies to enhance airport employee engagement, recruitment and retention. A three-year plan has been approved by ACI-NA's Board of Directors.

- Task: Expand student awareness of the airport industry
 - Identify the essential content and key messages that can be shared for elementary, middle, and high school levels. (short videos, graphics, activities.)
- Task: Attract interest in industry careers through use of social media
 - Create a comprehensive airport industry social media branding campaign aimed at engaging students about future airport career opportunities; identify target audiences and their unique social media engagement channels.
 - Identify existing "A Day in the Life of..." videos and other social media resources that showcase a variety of airports and cover different types of airport jobs.
 - Provide guidance to current airport employees (including interns and business partners) regarding the appropriate ways to promote the work they're doing/have done at the airport for consistent and reinforced messaging.

Airport MarComCX Internal Department Structure Survey and Research

With the assistance of its working groups, the Steering Group will develop a survey to better understand the structure and alignment of internal MarComCX teams at airports. Survey results will be made available to ACI-NA members.

Transforming Projects and Experiences into Case Studies

Through its working groups, the MarComCX Committee will continue to 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 talking points related to various topics, including sustainability and Environmental Social Governance (ESG). Data graphics to assist in telling the story of the economic impact airports have on their communities will also be drafted. Pending breaking industry news, new media talking points will be developed on a quarterly basis. In addition, the Working Group will create an online depository within Centerlines Connect for the industry talking points and shareable airport documents.

Airport Industry Dictionary

With the assistance of its working groups, the Steering Group will create a dictionary of commonly used industry terms and their meanings to share with the media when providing background information. This resource will also be provided to new professionals entering the industry.

Reinstatement of Subgroups

The Airport Marketing Working Group will facilitate calls every other month for its Non-Aeronautical Revenue Marketing subgroup to provide a forum for members to speak with others facing similar challenges in that area. The subgroup will begin developing materials to create a Non-Aeronautical Revenue Marketing Generation Campaign.

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 2024 event will be held March 19 - 22 in Denver, CO.

- 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 session execution.

Marketing and Communications Conference

Work will begin in the late winter/early spring of 2024 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 2024 event will be held October 28 - 30 in San Francisco, CA.

- 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)

2024 ACI-NA/AAAE Airport Customer Experience Symposium / March 19, 2024
Denver, CO

2024 Standalone Meeting (Mid to late summer)

Washington, D.C.

2024 Marketing and Communications Conference/October 27, 2024

San Francisco, CA

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