

Marketing, Communications and Customer Experience (MarComCX) Committee

2025 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

In conjunction with ACI-NA's new Airport Workforce Development Accreditation (pilot), the MarComCX Committee will continue its collaboration with the Human Resources Committee to develop communication tools and strategies to enhance airport employee engagement, recruitment and retention.

- Airport Workers' Day: On June 25, 2025, the industry will celebrate the 2nd annual Airport Workers Day, recognizing the employees that work hard to connect people, communities and North America to the world.
 - The Canadian Airports Council kicked off the inaugural Airport Workers Day in 2024 with awards and participating Canadian airports hosted employee appreciation events and much more. For 2025, one of the goals is to engage more U.S. airports in the campaign.
- Attract interest in industry careers through use of social media
 - 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.

Calendar of Events

The Customer Experience Working Group will spearhead the development of an events calendar to stay informed on upcoming important dates that can create more opportunities for coordination with other airports for holiday campaigns, terminal activities, days of reflection, etc.

Creation/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.

The Customer Experience Working Group will create a Volunteer Coordinators Subgroup for individuals looking to discuss volunteer/ambassador challenges and initiatives in-depth. The group will meet via quarterly calls and establish agendas based on hot topics solicited via survey.

FIFA Planning

The Committee will continue its cross-function work on planning for the upcoming FIFA World Cup games and other large-scale events. A MarComCX initiatives-focused FIFA group was created in spring 2024 and will continue to facilitate regular calls as the games draw closer for more enhanced coordination.

Media Talking Points

The Media Relations Working Group will develop a library of talking points within Centerlines Connect to better assist members with staying informed and engaged on the topics the media are inquiring about. The first talking points to be created will be related to REAL ID, prohibited items and FIFA planning.

Mentorship Program

The Steering Group will begin formalizing the Committee's new mentorship program designed to better engage with all members, newcomers and seasoned veterans alike. The program will work to pair mentors and mentees together based on similar interests, career aspirations, etc. The program's framework will be developed in winter/early spring.

2025 Customer Experience Management and Passenger Amenities Survey

The Steering Group has begun brainstorming additions to the survey for 2025 and has recommended creating a new customer feedback section that asks specific questions related to platform processes. The Customer Experience Working Group will review the 2023 survey and the recommended changes in preparation to update the survey in the spring with planned distribution in late summer/fall 2025.

Customer Relationship Management (CRM) Working Group

The Steering Group, in conjunction with the Customer Experience Working Group will create a CRM Working Group comprised of members who want to explore various strategies for analyzing customer data and interactions. Following the formal creation of the group, goals and a regular meeting cadence will be established.

Airport PIO Directory

The Media Relations Working Group will develop a directory of airport public information officers to use as a resource for member inquiries. Updates will be made as needed.

Cross Functional Meeting Opportunities

The Steering Group will work to better engage with ACI-NA's other committees to enhance cross collaboration on a variety of topics. Once the topics have been finalized, ACI-NA staff will schedule meetings on a quarterly basis with other committee steering groups.

Crisis Management Experts Database

The Media Relations Working Group will create a database of 'experts' for various crisis management topics that have occurred within the airport industry. When needed, the experts can be called upon to offer strategic advice or active assistance.

Marketing Tools and Resources

The Airport Marketing Working Group will begin compiling lists of resources for recommended marketing tools and platforms that can be easily accessed by all members. As the Working Group continues to grow, the list of resources will continue to evolve with new recommendations. *This will be an ongoing project.

In-Person Steering Group Meetings

2025 ACI-NA/AAAE Airport Customer Experience Symposium / March 3, 2025

Halifax, NS

2025 Standalone Meeting – July 15 - 16

PANYNJ Headquarters, New York

2025 Marketing and Communications Conference/December 4, 2025

Kansas City, MO

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