Hosted by KANSAS CITY International Airport

2025 MARKETING AND COMMUNICATIONS CONFERENCE AGENDA

All sessions and events will take place at the Loews Kansas City Hotel.

Updated: December 1, 2025 // Subject to Change

MONDAY, DECEMBER 1, 2025

6:00 PM – 7:00 PM **First-Time Attendee Welcome Reception**
City Beautiful Foyer
Come one, come all! Connect with your fellow conference newcomers and meet industry veterans at the first-time attendee welcome reception. Enjoy a casual evening with drinks and snacks before the main event kicks off. It's the perfect opportunity to make your first connections and help us celebrate the 10th anniversary of MarCom!

TUESDAY, DECEMBER 2, 2025

8:00 AM – 4:30 PM **Registration**
Neptune Ballroom Foyer

8:00 AM – 9:00 AM **Networking Breakfast**
Neptune Ballroom E

9:00 AM – 9:15 AM **Welcome Remarks**
Neptune Ballroom A-D

9:15 AM – 10:30 AM **Opening Keynote Address: Navigating a Multi-Generational Workforce**
Neptune Ballroom A-D
Embark on a journey with Generation "THEM," a captivating exploration into the 'WHY' behind each generation's unique perspectives. Discover the key to fostering understanding, strengthening teamwork, and

ensuring workplace cohesion. This session provides a solid grasp of generational norms. It emphasizes the need to attract and retain top young talent for long-term sustainability, all while offering a light-hearted look at the quirks that make us uniquely human.

Kristin Scroggin, genWHY Communications Strategies, Managing Partner and Lead Trainer

10:30 AM – 10:50 AM **Networking Break**
Neptune Ballroom Foyer

10:50 AM – 11:30 AM **Curate, Create, Convert: There's Levels to this ****
Neptune Ballroom A-D
In case you didn't know, airports don't need a large budget to create an effective influencer program. Seattle-Tacoma International Airport has successfully developed a program from the ground up, organized impactful events, and established strong relationships with influencers. You can do it too! This session will feature a step-by-step framework for building a successful program, starting from identifying the target audience to selecting the right influencers based on your airport's niche, engagement metrics, and alignment with brand values.

Abbey Lampert, Social Media Program Manager, Seattle-Tacoma International Airport

11:40 AM – 12:20 PM **First-Party Data Advantages to Creating Personalized Experiences**
Neptune Ballroom A-D
A traveler's journey begins the moment they start planning, creating multiple touchpoints for customer engagement. At each stage, there are opportunities to offer personalized cross-sell and upsell recommendations tailored to their profile and preferences, while providing opportunities for customer feedback leading to increased customer satisfaction. Learn how a connected digital platform integrates data across customer service, marketing, and retail.

Duone Byars, Marketing Director, Houston Airport System

Geo George, Transportation Account Executive, Salesforce

12:20 PM – 1:20 PM **Networking Lunch**
Neptune Ballroom E

1:20 PM – 2:20 PM **Your Jeopardy Journey to Engage and Excel, MarComCX Style**
Neptune Ballroom A-D
"What is MARCOM Jeopardy?" Join us for this interactive session that will test your trivial knowledge of airports, airlines, aviation, and more! This session is designed to encourage teamwork among your fellow attendees and compete for bragging rights for the rest of the conference. You won't believe the categories we have planned and the special guests who will be giving you the answers to the Video Daily Doubles. Get your buzzers ready and your awkward contestant banter, we're going to have some fun!

Facilitated by:

Rachel Barth, Director of Air Service Development and Strategic Marketing, Lincoln Airport

Kari Goetz, Flying Squirrel, Winzig Consulting

Alexandra Ingle, Marketing + PR Manager, Asheville Regional Airport Authority

2:30 PM – 3:20 PM **Airports and DMOs: Igniting Local Pride while Strengthening Connectivity**
Neptune Ballroom A-D
The cool kids' table is where all the important decisions are made by the ultimate alliance a.k.a., airports and DMOs. Want to give every traveler a great first impression to your destination? Then we need each other to succeed. This session dives into how a strategic partnership can lead the way to craft a compelling narrative that captivates travelers and attracts investment. Panelists will share gems on how to leverage your collective strengths and create unforgettable experiences to bolster connectivity and give locals something to brag

about.

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

Paige Goueffic, Manager, Demand Development & Tourism, Edmonton International Airport

Angela Starke, Senior Vice President, Public Affairs, Greater Orlando Aviation Authority

Moderated by Harold Mester, C.M., Director of Public Affairs & Marketing, Milwaukee Mitchell International Airport

3:20 PM – 3:40 PM **Networking Break**
Neptune Ballroom Foyer

3:40 PM – 4:30 PM **No Mixed Signals. Walk the Talk, Internally and Out**
Neptune Ballroom A-D
In today's 'always-on' world, the divide between internal and external communication strategies is blurring. To avoid giving mixed signals, brand alignment and consistency are key, but no one said it was easy. This session explores the reasons why you should unify your internal and external communications. The experts will show you how a cohesive strategy can improve employee engagement, boost customer satisfaction, and protect your brand's reputation.

Tiffany Chase, Director, Marketing, Communications & Customer Experience, Halifax International Airport Authority

Veronica Cintron, Vice President of Marketing, Communications, and Strategy, Tampa International Airport

Ryan Smith, Director Communications and Government Relations, Mesa Gateway Airport Authority

Moderated by Kim Kuehler, Communications Manager, Tulsa Airports Improvement Trust

4:30 PM – 5:30 PM **CAC Communications Committee Meeting**
Neptune Ballroom A-D
Invitation only

6:30 PM – 9:30 PM **Evening Event hosted by Kansas City International Airport**
No Other Pub
Celebrate the start of the winter holiday travel season with your industry colleagues at No Other Pub. This venue isn't just your average sports bar. On December 2, join us at a holiday pop-up experience complete with tinsel, charm and your favorite MarComCX friends. MCI will be hosting an ugly sweater contest as part of the festivities. Keep it tacky!

WEDNESDAY, DECEMBER 3, 2025

8:00 AM – 4:00 PM **Registration**
Neptune Ballroom Foyer

8:00 AM – 9:00 AM **Networking Breakfast**
Neptune Ballroom E

9:00 AM – 10:00 AM **Career Confidence Boosters**
Neptune Ballroom A-D
The most confident person in the room is probably a wreck inside. But you'd never know it. In case you haven't heard, confidence is a skill, not a personality trait. And like any skill, it can be learned and practiced. This session will give you the tactical tools you need to build your own. We'll discuss how to communicate your value with ease, overcome the anxiety of self-promotion and amplify your personal brand.

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

Monette Pasher, President, Canadian Airports Council

Madelene Skinner, APR, Market Development Leader, RS&H

10:10 AM – 10:50 AM **Rebuilding Relevance: A Case Study in Airport Brand Differentiation**
Neptune Ballroom A-D
How do you inspire people to take their next flight? In a joint presentation, leaders from the Metropolitan Washington Airports Authority and integrated marketing agency Hart will share the strategy and impact behind the "Because Reasons" campaign for Washington Dulles International Airport. From weather-triggered messaging to custom commuter content, the campaign used playful, relatable reasons to travel. Attendees will get a behind-the-scenes look at how research, collaboration, and creative risk-taking drove measurable results and industry recognition.

Marc Paulenich, President, Hart

Jaimini Erskine, Vice President of Marketing and Concessions, Metropolitan Washington Airports Authority

10:50 AM – 11:10 AM **Networking Break**
Neptune Ballroom Foyer

11:10 AM – 12:10 PM **New CEO, Who Dis? A Therapy Session to Guide You through the Next Chapter**
Neptune Ballroom A-D
Calling all MarComCX pros! There's always some kind of chaos and anxiety that comes with a new CEO but we have a few deep breathing exercises that can help. Whether it's figuring out the new executive's style, building a relationship from scratch, managing expectations or proven strategies to get them to use the approved talking points, we've got you covered in this session.

Sam Haynes, Deputy Chief of Strategy and Stakeholder Relations, Austin-Bergstrom International Airport

Sarah Hoodjer, Communications, Marketing and Air Service Development Manager, Des Moines International Airport

Krista Kealey, Vice President, Communications & Public Consultation, Ottawa International Airport Authority

Moderated by Kevin M. Burke, President and CEO, Airports Council International – North America

12:10 PM – 1:10 PM **Networking Lunch**
Neptune Ballroom E

1:10 PM – 2:10 PM **Managing the Moments Beyond the Headlines**
Neptune Ballroom A-D
Media, messaging and a so-called miracle – communicators from Toronto Pearson will discuss lessons learned from the February 2025 crash of Delta/Endeavour flight 4819. When passengers are posting video from a crash before you know it's happened, it takes a full team effort to shape the narrative.

Guy Nicholson, Director, Director of Editorial, Toronto Pearson International Airport

Stacy Voudouris, Associate Director, Media Relations, Toronto Pearson International Airport

2:20 PM – 3:00 PM **Artificial Intelligence Simplified**
Neptune Ballroom A-D
Let's face it, the hype around AI is overwhelming. There are lots of pros and cons to consider, but it can be an effective sidekick. In this session, discover how AI can automate tasks and amplify creativity without losing the human touch. From content analysis, real-time monitoring, audience targeting, to writing press releases, AI can supercharge your existing processes. Just remember, you're the boss.

Melissa Correa, External Communications, Houston Airport System

Cathy Swift, Senior Manager, Content Marketing and Digital Communications, Seattle-Tacoma International Airport

3:00 PM – 3:15 PM **Networking Break**
Neptune Ballroom Foyer

3:15 PM – 4:00 PM **ACI-NA Working Group Meetings**

Airport Marketing
Neptune Ballroom A-D
Customer Experience
Neptune Ballroom E
Media Relations
Neptune Ballroom A-D

4:00 PM – 6:00 PM **Open Networking Time**

6:00 PM – 9:00 PM **Excellence in Airport Marketing, Communications and Customer Experience Awards Gala Dinner**
Neptune Ballroom A-D
After a jam-packed day of programming, join us as we celebrate the winners of the 2025 Excellence in Airport Marketing, Communications, and Customer Experience Awards. Cheers to MarComCX and may the odds be ever in your favor! *Formal attire is encouraged.*

THURSDAY, DECEMBER 4, 2025

8:00 AM – 12:00 PM **Registration**
Neptune Ballroom Foyer

8:00 AM - 9:00 AM **Networking Breakfast**
Neptune Ballroom E

9:00 AM – 10:00 AM **Unpacking the Unforeseen in Crisis Response Mode**
Neptune Ballroom A-D
Airport communicators from the front lines of responding to the January 29 fatal aircraft accident at Reagan National Airport will discuss the strategies and training that prepared them to effectively manage the crisis. This will include the roles they selected, news conferences, media turnout, working with mutual aid partners and rules of engagement with the National Transportation Safety Board. The panelists will provide takeaways that small, medium and large airports can integrate into their emergency communications plans.

Brian McCoy, Integrated Marketing and Digital Strategy Director, Metropolitan Washington Airports Authority

Emily McGee, Media Relations Specialist, Metropolitan Washington Airports Authority

Rob Yingling, Corporate Communications Director, Metropolitan Washington Airports Authority

10:10 AM – 10:40 AM **From One-and-Done to Ongoing Excellence: Evolving Customer Service Training for Lasting Impact**
Neptune Ballroom A-D
Discover how to design and implement customer service training programs that are not only consistent and long-lasting, but also drive exceptional service at every touchpoint. In this interactive and engaging session, you'll explore strategies for building scalable, customer-focused content, energizing frontline teams, and embedding a culture of service excellence across the entire airport community. Learn how to move beyond one-and-done training by creating programs that inspire, adapt to ever-evolving needs, and deliver sustained impact over time.

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

10:40 AM – 11:00 AM **Networking Break**
Neptune Ballroom Foyer

11:00 AM – 12:15 PM **Where Messages Meet Masterpieces: Communicating Your Development Program**
Neptune Ballroom A-D
Think pulling teeth is hard? Try communicating with a dozen diverse stakeholders about your capital improvement project while launching the marketing campaigns to support the redevelopment. A lot of us have conquered this mammoth task and it's time to share the secrets of success. From navigating common communication challenges to turning misinformation into an improved customer experience, panelists will share their tips for tailoring content and messaging to a wide array of audiences.

Bob Kerlik, Director of Public Affairs, Pittsburgh International Airport

Sabrina LoPiccolo-Kane, USAP, Marketing & Customer Experience Manager, San Diego International Airport

Megan O'Connell, Assistant Director of Marketing, Communications and Guest Experience, Cleveland Hopkins International Airport

Charlotte Weatherington, Manager, New Horizon Corporate Communications, Metropolitan Nashville Airport Authority

12:15 PM **Adjourn**

1:15 PM – 4:00 PM **ACI-NA Marketing, Communications and Customer Experience Committee Steering Group Meeting**
Bacchus
Non-members of the Steering Group are welcome to attend as perimeter seating allows. The Steering Group will have a full agenda. Observers should refrain from participating in the meeting unless called upon by the committee chair.