



2026 ACI-NA/AAAE AIRPORT CUSTOMER EXPERIENCE SYMPOSIUM AGENDA

All sessions and events will take place at the Signia by Hilton San Jose

Updated: December 18, 2025 // Subject to Change

TUESDAY, APRIL 7, 2026

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| 9:00 AM – 12:00 PM | ACI-NA Marketing, Communications and Customer Experience Committee Steering Group Meeting
<i>Open to all ACI-NA member attendees as perimeter seating allows</i>

The Steering Group will have a full agenda. Observers should refrain from participating in the meeting unless called upon by the committee chair. |
| 1:00 PM – 2:00 PM | CAC Canadian Communications Committee Meeting
<i>Canadian Communications Committee members only</i> |
| 2:30 PM – 6:30 PM | Registration |
| 2:30 PM – 4:00 PM | Welcome to #AirportCX: Intro Session
Come one, come all to this networking opportunity and mingle with newbies and veterans alike! Participants can expect to engage in interactive group activities, learn a few tips and tricks to enhance their Symposium experience, gain new industry contacts and have FUN. We're here for a good time, not a long time, so make your plans now to join a community of friends and discover all #AirportCX has to offer. |
| 4:00 PM – 5:00 PM | ACI-NA Customer Experience Working Group Meeting
<i>Open to all ACI-NA member attendees.</i> |
| 5:30 PM – 6:30 PM | Welcome Reception
<i>Catch up with old friends and make new connections at the welcome reception.</i> |

WEDNESDAY, APRIL 8, 2026

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| 7:30 AM – 4:30 PM | Registration |
| 7:30 AM – 8:30 AM | Breakfast with Exhibitors |
| 8:30 AM – 8:45 AM | Welcome Remarks

Gwen Basaria, Vice President, Member Experience and AAAE Foundation, AAAE

Scott Elmore, Vice President, Communications & Marketing, ACI-NA |
| 8:45 AM – 9:30 AM | Ask AI: Are We Becoming Geniuses or Couch Potatoes? |
| 9:40 AM – 10:30 AM | We Swear We Care: A C-Suite Guide to CX |

10:30 AM – 11:00 AM	Networking Break with Exhibitors
11:00 AM – 11:50 AM	Human Interaction in a Digital World: The (Not So) Secret Power of Volunteers
11:50 PM – 1:15 PM	Networking Lunch & Shop 'til You Drop Shop 'til You Drop is an annual symposium tradition where attendees bring swag, trinkets or tchotchkes from their organizations to swap with others. Participating in Shop 'til You Drop is simple and fun, but not mandatory! During and after the luncheon, all attendees will "shop 'til you drop" around the room, collecting swag from different airports.
1:15 PM – 2:05 PM	Vibe Check: Slammin' Ideas for Peak Customer, Employee & Volunteer Experiences
2:05 PM – 2:35 PM	Networking Break with Exhibitors
2:35 PM – 3:30 PM	We Built This CX(y): A Program Success Story
3:40 PM – 4:30 PM	From Connection to Commitment: Partnering with Our Communities
TBC	SJC Host Event

THURSDAY, APRIL 9, 2026

7:30 AM – 3:00 PM	Registration
8:00 AM – 9:00 AM	Networking Breakfast with Exhibitors
9:00 AM – 9:50 AM	Engage This! Ditch the Fluff for Real Connection
10:00 AM – 10:50 AM	Talk Accessibility to Me: A Deep Dive into Modern Advancements
10:50 AM – 11:20 AM	Networking Break with Exhibitors
11:20 AM – 12:10 PM	Ready or Not! New CX Playbook Loading...
12:10 PM - 1:15 PM	Networking Lunch
1:15 PM – 2:05 PM	Mission Possible: Developing a Robust Volunteer Program Strategy
2:05 PM – 2:35 PM	Networking Break with Exhibitors
2:35 PM – 3:25 PM	Constructing with Character: Preserving Sense of Place During Airport Projects
3:30 PM	Symposium Adjournment

FRIDAY, APRIL 10, 2026

TBC	SJC Airport Tour
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