

COMMERCIAL MANAGEMENT COMMITTEE WORK PLAN

2017 Meeting Goals and Objectives

1. Meeting Schedule – Steering Group

- a. Conference Call (February 2017) to finalize speakers for the Business of Airports Conference and discuss working group progress/products for 2017
- b. Quarterly Steering Group Calls (April, June & October) to discuss working group issues and progress
- c. 2017 ACI-NA Business of Airports Conference. The Conference will be held on April 24-26, 2017 in Palm Desert, CA at the JW Marriott Desert Springs.
- d. 2017 ACI-NA Annual Conference & Exhibition, September 17-20, 2017 in Fort Worth, TX (Steering Group meeting to plan for the 2018 Business of Airports Conference)

2. Meeting Schedule – 2017 Conference Planning

- a. Monthly Conference Planning Calls (January – April) to finalize the agenda and speakers for the 2017 ACI-NA Business of Airports Conference
- b. Monthly Conference Planning Calls (July – December) to plan the agenda for the 2018 Business of Airports Conference.

2017 Working Group Goals and Objectives

1. ACI-NA Concessions Benchmarking Working Group

Conduct the 2017 Airport Concessions Benchmarking Survey by revising and updating the 2016 ACI-NA Airport Concession Benchmarking survey form, reflecting concession areas such as: Duty Free, News & Gift and Specialty Retail; Food & Beverage; and generic program information. Launch the survey in May, and finalize by December 2017. Conduct a member webinar and present the results at the 2018 Business of Airports Conference.

2. ACI-NA Airport Concessions Awards Working Group

Members: Solicit volunteers from the Commercial Management Committee.

ACI-NA staff to solicit concession concept submissions under various categories for judging. The panel then evaluates those submissions under the various award categories. In an effort to make these awards the most popular and prestigious in the airport industry, ACI-NA will:

- a. Refine submission criteria
- b. Review evaluation and judging process
- c. Strengthen award brand awareness and prestige in the airport concession industry
- d. Develop a comprehensive marketing plan for awards

3. Commercial Management Airport Best Practices Forum Working Group

Continue to conduct quarterly webinars starting in May 2017. The mission of the forum is to offer a prime opportunity to create a discussion to identify and characterize common airport practices and ultimately, develop a best practices knowledge database. The success will ultimately depend on relevant content, practical application and participant commitment.

Each webinar will be scheduled for one hour, with a maximum of two speakers and one moderator. ACI-NA will use WebEx, the web conferencing software, and each speaker will be able to present their PowerPoint presentation in real-time.