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# STL17 MARCOM

## 2017 MARKETING AND COMMUNICATIONS CONFERENCE

November 6 - 8, 2017 // St. Louis, MO // Ritz Carlton St. Louis

Making the case for proactive airport marketing and communications has never been more important. The 2017 ACI-NA Marketing and Communications Conference, set to be held November 6-8, 2017, in St. Louis, is your chance to explore emerging challenges in airport marketing and communications that will position you and other airport public relations and marketing professionals ahead of the curve.

We will explore the latest trends in airport and airline partnerships, non-aeronautical revenue marketing, social media, and internal communications.

### Who Should Attend:

This conference brings together all aspects of airport marketing and communications—airside and landside—and offers unrivaled opportunities for meeting and networking with fellow communications and marketing professionals.

- Public Affairs Officers
- Customer Service Professionals
- Air Service Marketing Representatives
- Any professional interested in learning about aviation trends or meeting the industry's leaders

### 2017 MarCom Topics Include:

Airport and Airline Marketing Partnerships // Social Media // Airport Branding  
Internal Communications // Air Service Trends // Free Speech // Digital Marketing  
Customer Experience Management // Non-Aeronautical Revenue Marketing  
**PLUS:** An Interactive Media Relations Workshop

# CONFERENCE AGENDA

## Day 1: Monday, November 6, 2017

8:00 AM - 5:00 PM **Registration**

8:00 AM - 9:00 AM **Breakfast**

9:00 AM - 9:15 AM **Welcome**

**Brad Martin**

*Deputy Director, Aviation Customer Service*  
Massachusetts Port Authority  
Boston Logan International Airport  
*Chair*  
Marketing and Communications Steering Group

**Kevin M. Burke**

*President and CEO*  
ACI-NA

**Rhonda Hamm-Niebruegge**

*Director of Airports*  
St. Louis Lambert International Airport

9:15 AM - 10:00 AM **Opening Keynote to be Announced Soon**

10:00 AM - 10:30 AM **Morning Networking Break**

10:30 AM - 11:15 AM **North American Airline Trends**

Communicating an airport's story is no easy task, especially as the industry grows more competitive every day. Hear about the industry's forecast for the United States and Canada during this informative session.

11:15 AM - 12:00 PM **Airport and Airline Marketing Partnerships**

12:00 PM - 1:00 PM **Networking Lunch**

1:00 PM - 1:45 PM **Hot Topics Group Discussion**

This popular town hall forum provides airports an opportunity to share solutions to common challenges with industry peers.

*Large and Medium Airports*

Moderated by  
**Kari Goetz**  
*Director of Marketing*  
Tampa International Airport

*Small Airports*

Moderated by  
**Tina Kinsey**  
*Director of Marketing, Public Relations and Air Service*  
The Greater Asheville Regional Airport Authority

1:45 PM - 2:30 PM **Embracing a New Name and Developing an Airport Brand**

- 2:30 PM – 3:00 PM **Afternoon Networking Break**
- 3:00 PM – 3:45 PM **Concurrent Session 1:  
Managing International Communications** **Concurrent Session 2:  
Evolution of the Air Service Model**
- 3:45 PM – 4:30 PM **What's Working for Social Media in 2017 and Beyond**
- 6:00 PM – 9:00 PM **Host Airport Event**

**Day 2: Tuesday, November 7, 2017**

8:00 AM – 4:30 PM **Registration**

8:00 AM – 9:00 AM **Breakfast**

9:00 AM – 10:00 AM **Airports as a Public Square**

Airports are becoming the venue for public demonstrations on a variety of topics, even beyond those directly involving the airport. How do we handle these situations? What happens when arrests are involved, even property damage? Hear from colleagues who have survived these types of situations, the lessons learned, and discuss how you might prepare for the future.

**Krista Kealey**

*Vice President, Communications & Public Affairs*  
Ottawa International Airport Authority

**Perry Cooper**

*Senior Manager, Media Relations*  
Seattle-Tacoma International Airport

10:00 AM – 10:30 AM **Morning Networking Break**

10:30 AM – 11:15 AM **Collaboration on Digital to Enhance Passenger Experience**

11:15 AM – 12:00 PM **Concurrent Session:  
U.S. Policy Update** **Concurrent Session:  
Canadian Policy Update**

**Kevin M. Burke**

*President and CEO*  
ACI-NA

12:00 PM – 1:00 PM **Networking Lunch**

1:00 PM – 1:45 PM

**Concurrent Session:  
Non-Aeronautical Revenue Marketing**

Over the last 10 years, airports have placed a strong emphasis on diversifying its sources of revenue to maximize revenue potential and minimize the impact of any fluctuations in airline service offerings. Learn how airport marketing professionals are lending their skills and leveraging existing communication channels to promote non-aeronautical airport services and offerings such as parking, concessions, advertising and land development.

Moderated by

**Marie Manning**

*Director, Marketing & Business Development  
St. John's International Airport Authority*

**Concurrent Session:  
Enhancing the Customer Experience**

2:00 PM – 2:45 PM

**Airline Communicators Roundtable**

Airports and airlines share an important partnership. During this roundtable, hear directly from airline public affairs executives.

2:45 PM – 3:00 PM

**Afternoon Networking Break**

3:00 PM – 4:30 PM

**Working Group Meetings**

Working group meetings are open to any member of the ACI-NA Marketing and Communications Committee. If you would like more information about the working groups, contact the staff liaison listed below.

**Media Relations Working Group**

Staff Liaison: Mimi Ryals, [mryals@aci-na.org](mailto:mryals@aci-na.org)

**Air Service Working Group**

Staff Liaison: Aneil Patel, [apatel@aci-na.org](mailto:apatel@aci-na.org)

**Customer Service Working Group**

Staff Liaison: Raechel Rucker, [rrucker@aci-na.org](mailto:rrucker@aci-na.org)

6:00 PM – 9:00 PM

**Awards Gala Reception and Gala Dinner**

6:00 PM – 9:00 PM

**Awards Gala Dinner**

After a jam-packed day of programming, say "Cheers!" during our pre-gala reception. Then join us as we celebrate the winners of the 2017 Excellence in Airport Marketing, Communications, and Customer Service Awards and the Ted Bushelman Legacy Award for Creativity and Excellence.

**Day 3: Wednesday, November 8, 2017**

9:00 AM – 12:00 PM

**Media Relations Workshop - Details to be Announced Soon**

12:00 PM – 3:00 PM

**Marketing and Communications Committee Steering Group Meeting**