



Host Airport



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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 **Morning Keynote with David Peacock**

As the former head of Anheuser-Busch, Peacock maintained excellent commercial success while managing U.S. operations for the company from 2008 - 2012. As president, Peacock was largely responsible for the company's over-delivered financial targets, that increased earnings before interest.

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

What's in a name? For some airports, it's a brand identity. For others, it's the ability to showcase a destination. For a few, it's a serious public debate that can take years to resolve. Over the last year, some North American airports have executed complex public engagement campaigns and navigated turbulent skies to undergo significant name changes to better connect with their communities and passengers. Their lessons learned will help you better understand the best practices of building a new brand around a new name.

2:30 PM – 3:00 PM

Afternoon Networking Break

3:00 PM – 3:45 PM

Concurrent Session 1: Inside Baseball: Managing Internal Communications and Team Engagement

Airport communicators aren't only responsible for sharing stories externally. Many times, they are also tasked with building alliances with internal teammates and stakeholders to effectively communicate, engage and execute new airport initiatives. This cross-discipline session will explore the blurred lines between human resources, operations, and communications teams, and innovative strategies to reach this important audience -- so everyone knows *Who's on First*.

Concurrent Session 2: Evolution of the Air Service Model

The philosopher Heraclitus of Ephesus said "the only thing constant is change" – and this quote equally applies to ancient Greece as it does to the modern age airline industry. Be it the airline's service model (e.g., network, LCC, ULCC or hybrid), product offerings or revenue management and pricing techniques, airlines are always striving to do things better and maintain or grow profit margins. We will explore how some airlines have transformed their ways of doing business, what prompted such change, and how the market responded.

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 Forum

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**

Kevin M. Burke
President and CEO
ACI-NA

**Concurrent Session:
Canadian Policy Update**

Daniel-Robert Gooch
President
Canadian Airports Council

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

Air Service Working Group
Staff Liaison: Aneil Patel, apatel@aci-na.org

Customer Service Working Group
Staff Liaison: Raechel Rucker, rrucker@aci-na.org

6:00 PM – 9:00 PM

Awards Gala Reception and 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