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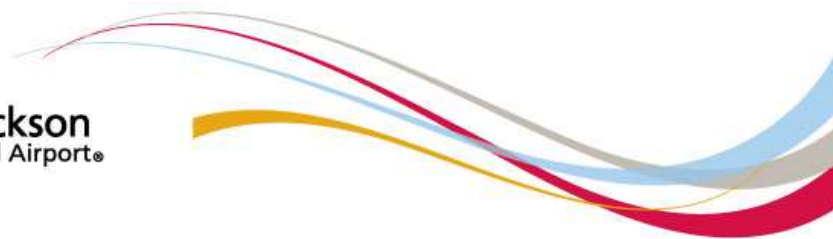


“Partnerships”

2013 Marketing and Communications Conference/ JumpStart® Air Service Development Program *with the 2013 Small Airports Conference*

Atlanta Marriott Marquis
June 3-6

ACI-NA would like to thank the Hartsfield-Jackson Atlanta International Airport, as well as diio, Edmonton International Airport and SITA for their support of the 2013 Marketing and Communications Conference.





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Monday, June 3

9 a.m. to 3 p.m.
A707

Steering Group meeting
(Open to All Committee Members)

3 – 6 p.m.
Atrium

Registration Open
(Marketing and Communications Conference, Small Airport Conference only)

3:30 p.m.
A707

Air Service Working Group meeting

3:30 p.m.
A705

Media Relations Working Group meeting

5:30 – 6:30 p.m.
Atrium A

ACI-NA Welcome Reception

AIRPORT TOURS

Hartsfield-Jackson Atlanta International Airport Tours

Thursday
9 a.m.

Atlanta opened a new gateway to the world one year ago.

Friday
9 a.m.

The Maynard H. Jackson Jr. International Terminal, with its sweeping roofline, gentle metallic curves and glass façade, will welcome millions of world travelers for decades to come.

You are invited to tour the world's busiest airport's latest addition, a LEED Gold-certified facility which has won awards for its design. Atlanta will be providing the tour on both Thursday and Friday mornings. Buses will leave the hotel at 9 a.m.

Sign-Up at the Atlanta Welcome table!



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Tuesday, June 4

7:30 a.m. – 5 p.m.
Atrium **Registration Open**
(Marketing and Communications Conference, Small Airports Conference only)

7:30 – 8:30 a.m.
Atrium **Continental Breakfast**

8:30 a.m.
Atrium B **Welcome** (with Small Airports Committee)
Greg Principato, ACI-NA President
Dave N. Edwards, Jr.,
Chair; ACI-NA Board of Directors and President/CEO Greenville-Spartanburg Airport District
Mayor Kasim Reed, City of Atlanta

9 a.m. **Keynote Address** (with Small Airports Committee)
Introductions: *Louis Miller,*
Hartsfield-Jackson Atlanta International Airport, Aviation General Manager
Speaker: *Ed Bastian, Delta Air Lines, President*

9:45 a.m. Networking Break

10 a.m.
Atrium B **State of the Industry** (with Small Airports Committee)
Moderator: *Lucinda Harshman,*
Pittsburgh International Airport, Director, Air Service Management
Speaker: *George Hamlin, Hamlin Transportation Consulting, President*

10:45 a.m. The Impact of Airline Mergers (with Small Airports Committee)
Airline mergers have had a significant impact on airports of all sizes, both positive and negative. Some speculate that the merger frenzy is over while others think additional consolidation could be down the road amongst the LCCs. This session will be a comprehensive review of the impact of mergers from both the airport and airline side. How have mergers impacted small and large airports, including hubs, and, more importantly, how have airports worked with the airlines and their communities to manage expectations and mitigate the impact? What drives airlines to pursue mergers and what can airports do to retain service post-merger? What led to the AirTran-Southwest merger and what lessons have been learned along the way?
Moderator: *Bryant Francis, Shreveport Regional Airport, Director of Airports*
Speakers: *Rick Atkinson, Charleston Yeager Airport, Airport Director*
Kevin Healy, Campbell-Hill Aviation Group, Senior Vice President
Todd Payne,
Cleveland Hopkins International Airport, Chief of Marketing and Air Service Development



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Noon/Atrium A Networking Lunch and Preview of 2014 Conference in Edmonton

1:30p.m.
 Atrium B

Airports-Airlines, Communicating in Times of Crisis.

In times of major weather events, Airports and Airlines are often in the cross-hairs when it comes to managing transportation operations, logistics and communications with internal and external customers. Super Storm Sandy that hit the East Coast in October is just one of the latest tests. In this session, find out how the New York airports and Delta Air Lines prepared and worked through the storm to sustain their operations while working together to share information to tackle customer service and public relations challenges.

Moderator: *Emily Richard*, Nashville International Airport,
 Assistant Vice President, Strategic Communications and External Affairs

Speakers: *Gail Grimmett*, Delta Air Lines, Senior Vice President-New York
Ralph Tragale,
 Port Authority of New York and New Jersey, Assistant Director, Aviation Department

Concurrent Breakouts

2:40 p.m.
 Atrium B

Air Service: **Ensuring Route Success After the Incentives Run Out**

There is rarely a better day at the airport than when an airline inaugurates a new route. New service launches with social media campaigns, gate celebrations, elaborate cakes and water cannon salutes help raise community awareness. Creative incentive packages defer short-term costs and mitigate risk for the airline. But what happens when an incumbent airline informs the airport that economics have changed and a 10-year-old route has become unprofitable? This session will highlight successful service retention strategies from both airline and airport experts to help your airport find success over the long haul.

Moderator: *Justin Meyer*, Tampa International Airport, Director, Air Service Development

Speakers: *Marie Manning*,
 St. John's International Airport, Director, Marketing & Community Relations
Clint Ostler, Alaska Airlines, Manager, Marketing and Development
Kim Sippola, Outagamie County Airport, Marketing Manager.

SMILE FOR THE CAMERA

Two Video Crews will be Filming You

There will be two video crews – CNN Airport and Sixel Consulting – filming our events. In preparation of our media training session, a crew from CNN on Tuesday from 11 a.m. to 2 p.m. will be seeking out some of you – airport spokesmen – and asking a series of questions. These clips become part of training video that will be discussed on Wednesday afternoon.

A crew from Sixel will be recording some of our major sessions and interviewing our speakers. Look for these video news casts on the ACI-NA YouTube channel and in A601/602 during Wednesday's breakfast period.



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2:40 p.m.
A706

Media Relations: Concession Marketing: Smart Moves at Every Level

This session provides solid marketing guidance at every stage of the concessions business – from how you manage media during your RFP process to how you accommodate your customers during the transition and after the grand opening. And, when it comes to marketing your concessions, parking is “king,” but other revenue streams abound. Hear which campaigns work in promoting Wi-Fi, unique concepts such as dental offices and pharmacies, and effective methods used to compete with off-airport parking operations.

Part I Savvy Marketing Before, During and After a Concessions Changeover

Speakers: *Cheryl Brown*, San Diego International Airport, Deputy Director
Myrna White,
 Hartsfield-Jackson Atlanta International Airport,
 Director, Marketing and Stakeholder Engagement
Sonji Jacobs, Atlanta Mayor’s Director of Communications

Part II Concessions Case Studies: Maximizing Your Revenue through Marketing

Speakers: *Kari Goetz*, Tampa International Airport, Director, Marketing
Heather Hamilton,
 Edmonton International Airport, Director, Marketing and Communications
Pat Hogan, (*ran out of time, but presentation included*)
 Minneapolis-St. Paul International Airport, Director of Public Affairs and Marketing

3:50 p.m.

Networking Break

4 p.m.
Atrium B

Air Service: Airline Showcase

With record JumpStart attendance, some airlines are unable to accommodate all of the airports’ meeting requests. Since these carriers have limited resources but want to reach out to as many delegates as possible, they have agreed to participate in our debut airline showcase. The purpose of this session is for the most oversubscribed carriers to tell you everything they want you to know or would tell you during an actual JumpStart meeting. Limited Q&A will be permitted after the airline representatives have spoken.

Moderator: *Brian Belcher*, Charleston Yeager Airport, Director of Marketing
 Speakers: *David Doty*, Southwest Airlines, Manager Network Planning
David “Chip” Gentry, Silver Airways, Director of Sales and Business Development
Steve Hedden, Delta Air Lines, Network Planning
Clint Ostler, Alaska Airlines, Manager Retail Advertising and Sponsorships

4 p.m.
A706

Media Relations: Airport Social Media Open Forum

During this open forum, five experienced airport social media practitioners will address hot topics and the most frequently asked questions. Then there will be plenty of time to ask your own questions.

Moderator: *Katie Jones*, San Diego International Airport, Public Relations Specialist
 Speakers: *Megan Bozarth*,
 Dallas/Fort Worth International Airport, Senior Manager, Consumer Marketing
Lindsay Cotter, Prince George Airport, Manager of Communications & Marketing
John McCullough,
 Hartsfield-Jackson Atlanta International Airport, Manager, Executive Messaging
Richard Walsh,
 Logan International Airport, Assistant Director, Strategic Communications



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Host Airport Event

Buses Depart:
5:30 – 5:45 p.m.

Reception
6 p.m.

Game Time
7:10 p.m.

Return Bus Service
■ Throughout the evening
■ At Game's conclusion

Host Airport Reception and Major League Baseball

Conference participants are invited to watch “America’s team,” the Atlanta Braves, and the Pride of Pittsburgh, the Pittsburgh Pirates, battle on the mound! Before the game (or during for those who prefer a climate-controlled environment), enjoy the host airport reception, an evening of networking and dining in the luxurious ambiance of Turner Field’s 24,000 square-foot [755 Club](#). Located in the outfield, the 755 Club has spectacular views of the ballpark as well as Atlanta’s city skyline.

Buses will depart the hotel between **5:30 and 5:45 p.m.** There will be return bus service throughout the evening.

The Airport has secured stadium seats for all attendees. To get your tickets for both the reception and the game, please see the Atlanta Welcome table. **The first 150 to sign-up will get Club Seats!**

Trivia Question: *What is the significance of the 755 Club?*

[Check out Turner Field’s unique sandwich, The Hammer – No. 7 in a recent posting of the 16 Most Insane Stadium Foods that Money Can Buy](#)

Wednesday, June 5

7:30 a.m. – 5:30 p.m.
Atrium

Registration Open
(Marketing and Communications Conference, Small Airports Conference and JumpStart attendees)

7:30 a.m. – 5:30 p.m.
Atrium

JumpStart Help Desk Opens

7:30 – 8:30 a.m.
Atrium

Continental Breakfast

Concurrent Policy Breakouts

8:30 a.m.
A705

Canadian Policy Update

Daniel-Robert Gooch will deliver a review of policy developments in Canadian aviation over the last year, including the launch of Transport Canada-led policy roundtables, the two-part conclusion of the Senate’s excursions into Canada’s aviation sector, third-party investigations from the Conference Board of Canada and the Canadian Chamber of Commerce, as well as the CAC’s own advocacy and policy exercises through an independently sourced economic impact study and air transport policy white paper.

Moderator: *Carol Hutchins*, Edmonton Regional Airport, Director, Route Development

Speaker: *Daniel-Robert Gooch*, Canadian Airports Council, President



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8:30 a.m.
 A601/602

U.S. Policy Update

Speaker: *Matt Cornelius*, ACI-NA, Senior Director of Air Policy

9:15 a.m.
 A601/602

Brand Marketing: Lessons We Can All Learn from Coke

As airports examine their own identities, how they brand themselves remains at the core. Hear how Coke's marketing strategy helps this icon maintain brand relevance year after year, attracting a new generation of consumers while maintaining a loyal customer base -- even while targeting a global market. We also will take a look at what it takes to regain momentum after a stumble.

Moderator: *Myrna White*,
 Hartsfield-Jackson Atlanta International Airport,
 Marketing and Stakeholder Engagement

Speaker: *Joe Tripodi*, Coca-Cola, Chief Marketing Officer

10 a.m.

Networking Break

10:15 a.m.
 A601/602

Airports for the Future: Trends for Serving Tomorrow's Travelers

The airport environment is rapidly changing from little more than an infrastructure provider for airlines to an integral part of the travel value chain. Where airlines previously "owned" the passenger experience, airports are becoming more entrepreneurial and changing the way they operate. Speaker Bob Hazel, of Oliver Wyman, wrote two reports in 2012 looking down the road, [The Future of Airports: Five Trends that Should Be on Every Airport's Radar](#), and [The Future of Airports: Eight Ways Airports Can Differentiate Themselves from Competitors](#).

Moderator: *Cheryl Brown*, San Diego International Airport, Deputy Director, Marketing

Speakers: *Bob Hazel*, Oliver Wyman, Partner

Holly Firfer, CNN Airport, Anchor/Reporter

11:20 a.m.

Airline Roundtable: Evolution of Regional International Service

International connectivity within North America, the Caribbean and Central America is evolving at a fast pace due to increased seats, competition and growing cultural, tourism and business market links. Fragmented and newer gateways have been met with airline fleet and pricing models opening up new route launches within the short-haul international market in North America. This market segment has been key to track for smaller border airports, large hub gateways, inbound destinations and markets with high traffic. This session will focus on hearing from airline and airport representatives about the new focus on regional international travel that has been a prominent focus for many airport and community stakeholders

Moderator: *Howard Mann*, InterVistas, Vice President

Speakers: *Evan Berg*, Southwest Airlines, Manager, Capacity Planning

Joshua Powe, JetBlue Airways, Manager Route Planning

Maria Revelo,

Juan Santamaria International, San Jose, Costa Rica, Commercial Director



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12:30 p.m./Atrium A Lunch: Communications Contest Awards Presentation

The 23rd Annual Peggy G. Hereford Award for Overall Excellence in Marketing and Communications Programs will be presented along with the winners in the contest's 20 categories. For the second year, the awards will be presented "Academy Award" style with the winners not announced until the presentation.

MC: *Carlos Diaz*, HLN, Sports Anchor

Note: After the awards ceremony, the plaques for the Second and Third Place winners will be available in the lobby area for pickup.

2 p.m.
Atrium B

Air Service: JumpStart Air Service Development Program

One-on-One, Pre-Scheduled Airport-Airlines meetings

2 p.m.
A706/707

Media Relations: Practical Airport PR Forum

In the *Practical Airport PR Forum*, we are doing away with slideshows, panelists and formal seating arrangements. This group will explore messages on current airport issues including coordinating social and traditional media outreach, airport branding, capital projects and the community benefits, filming policy in a reality-TV age, and air service development. Instead, we will use a theater-in-the-round seating with our moderators working the audience. In this 75-minute session, the format will be a brief 5-minute presentation by an airport peer who is recognized to have some expertise on the topic. Then it is an open forum for attendees to share their stories and ask questions.

Moderators: *Carolyn Fennell*, Orlando International Airport, Director of Public Affairs
Krista Kealey
Ottawa International Airport, Vice President, Communications and Public Affairs

Speakers: *Greg Chin*, Miami International Airport
Mindy Hamlin, Raleigh-Durham International Airport
Pat Hogan, Minneapolis-St Paul International Airport
Joe McBride, Kansas City International Airport
Patricia Rowe, General Mitchell International Airport
Richard Walsh, Logan International Airport

3:15 p.m. Networking Break



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3:30 p.m.
A706/707

Media Relations: Media Training with CNN

In the age of the internet and social media, the news cycle waits for no one! This session is designed to be interactive and fun. On the first day a roaming “news” crew will pose as a local reporter, asking you questions about something happening at your airport, or a national aviation issue that could affect your airport. Your responses will be recorded and used the next day in the media training session, where a panel including a media trainer, a reporter and a seasoned airport communications specialist will offer advice and observations.

Moderator: *Alison Hashimoto*, CNN Airport, Managing Editor

Speakers: *Nadia Bilchik*,
Greater Impact Communications, Media Trainer and CNN Freelance Anchor
Carolyn Fennell, Orlando International Airport, Director of Public Affairs

6 – 7 p.m./Atrium A ACI-NA JumpStart Welcome Reception

Thursday, June 6

7:30 a.m.
Atrium

JumpStart Help Desk Opens

8 a.m. – 3:15 p.m.
Atrium.

Registration Open

8 a.m. – 4:50 p.m.
Atrium B

Air Service: JumpStart Air Service Development Program

One-on-One, Pre-Scheduled Airport-Airlines meetings

Eighteen 20-minute back-to-back meetings scheduled over the whole day.

A 20-minute break scheduled for **10 a.m.**

A 1 hour lunch break scheduled for **12:20 p.m.**

A 20-minute break scheduled for **2:55 p.m.**