



**2010 Media Relations & Crisis Communications Seminar**

**The Next Step: Social Media Implementation**

**January 27 – January 29, 2010**  
**The Westin Casuarina, Las Vegas**  
**(702) 836-5900**  
**Room: Casuarina Ballroom**

**ACI-NA thanks the following sponsors:**

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**Wednesday, January 27**

**5:00 – 7:00 pm**      **Registration**  
**6:00 – 7:00 pm**      **Welcome Reception (Room: Mesquite 3)**  
**Dinner on Own**

**Thursday, January 28**

**7:30 am – 3:00 pm**      **Registration**  
**7:30 – 8:30 am**      **Continental Breakfast**  
**8:30 – 8:45 am**      **Welcome**

**Sheila Owens**, Vice President, Communications & Marketing, ACI-NA  
**Luce Bureau**, Chair, Marketing and Communications Committee; Director,  
Airline Development, Aeroports de Montréal

**Randall H. Walker**, Director of Aviation, Clark County Department of Aviation, McCarran International Airport

**8:45 – 10:45 am**

**Social Media Discussion and Roundtable: Implementing/Pitching**

As Twitter, Facebook, blogs, YouTube, Flickr and other social media tools permeate the scene, airport public relations professionals are wondering how to take advantage of these new opportunities. This session will offer an overview of, and introduction to, the practical uses of various social media tools, and how to avoid potential pitfalls. Understaffed and feeling overwhelmed? Learn how other airports are dealing with the personnel conundrum. Come prepared to share your ideas, initiatives and questions.

**Moderator/Speaker:**

**Richard Walsh**, Media Relations Manager, Massachusetts Port Authority

**Speakers:**

**Jane Sullivan**, Marketing and Communications Manager, San Francisco International Airport (AKA SFO Gal)

**Justin Meyer**, Manager of Air Service Development, Kansas City Aviation Department (AKA KClairport & KCjetsetter)

**Ben Mutzabaugh**, Blogger, *USA Today* – “Today in the Sky”

**10:45 – 11:00 am**

**Break**

**11:00 am – 12:00 pm**

**Social Media: Customer Service Communication**

Weather delays, construction noise, water main breaks. Every day, airports are dealing with the reality of everyday inconveniences. Learn how to address these situations and communicate with your passengers, the media, and the community effectively and efficiently. This session will provide airport case studies on how to utilize the new social media tools to clearly give the facts and connect with your airport beneficiaries.

**Moderator:**

**Myrna White**, Director of Public Affairs, Hartsfield-Jackson Atlanta International Airport

**Speakers:**

**Nancy Castles**, Public & Community Relations Director, LAWA/Los Angeles International Airport

**Krista Kealey**, Vice President, Communications and Public Affairs, Ottawa International Airport

**Julie Rodriguez**, Public Information Manager, Phoenix Sky Harbor International Airport

**12:00 – 1:00 pm**

**Luncheon Speaker: *Las Vegas Review Journal***

*Room: Cypress*

Hear exactly how the changing media landscape is affecting the reporters on the front lines. Attendees will have the opportunity to ask the tough questions: Press releases or Twitter? Which do you prefer? How does the news organization get its information and what gets on the air or in the paper or online?

**Introduction:**

**Christopher Jones**, Public Information Administrator, Clark County Department of Aviation, McCarran International Airport

**Speaker:**

**Charles Zobell**, Managing Editor, *Las Vegas Review Journal*

**1:00 – 2:45 pm**

**Pitching your Airport's Environmental Message**

Join your colleagues for this interactive session. The environment is a large and elaborate topic that could entail many directions, especially when considering the recent strides airports have been making. Come prepared to share information about your environmental project and how you pitched that story.

**Facilitator:**

**Terri-Ann Betancourt**, APR, Assistant Director of Aviation Public Affairs, Seattle-Tacoma International Airport

**2:45 – 3:00 pm**

**Break**

**3:00 – 4:30 pm**

**NextGen Begins and Ends at *MY* Airport?**

Attend this NextGen 101 session and learn the fundamental facts about NextGen. Attendees will also learn about the implications of NextGen on their airports, and how to pitch the NextGen story to the media like a pro.

**Moderator:**

**Pat Hogan**, Director, Public Affairs, Minneapolis-St. Paul Metropolitan Airports Commission

**Speakers:**

**Chris Oswald**, Vice President, Safety and Technical Operations, ACI-NA  
**Ian Gregor**, Communications Manager, FAA Western-Pacific Region

**Friday, January 29**

**7:30 am – 12:00 pm**

**Registration**

**7:30 – 8:00 am**

**Continental Breakfast**

**8:00 – 10:00 am**

**Managing Communications During an Aircraft Disaster**

Kick off the day with a unique presentation from the National Transportation Safety Board (NTSB). Attendees will learn about the NTSB investigation process and how they work with the media when disaster strikes. Attendees will learn how to stay in their lane when communicating during a crisis.

**Speakers:**

**Peter Knudson**, Public Affairs Officer, NTSB

**Tara Hamilton**, Public Affairs Manager, Metropolitan Washington Airports Authority

**10:00 – 10:15 am**

**Break**

**10:15 am – 11:00 pm**

**Crisis Communication Roundtable & Discussion**

In this session, attendees will hear directly from those involved in the investigation and media relations following incidents and accidents at their airports. Learn about how the NTSB and airport media relations professionals worked together to respond to the crisis. Come prepared to share your experiences, as this session will be in discussion format.

**Facilitator:**  
**Carolyn Fennell**, Director of Public Affairs, Greater Orlando Aviation Authority

**11:00 –Noon**

**Crisis Communications for the Pros**

Get the scoop on the dos and don'ts of public relations from this seminar's personal PR trainer. Participants will learn techniques on how to hold the perfect press conference and/or give a flawless interview.

**Introduction:**

**Terri-Ann Betancourt**, APR, Assistant Director of Aviation Public Affairs, Seattle-Tacoma International Airport

**Speaker:**

**Dr. Joseph Trahan**, President & CEO, Trahan & Associates

**12:00 – 1:00 p.m.**

**Lunch** (*Room: Cypress*)

**1:00 – 2:00 pm**

**Preparation for News Conferences**

Participants will break off into groups to prepare for their mock on-camera interviews and press conferences

**2:00 – 2:15 pm**

**Break**

**2:15 – 4:00 pm**

**News Conferences and Reviews**

Put what you learned at the seminar to the test. Participants will be filmed presenting a mock press conference to other seminar attendees.

**4:00 – 4:30 pm**

**After Action Report**

Dr. Joe Trahan, trainer, will discuss the presentations and review the taped footage.

**4:30 pm**

**Adjourn**