

## **2015 Marketing and Communications Committee Work Plan**

*Adopted January 15, 2015*

### **2015 Committee Goals and Objectives**

- Contribute to the success of airport policy priority initiatives, including FAA reauthorization in the United States and review the Canada Transportation Act.
- Promote professional development through robust and innovative learning and networking opportunities.
- Establish best practices and valuable tools to contribute to greater professional efficiency.
- Seek opportunities for cross-committee collaboration to find solutions to current and emerging industry challenges.
- Lead efforts to expand airport industry awareness among local communities and the traveling public.

### **2015 Action Plan**

- Create a temporary, ad hoc working group to collaborate on public relations efforts related to FAA reauthorization.
- Execute successful Customer Service Seminar in January in Reno, NV.
- Plan successful inaugural standalone Jumpstart® Air Service Development Program in June in Seattle, WA
- Develop a fresh and impactful Marketing and Communications Conference in November in Nashville, TN.
- Expand the recently established mentoring program to assist new airport communicators and groom current airport communicators to handle greater responsibilities.
- Grow the new airport trading cards initiative with increased participation and a second series of cards.
- Build an informative webinar series to promote professional development outside of ACI-NA conferences.

### **Working Group: Marketing and Air Service Development**

#### ***2015 Working Group Goals and Objectives***

- Discuss current trends/issues/ideas for attaining and retaining air service
- Share experiences related to air service development in today's environment
- Receive targeted communication from ACI-NA that is particularly relevant to airport professionals working in the marketing and air service development area of their airports.

#### ***Action Plan***

- Plan JumpStart® Air Service Development Program in June 2015
- Plan and implement webinars
- Share best practices via discussion forum
- Begin planning for 2016 Data Seminar

### **Working Group: Media Relations**

#### ***2015 Working Group Goals and Objectives***

- Create and encourage messaging that supports the actions, values and issues of the airport community
- Coordinate messaging across airports that ensures a consistent voice for airports

- Develop programs to encourage well-rounded media coverage of airports
- Facilitate access and cooperation of public information programs among aviation groups, federal agencies, local communities, airport stakeholders, and corporate entities.

***Action Plan***

- Plan Media Relations elements of the November 2015 MarCom Conference
- Plan and implement additional webinars
- Share best practices via discussion forum.
- Begin planning for 2016 Media Relations Seminar

**Working Group: Customer Service and Aviation Education**

***2015 Working Group Goals and Objectives***

- Share solutions to customer service issues that may be common across airports
- Discuss current trends/issues/ideas for enhancing airport customer service
- Share success and discuss issues surrounding airport aviation education programs
- Receive targeted communication from ACI-NA that is particularly relevant to airport professionals working in the customer service/aviation education area of their airports

***Action Plan***

- Execute January 2015 Customer Service Seminar
- Continuing the on-going bi-month dialogue sharing best practices
- Formulate small planning group to incorporate customer service categories in the annual Marketing and Communications Awards Contest
- Work with AAAE on joint conference planning beginning in 2016

**Working Group: FAA Reauthorization Communicators**

***2015 Working Group Goals and Objectives***

- Provide guidance and counsel to ACI-NA staff on issues related to FAA reauthorization
- Participate in the development of ACI-NA public affairs strategy in seeking FAA reauthorization priorities
- Foster greater collaboration between airport government affairs and public affairs teams
- Continue to grow the Airports for the Future Campaign and activate members to be more engaged

***Action Plan***

- Build a network of U.S. aviation communicators who can serve as a spokespeople on FAA reauthorization issues
- Support government affairs activities by identifying and leveraging opportunities to share airport FAA priorities in local communities
- Participate in government affairs conference call as appropriate
- Participate in airport fly-ins and congressional visits as appropriate
- Develop tools and resources to promote the storytelling of airport FAA priorities for airport public relations teams