



2016 MEDIA RELATIONS SEMINAR

March 14 - 15, 2016 // Washington, DC // Hyatt Regency on Capitol Hill

The Modern Art of Airport Storytelling: On the Record or Off, Your Media Presence Matters.

Join your fellow airport media relations and communications professionals in Washington, March 14 - 15, 2016, for this one-of-a-kind seminar that offers information on the latest media trends and tools for effective crisis communication. Participants will learn about the evolving media landscape. Seminar attendees will have the opportunity to network with peers and share valuable tips on best practices for media relations. Attendees will also have the opportunity to gain on-camera spokesperson training.

Who Should Attend:

- Airport Directors
- Public Affairs Officers
- Media Relations Managers
- Airport Spokespeople
- Marketing Professionals
- Professionals interested in learning about aviation trends or meeting industry leaders

Seminar Topics Include:

Media Coaching and Training // Crisis Communication // The Modern Newsroom
Communicating Capital Improvements // The Evolving Media Landscape
Government and Regulatory Communications // On-Camera Training

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AGENDA

*Seminar working agenda subject to change.
March 9, 2016.*

Day 1: Monday, March 14

8:00 AM – 5:00 PM **Registration**

8:00 AM – 9:00 AM **Continental Breakfast**

9:00 AM – 9:15 AM **Welcome and Introductions**

Patrick Hogan

Director, Public Affairs & Marketing
Metropolitan Airports Commission

Kevin M. Burke

President and CEO
ACI-NA

9:15 AM – 10:30 AM **Opening Keynote: The Evolving Media Landscape**

With the rapid proliferation of social media sites and viewer submitted content, traditional journalism is at a turning point. Hear from an industry expert on the changing nature of the media landscape and be equipped to embrace new storytelling tactics.

Amy Mitchell

Director of Journalism Research
Pew Research Center

10:30 AM – 11:00 AM **Morning Break**

11:00 AM – 12:00 PM **Government and Regulatory Roundtable**

As highly regulated enterprises, airports work with a wide variety of government agencies that impact airport media relations. This session will feature communicators from key government agencies on ways to build partnerships when airports and agencies find themselves part of the same story.

Moderated by Christopher Bidwell, Vice President, Security, ACI-NA.

Laura Brown

Deputy Assistant Administrator for Public Affairs
Federal Aviation Administration

Jenny Burke

Deputy Director, Media
U.S. Customs and Border Protection

David Castelveter

Acting Assistant Administrator
Deputy Assistant Administrator
Office of Strategic Communications and Public Affairs
Transportation Security Administration

Mathieu Larocque

Spokesperson
Canadian Air Transport Security Authority

12:00 PM – 12:45 PM

Networking Lunch

12:45 PM – 1:45 PM

Transportation Reporter Roundtable

Building strong relationships with expert reporters is essential. During this roundtable discussion, transportation reporters will share their needs and newsroom challenges so you can better anticipate their questions.

Moderated by Erica Donerson, Manager, Media Relations, Detroit Metropolitan Airport.

Bart Jansen

Travel Reporter
USA Today

David Kerley

Transportation Correspondent
ABC News

Benét Wilson

Senior Editor
Airport Business
Air Travel Expert
About.com

1:45 PM – 2:45 PM

Leading in Crisis

Airports are complex organizations that are susceptible to countless crises on a daily basis. As such, airports must be prepared to respond to every situation. But with so many partners operating within the airport, staying in your lane may be challenging. Hear from a diverse group of airport stakeholders about their crisis response plans to help you be prepared to lead during crisis.

Moderated by Greg Willis, Marketing Program Manager, Jacksonville Aviation Authority.

Bill Begley

Public Information Officer
Houston Airport System

Kimberly Gibbs

Assistant Media Relations Manager
Metropolitan Washington Airports Authority

Anthony Gilmer

Director of Marketing
The Quotient Group

2:45 PM – 3:00 PM

Afternoon Break

3:00 PM – 4:00 PM

Hot Topics Roundtable

Media relations challenges can emerge overnight. Instead of reinventing the wheel, learn from your industry peers during this moderated group discussion about what keeps you up at night.

Moderated by Krista Kealey, Vice President, Communications and Public Affairs, Ottawa International Airport Authority.

4:00 PM – 5:30 PM

Round 1: On-Camera Training

In preparation for the media training keynote on Day 2, all attendees will be offered an opportunity for a series of short on-camera interviews to help sharpen your media skills. Participants will receive a copy of their video after the seminar for review at home.

5:30 PM – 6:30 PM

Networking Reception

Day 2: Tuesday, March 15

8:00 AM – 5:00 PM

Registration

8:00 AM – 9:00 AM

Continental Breakfast

9:00 AM – 10:15 AM

Media Training Keynote

Being an effective, authoritative spokesperson is a learned skill. Our media expert will offer tips and best practices to help you shine on camera.

Dr. Joe Trahan, APR, Fellow, PRSA

President and CEO
Trahan & Associates

10:15 – 10:30 AM

Morning Break

10:30 AM - 12:00 PM

Round 2: On-Camera Training

Following your initial round of on-camera training from the previous day, attendees will be offered an opportunity to put their new skills to the test. Participants will receive a copy of their video after the seminar for comparison and review at home.

12:00 PM – 1:00 PM

Networking Lunch

1:00 PM – 2:00 PM

Communicating Master Plans and Capital Improvements

With more than \$75 billion in needed capital improvements through 2019, airports are perpetual construction sites. Public projects often bring questions from the media about funding, need, timelines, and transparency. Are you prepared to respond?

Moderated by Justin Meyer, Deputy Director of Aviation, Marketing and Air Service Development, Kansas City Aviation Department.

Mary Grady

Managing Director, Media and Public Relations
Los Angeles World Airports

2:00 PM – 2:15 PM

Afternoon Break

2:15 PM – 3:00 PM

Moving from Player to Coach

Media relations professionals spend a lot of time talking to the media. But, there are times when other experts might serve as a more appropriate spokesperson. This session will offer valuable tips and best practices for coaching executives and technical experts to communicate your airport's message to the media.

Dr. Joe Trahan, APR, Fellow, PRSA

President and CEO
Trahan & Associates

3:00 PM

Wrap Up and Adjourn