



AAAE/ACI-NA AIRPORT
CUSTOMER EXPERIENCE
SYMPOSIUM 2018 MARCH 6-9 | DALLAS, TEXAS

Tuesday, March 6

9:00 a.m. – 1:00 p.m.	ACI-NA Marketing and Communications Steering Group Meeting
4:00 – 5:00 p.m.	ACI-NA Customer Service Working Group Meeting
5:15 – 5:30 p.m.	First Time Attendee Orientation / Meet + Greet
5:00 – 6:30 p.m.	Registration
5:30 – 6:30 p.m.	Welcome Reception

Wednesday, March 7

8:00 a.m. – 5:00 p.m.	Registration
8:00 – 9:00 a.m.	Continental Breakfast with Exhibitors
9:00 – 9:15 a.m.	Welcome Remarks and Introductions
9:15 – 10:00 a.m.	Keynote Address
10:00 – 11:00 a.m.	Engaging Your Workforce: Generating Enthusiasm and Buy-In from the Entire Airport Community

Airports are unique places where emotions can run high and where passengers interact with many different organizations that fall outside an airport's direct authority and fulfill their responsibilities separately from each other. An airport's challenge is how to bring everyone in the airport community together and unite them under a shared culture that focuses on generating a consistent and outstanding customer experience.

Moderator

Brian Shapiro, President, Shapiro Communications

Panelists

Steve Mayers, Director of Customer Experience and ADA Coordinator, Hartsfield Jackson Atlanta International Airport

Arnold Watkins, Hiring Specialist II, Dallas Love Field



AAAE/ACI-NA AIRPORT
CUSTOMER EXPERIENCE
SYMPOSIUM 2018 MARCH 6-9 | DALLAS, TEXAS

11:00 – 11:15 a.m.

Networking Break with Exhibitors

11:15 a.m. – 12:00 p.m.

Out of the Box Thinking: Unique Airport Offerings and Amenities

There's an old saying that if you've seen one airport, you've seen one airport. Airports are presenting innovative and unique service offerings and amenities to enhance the level of service they provide. During this session, participants will see some of these unique service offerings, innovative marketing initiatives and other ways to WOW their passengers and guests.

Moderator

Clay White, Senior Customer Experience Analyst, San Antonio Airport System

Panelists

Walter Marchbanks, Senior Manager of Customer Relations, Port of Portland

Katlyn Kaiser, Customer Experience Specialist, Metropolitan Airports Commission

12:00 – 1:15 p.m.

Networking Luncheon & Shop 'Til You Drop

1:15 – 2:00 p.m.

World-class standards on a Shoestring Budget

Whether you're a large airport with a slew of volunteers or a smaller airport with a handful of volunteers, it is vital to give guests world-class service. This panel discussion focuses on a variety of practical and innovative techniques to overcome obstacles and optimize on resources that will help you grow your volunteer teams. This panel will share their successes in enhancing their guest experiences through coordinating airport-wide events, effective strategies to recruit and retain volunteers, and developing cost-effective ways to maintain excellent guest service.

2:00 – 2:45 p.m.

Volunteers – Beyond the warm welcome



AAAE/ACI-NA AIRPORT
CUSTOMER EXPERIENCE
SYMPOSIUM 2018 MARCH 6-9 | DALLAS, TEXAS

This session will have an informative discussion about the benefits of incorporating volunteers in your daily operations beyond the information booths such as support in the FIS areas, event coordination, irregular operations and emergencies. You will learn how to develop a comprehensive plan that will motivate and train volunteers as well as take a look at potential obstacles such as union issues. In addition, the panelists will share how they've incorporated social media and the latest technology tools to communicate and educate to the traveling community so that it is efficient, effective but still personal.

Panelist

Ken Dewerson, Ambassador Coordinator, Kelowna International Airport

2:45 – 3:00 p.m.

Networking Break with Exhibitors

3:00 – 4:00 p.m.

Enhancing Airport Customer Satisfaction is Great – Making Emotional Connections with Airport Customers is Even Better!

More and more airports today are focused on enhancing customers' experiences. But still more needs to be done to create positive "WOW" experiences that differentiate an airport's experiences from others and assure loyalty when customers have choices. But WOW is emotional. Unfortunately, the emotional component of the airport experience is often neglected. Making a positive emotional connection with airport customers at important touch points boosts customer satisfaction, positive word-of-mouth marketing, and non-aeronautical revenues. What is often said is often proven true - people will forget exactly what you said or what you did, but they will never forget how you made them feel!

Panelist

Robert Haverty, Director of Passenger Information Systems, Massport

4:00 – 5:00 p.m.

Integrating Customer Experience with Your Air Service Development Strategy

During this session, attendees will have an opportunity to hear panelists detail how to make the customer experience an integral part of your



AAAE/ACI-NA AIRPORT
CUSTOMER EXPERIENCE
SYMPOSIUM 2018 MARCH 6-9 | DALLAS, TEXAS

airport's ASD efforts, and improve the success and visibility of these two efforts.

Panelist

Julio Badin, Senior Vice President of Customer Experience, Dallas Fort Worth International Airport

TBD

Host Airport Evening Event for Attendees

Thursday, March 8, 2017

8:00 a.m. – 5:00 p.m.

Registration

8:00 – 9:00 a.m.

Continental Breakfast with Exhibitors

9:00 – 10:00 a.m.

Walking the Walk: Case studies in Executive Leadership Vision, Engagement and Best practices in Launching and Sustaining Successful Airport-wide CX and Culture Initiatives

While an increasing number of airport executives are supporting and engaging in airport wide CX strategy, what is the key to successful leadership of these initiatives? Learn proven best practices that will drive optimal participation and results across all airport teams. Hear from two of our industry's prominent airport leaders and how they are inspiring, engaging and leading by example in the innovative service cultures they are building.

Moderator

Patty Thompson, Director, Talent & Learning & Development, Customer Service Experts

Panelist

Rosemary A. Vassiliadis, Director of Aviation, Clark County Department of Aviation

10:00 – 11:00 a.m.

International Speaker(s)

We welcome delegates to join this riveting session where you will hear about broad strategies devised by international airports to provide customers an unforgettable airport experience as well as what these airports do to create unique travel experiences when budgets are



AAAE/ACI-NA AIRPORT
CUSTOMER EXPERIENCE
SYMPOSIUM 2018 MARCH 6-9 | DALLAS, TEXAS

limited. Diverse international airports have been invited from Europe and Asia Pacific to provide participants an up-close perspective regarding their approach to enhancing customer delight!

Moderator

Sevda Fevzi, Manager, ASQ Strategic Marketing, ACI World

Panelist

Stanley Minsuk Suh, Manager of Customer Satisfaction Management Team, Incheon International Airport Corporation

Anna Maria Francinelli, Customer Care, Benchmarking Customer Care and Quality, SEA AEROPORTO Milano Linate

11:00 – 11:15 a.m.

Networking Break with Exhibitors

11:15 a.m. – 12:15 p.m.

Round I Concurrent Breakout Sessions for Customer Experience (CX) and Volunteer/Ambassador Experience (VX)

CX Session: The Importance of Airport and Airlines Partnership

In our ever-changing world of aviation, the passenger's perception of what airports and airlines do becomes blurred with each passing day. New, ultra- low cost carriers may not offer the same services as legacy carriers, but the passenger's expectations remain the same. The result can be uninformed and upset passengers who wanted the nostalgic, retro era of air travel. This panel will discuss how airports and airlines are developing partnerships to educate passengers about the travel experience so that expectations are met, and exceeded, when they arrive at the airport.

VX Session: Volunteer/Ambassador Technology Initiatives

12:15 – 1:30 p.m.

Networking Luncheon and Fashion Show

From head to toe, are your Volunteers and Guest Service Staff runway ready? Do your uniforms convey the image or sense of place reflective of your airport? Join us for lunch and a fashion show of eye catching, timeless and durable and uniform ideas. Samples and vendor information will be available.



AAAE/ACI-NA AIRPORT
CUSTOMER EXPERIENCE
SYMPOSIUM 2018 MARCH 6-9 | DALLAS, TEXAS

1:30 – 2:30 p.m.

**Round II Concurrent Breakout Sessions for Customer Experience (CX)
and Volunteer/Ambassador Experience (VX)**

CX: Incorporating CX Pre-planning (construction)

Some projects are smaller than others, but many, if not most, affect the customer in some way. The customer's experience will define your airport – for better or for worse. During this session we'll hear how some airports have gotten a seat at the table during the planning phase to ensure the customer experience becomes part of the project.

Panelists

Scott Ericson, Volunteer Services Manager/Guest Services, Tampa International Airport

Reed Barnes, Customer Service Manager, Louis Armstrong New Orleans International Airport

VX: Volunteer/Ambassador Uniforms/Dress Code

2:30 – 2:45 p.m.

Networking Break with Exhibitors

2:45 – 3:30 p.m.

**Case Studies: Exploring Specific Airport Approaches to Creating
"WOW" Experiences**

In this interactive session, participants will have the opportunity to hear first-hand from airport managers who are strategically focused on enhancing customer experiences airport-wide. Participants will engage with customer service gurus who work closely with their airport partners to champion service-excellence for the benefit of their airport customers. They do this by implementing major CX programs as well as by assuring a daily dose of customer hugs, i.e., those wonderful things airports do to make the customer's journey more delightful, seamless, informative, and even, fun.



AAAE/ACI-NA AIRPORT
CUSTOMER EXPERIENCE
SYMPOSIUM 2018 MARCH 6-9 | DALLAS, TEXAS

Panelist

Jim Peterson, Operations Manager, Passenger Experience, Port of Seattle

3:30 – 4:45 p.m.

Guest Experience 911

Creating smiles, ease of access, and a pleasant experience has been the role of the airport guest experience teams for years. Over the last few years, this role has grown and now has become a major component of airport emergency preparedness and response. Hear best practices and lessons learned, from airports that have put their emergency guest experience hats on and dealt with the effects of a major hurricane, an explosive device, and an active shooter.

Panelists

Caroline Schneider, Director, Airport Initiatives and Volunteer Service, Houston Airport System

Tina Kinsey, Director of Marketing, PR & Air Service Development, Greater Asheville Regional Airport Authority

Tawana Russell, Airport Manager – Guest Experience, Broward County Aviation Department/Fort Lauderdale-Hollywood International Airport

Moderator

Joanne Meredith, Manager of Marketing, Communications & Experience, Fort McMurray Airport Authority

4:45 p.m.

Symposium Adjournment

Friday, March 9

TBD

Dallas Fort Worth International Airport Tour