



Marketing and Communications Steering Group Meeting
Long Beach Convention and Entertainment Center
Long Beach, CA
October 4, 2015 9:00 AM – 3:00 PM Room 202A

AGENDA

9:00 AM

Call to Order and Welcome

Johanne Gallant
President and CEO
Fredericton International Airport
Chair
Marketing and Communications Steering Group

9:00 – 9:30 AM

Air Service Challenges Task Force Update

Johanne Gallant
President and CEO
Fredericton International Airport
Chair
Marketing and Communications Steering Group

Justin Meyer
Deputy Director of Aviation - Marketing and Air Service Development
Kansas City Aviation Department
Vice Chair
Marketing and Communications Steering Group

Kevin Schorr
Vice President
Campbell-Hill Aviation Group, LLC

9:30 – 9:45 AM

Committee Chair Breakfast Read Out

Johanne Gallant
President and CEO
Fredericton International Airport
Chair
Marketing and Communications Steering Group

Justin Meyer
Deputy Director of Aviation - Marketing and Air Service Development
Kansas City Aviation Department
Vice Chair
Marketing and Communications Steering Group

9:45 – 10:00 AM Cross Committee Task Force on Drones

Scott Elmore
Vice President, Communications and Marketing
ACI-NA

9:30 – 10:15 AM Committee Working Group Updates

Media Relations Working Group
Customer Service Working Group
Air Service Working Group

10:15 – 10:30 AM ACI-NA Security Update

Christopher Bidwell
Vice President, Security and Facilitation
ACI-NA

10:30 – 10:45 AM Morning Break
Promenade 100 and 200 Foyer

10:45 – 11:00 AM ACI-NA Government Affairs Update

Greg Cota
Senior Director, Government and Political Affairs
ACI-NA

11:00 – 11:30 AM 2015 Marketing and Communications Conference Planning

Scott Elmore
Vice President, Communications and Marketing
ACI-NA

11:30 AM – 12:00 PM OPEN

12:00 – 1:00 PM Lunch

1:00 – 1:45 PM 2016 Work Plan Brainstorming

Scott Elmore
Vice President, Communications and Marketing
ACI-NA

1:45 – 2:00 PM

2016 Steering Group Elections and Ballot Approval

Scott Elmore
Vice President, Communications and Marketing
ACI-NA

2:00 – 2:30 PM

Hot Topics – Open Discussion

Johanne Gallant
President and CEO
Fredericton International Airport
Chair
Marketing and Communications Steering Group

2:30 – 3:00 PM

Executive Session – Bushelman Award Discussion

Myrna White
Director, Office of Public Affairs
Hartsfield-Jackson Atlanta International Airport
Immediate Past Chair
Marketing and Communications Steering Group

3:00 PM

Adjourn

Observer Policy

Welcome to the 2015 ACI-NA Annual Conference and Exhibition! Thank you for observing the ACI-NA Marketing and Communications Steering Group meeting. While the committee chair may call on observers to participate in the meeting, the Steering Group has a full agenda. Please see ACI-NA's Scott Elmore during a break or after the meeting to learn more about how you can get more involved with committee activities.