

Airport Customer Service/ Volunteer Ambassador Conference ↗↗

Fort Myers, Florida | October 16-18, 2011



In the ever-changing world of aviation, one thing remains constant—travelers' demands for excellent customer service. But the way that customer service is delivered has changed over the years as the airport environment has transformed. As recently as 10 years ago, airport customer service professionals did not have to deal with irate travelers waiting one, sometimes two hours to pass through a security checkpoint. Previously, passengers did not have to endure what many consider privacy-invading X-ray scanners and pat-downs. And what other customer service challenges will emerge in the airport landscape as we enter the second decade of the 21st Century?

Airport employees, in addition to performing their regular job functions, must strive to understand travelers' needs and concerns and ratchet up their communication skills to a new level. Passenger expectations are constantly changing, and we need to change with them.

One avenue to great customer service is exceeding these expectations. Many airports have done just that by convincing "the powers that be" of the importance of delivering superior customer service, implementing volunteer ambassador programs. The challenges associated with these programs, however, are many, from dealing with "attitude" problems to developing reward and retention strategies to deciding how best to handle the issue of aging ambassadors.

To assist airport professionals in meeting the challenges of delivering superior customer service and building volunteer ambassador teams, AAAE, the Lee County Visitor and Convention Bureau and the Lee County Port Authority are pleased to present the 12th Annual AAAE Airport Customer Service/Volunteer Ambassador Conference, October 16-18, 2011, in Fort Myers, Florida. The conference will broaden the participants' understanding of the importance of customer service and volunteer ambassador programs to airports, and highlight the employee's role in restoring consumer confidence.

The program content of the conference will focus on both airport customer service and volunteer ambassador programs, primarily through the use of brainstorming and small group discussions. Experts representing a wide variety of airports will share their marketing and public relations expertise, but the emphasis will be on interactive information sharing rather than the "talking heads" approach.

Attendees are encouraged to bring individual experiences and scenarios from their airports and have the group discuss problems and solutions.

Please note the conference has been extended to include lunch on Tuesday, October 18, and some exciting activities tentatively lined up for that afternoon. You won't want to miss more opportunities to network with your colleagues, so please make your travel plans accordingly!

All sessions will take place at the Sanibel Harbour Marriott Resort and Spa. The conference will begin with registration and a reception from 6-7:30 p.m. on Sunday, October 16. The business program starts at 9 a.m. on Monday, October 17 (registration starts at 8:30 a.m.) and will end at 1:30 p.m. on Tuesday, October 18. The registration fee includes the reception, Monday night event, two continental breakfasts, two lunches, refreshment breaks and all handout materials. Dress for the conference is business casual. Confirmation letters will be emailed to attendees.

AGENDA

(Subject to Change)

SUNDAY, OCTOBER 16

6-7:30 p.m. Registration and Welcome Reception

MONDAY, OCTOBER 17

8:30-9 a.m. Registration and Continental Breakfast

9-9:15 a.m. Welcome Remarks

9:15-9:45 a.m. Attendee Introductions

9:45 a.m.-12 p.m. Round Table Discussions

12-1:30 p.m. Lunch

1:30-4:15 p.m. Presentations, Brainstorming, Great Giveaways!

5-9 p.m. Monday Night Event

TUESDAY, OCTOBER 18

8:30-9 a.m. Continental Breakfast

9-11 a.m. Volunteer Ambassador/Customer Service Challenges

11 a.m.-12 p.m. Round Table Discussions

12-1:30 p.m. Lunch

1:30-5 p.m. Social Networking Opportunities

CONTACT INFORMATION

For program information, contact Ellen Horton, AAAE, at (703) 824-0500, Ext. 140, or email ellen.horton@aaae.org.

For registration and hotel information, contact Brian Snyder, AAAE, at (703) 824-0500, Ext. 174, or email brian.snyder@aaae.org.

Register Online at www.aaameetings.org



12TH ANNUAL AAAE AIRPORT CUSTOMER SERVICE/VOLUNTEER AMBASSADOR CONFERENCE

OCTOBER 16-18, 2011 • FORT MYERS, FLORIDA • Mtg. #111002

Register Online at:
www.aaameetings.org

Hotel reservations—Rooms are being held at the Sanibel Harbour Marriott Resort & Spa, 17260 Harbour Point Drive, Fort Myers, Florida 33908, phone (239) 466-4000. All attendees will receive a special rate of \$165 single/double. Reservations must be made by Friday, September 23, 2011, in order to guarantee this rate. Reservations made after this date only can be honored on a space and rate available basis. To make your hotel reservations, call the hotel directly at (239) 466-4000 or toll free at (800) 767-7777 and identify yourself as part of the AAAE group. Individuals may cancel up to seven days prior to arrival to avoid a cancellation fee of one-night's lodging and tax.

NOTE: AAAE reserves the right to cancel this program if the number of registrants is insufficient. In this event, we will notify all registrants and refund the registration fee in full. However, any costs incurred by the registrant, such as hotel cancellation or airline penalties, are the responsibility of the registrant. Confirmation letters will be emailed to attendees within two weeks of receipt of registration. If you have not received a confirmation letter via email two business days prior to the meeting, and you enrolled at least two weeks prior to the meeting, please contact the AAAE Meetings Department at (703) 824-0504. Non-receipt of the confirmation letter before the meeting is not justification for seeking a refund.

☐ Check here if updated contact information has been provided.

Airline reservations—American Airlines has been selected as the official air carrier for this meeting. Attendees can receive a 5% discount off American's published fares. Rules and restrictions apply. To take advantage of American's special fares, call American Airlines directly at (800) 433-1790 from 6 a.m.-1 a.m. eastern time daily and refer to star file #A37H1BA.

Ground transportation—Sanibel Harbour Marriott Resort & Spa is 18 miles from Southwest Florida International Airport. A taxi will cost \$44 one-way and the ride takes about 25-30 minutes. Additional options are available on the conference website. Avis Rent-A-Car System, Inc. is the official rental car company for this meeting. To make reservations or for further information, call (800) 331-1600 and reference J097316.

Registrations and cancellations must be submitted in writing. Cancellation requests received before 9/30/11 are subject to a \$125 processing fee and will be processed after the meeting takes place. There will be no refunds after this date. Substitutions will be accepted without penalties and no-shows will be billed. For all inquiries regarding cancellations and refunds, please contact the AAAE Meetings Department at (703) 824-0504 or email aaameetings@aaae.org.



If you require any special assistance to participate or have special dietary requirements, email aaameetings@aaae.org.



Accredited Airport Executives®

This course is worth 12 credits in the AAAE Continuing Airport Management Education Unit (CEU) program.

Nickname for Badge _____ Email Address _____

Mr./Ms. (circle one) First Name _____ Last Name _____

Title _____

Airport/Company _____

Address _____

City/State/Zip _____

Telephone Number _____ Fax Number _____

Registration Fees (in U.S. funds drawn on a U.S. bank)

(includes all handouts, two continental breakfasts, two lunches, a reception, Monday night event and refreshment breaks)

	On or before 9/2	After 9/2
1. <input type="radio"/> AAAE Members	\$495	\$515
2. <input type="radio"/> Non-Members	\$525	\$545

Payment Method

☐ Enclosed is my check payable to AAAE ☐ Purchase Order #

☐ Upon receipt of this form, please charge my (circle one): American Express MasterCard Visa

Cardholder Name _____

Account Number _____ Exp. Date _____

Signature _____

Return to: AAAE • 601 Madison St., #400 • Alexandria, VA 22314 (USA) or Fax to (703) 797-9018. Photocopies of this form will be accepted. AAAE accepts registration regardless of race, religion, sexual orientation, sex, physical disability and national or ethnic origin. This includes but is not limited to admissions, employment and educational services.