



*All sessions will take place in the Lake Arrowhead Ballroom (part of the DoubleTree Ballroom) at the DoubleTree by Hilton Hotel Ontario Airport unless otherwise noted.  
As of 12.4.24 | Subject to Change*

## MONDAY, DECEMBER 9

---

5:30 - 6:30 p.m.

### Welcome Reception 🍷

Grab a beverage and your badge to save time tomorrow morning and get to know your fellow socialites!

## TUESDAY, DECEMBER 10

---

8 - 9 a.m.

### Registration and Continental Breakfast ☕🍪

9 - 9:15 a.m.

### Welcome Remarks and Introductions

Gwen Basaria  
Vice President, Member Experience and AAAE Foundation  
AAAE

Danielle Whalen  
Vice President, Strategic Marketing  
AAAE

Atif Elkadi  
Chief Executive Officer  
Ontario International Airport Authority

9:15 - 10:45 a.m.

### SESSION 1: #HumbleBrag – Airport Social Slide Slam

Share the highlights from your feed this year—your best campaigns, top posts, memes, and trending moments. Each airport or organization gets 5 minutes to shine with up to 3 PowerPoint slides. Presentations will follow airport code order, so plan accordingly! If more than one person is attending from your team, feel free to tag-team your presentation (but only one per airport/org). Let's celebrate what made your feed soar in 2024!

10:45 - 11 a.m.

### Social 🦋 Break

11 a.m. - 12 p.m.

### SESSION 2: Humanizing the Brand

Join our panel of airport social media experts as they dive into the art of "humanizing" brands – in other words – relating authentically with our audiences. Discover how voice, tone, and imagery can create authentic connections, turning routine updates into

meaningful engagement. Learn from industry leaders who blend creativity with strategy to transform the airport social experience into a relatable and approachable brand story.

Eren Cello  
Chief Marketing & Communications Office  
Ontario International Airport

Sabine West  
Social Media Marketing Specialist  
Ontario International Airport

**12 - 1 p.m.**

**Networking Lunch** 🍽️ 🍴

**1 - 2 p.m.**

**SESSION 3: Measuring Success Beyond Just Metrics**

They say, "You can't manage what you can't measure," however, true impact goes beyond just analytics (though they are important too!). Explore how airport social media managers track and report traditional KPIs while also recognizing intangible wins, such as audience trust, authentic storytelling, and community connection. Gain insights into how to define and measure success in meaningful, human-centered ways that reflect the broader goals of their airport's mission and brand.

Joshua Davis  
Senior Social Media Manager  
Dallas Fort Worth International Airport

**2 - 3 p.m.**

**SESSION 4: Behind the Scenes: Tips, Tricks, and Tools of the Trade**

Discover the strategies and tools that drive success in airport social media management. Brittney from Montgomery Regional Airport will kick off the conversation by sharing an exclusive behind-the-scenes look at the tools she relies on to streamline workflows, engage audiences, and manage brand channels. Following her insights, the session will open up for an interactive discussion where attendees can share their own tips, tricks, and favorite tools. Come ready to collaborate, learn, and leave with actionable ideas to enhance your social media strategy!

Brittney Jones-Dabney  
Communications & Marketing Manager  
Montgomery Regional Airport

**3 - 3:15 p.m.**

**Social** 🦋 **Break**

**3:15 - 4:15 p.m.**

**SESSION 5: Social Distancing from Your Brand**

Managing social media for airports involves more than crafting engaging posts—it means navigating public scrutiny, critical feedback, and online trolling. This panel brings together experienced social media managers to share challenges, coping strategies, and tools for building resilience. Through candid stories, actionable advice, and interactive Q&A, attendees will gain insights on managing stress, fostering team support, and transforming negative interactions into opportunities for growth, leaving equipped to enhance their mental well-being and social media strategies.

Moderator:  
Gwen Basaria  
Vice President, Member Experience and AAAE Foundation  
AAAE

C.J. Johnson  
Communications Manager  
Tampa International Airport

Amanda Ohbayashi  
Social Media & Audience Engagement Program Manager  
Marketing & Consumer Strategy  
Metropolitan Washington Airports Authority

David Wert  
Public Information Officer  
County of San Bernardino

6 - 8 p.m.

**Host Airport Event** 🏌️‍♂️ 🍷 🧑‍🎓

Ontario International Airport is proud to host attendees for a night out at Topgolf! Join us for a night to network with fellow attendees, explore the different unique interactive stations (including our custom screen printing station) and enjoy some golf in the beautiful Southern California weather. Light bites and drinks will be served.

We will board the shuttle at the DoubleTree at 5:45 p.m. in the lobby and the shuttle will return to the hotel at 8 p.m.

**WEDNESDAY, DECEMBER 11**

---

8 - 9 a.m.

**Continental Breakfast** ☕ 🍩

9 - 9:30 a.m.

**Whose # is it Anyway? #AirportSocial Trivia** ✈️ 📺

Kick off Day 2 with a fun and friendly trivia showdown blending avgeek knowledge and social media savvy! Test your wits, laugh along the way, and compete not just for bragging rights but for an epic prize: complimentary registration to the 2025 Airport Social Media Summit (dates and location TBD)!

9:30 - 10:30 a.m.

**SESSION 6: Make Your Social Media More Inclusive - Title II & What You Need to Do**

This year the Department of Justice rolled out new requirements for airports and their digital communications. In this session you will learn what the new rules mean for social media managers and how small changes can make your content available to a wider audience.

Katie Franco, C.M.  
Owner  
Aviatrix Communications

10:30 - 11:30 a.m.

**AI in Social Media and Your 🔥 Topics**

We will kick off the discussion with how you are using AI in your social media toolkit and share industry insights on what the future holds. Next, we will tackle your burning questions for your peers! This is your chance to get the answers you need before heading home. No question is too big or small—make sure you leave with all your curiosity satisfied and no “I wish I had asked” moments!

11:30 a.m. – 12:30 p.m.

**Networking Lunch** 🍽️ 🍴

**12:30 – 2:30 p.m.**

**Terminal to Trending: Your Airport Social Media Best Practices and Guidelines**

This workshop is designed to help airport social media teams collaboratively develop a comprehensive set of best practices and guidelines tailored to their unique needs. Participants will engage in brainstorming and breakout sessions, defining clear principles and actionable strategies focused on content creation, crisis management, and community engagement.

Danielle N. Whalen, MBA  
Vice President, Strategic Marketing  
AAAE

**2:30 p.m.**

**Wrap-Up and Adjournment 🙌 ✈️**

**THANK YOU TO OUR HOST AIRPORT!**

