

# Sixel Airports Conference Agenda

Rogers, Arkansas

Tuesday, October 20 – Thursday, October 22, 2015



## **Registration Desk**

- Open Tuesday from 2:00 to 5:00pm and Wednesday from 7:00 to 8:30am

## **Attire**

- Business casual for all daytime events.
- Casual for evening events.
- Ladies, we suggest wearing flats for all evening events.

## **Hosted By**

### **Sixel Consulting Group**

Headquarters  
497 Oakway Rd Ste 280  
Eugene, OR 97401 USA  
541-341-1601

### **Conference Hotel**

Embassy Suites Northwest Arkansas  
3303 Pinnacle Hills Parkway  
Rogers, AR 72758 USA  
479-254-8400

October 2015

TRANSFERS

**Airport Transfers:**

Negotiated rates have been established with **Jim's Express Shuttle**. Their fee is \$17 each way between XNA and Embassy Suites Northwest Arkansas. All credit cards are accepted.

You may make reservations via phone: **479.205.0011**

Or via email: [jimsexpressshuttle@hotmail.com](mailto:jimsexpressshuttle@hotmail.com)

Request Rate Code: **Sixel Airports Conference**

Check-in counter is located in baggage claim area.

**Northwest Arkansas Regional Airport Tour – 1pm**

Hospitality Room available from 12:00pm – 2:00pm

**Walmart Emergency Operations Center Tour – 2pm**

A shuttle transfer from airport to the operations center will depart at 1:45pm from XNA after airport tour, and will also transfer attendees to Embassy Suites Northwest Arkansas hotel upon completion of operations center tour.

Tuesday, October 20					
14:00	17:00			Registration Desk Open	Embassy Suites Lobby
16:30	17:00			First Timer Welcome Briefing	Spa Tower Lobby Embassy Suites
17:00	18:30			Opening Reception <i>Sponsored by: Dunkin' Brands</i>	Spa Tower Lobby/Sundeck Embassy Suites
18:30	21:00			Dinner <i>Sponsored by: Quick Flight Services</i>	Foster's Pint & Plate

Wednesday, October 21						
		<i>Primary Session</i>	<i>Primary Location</i>		<i>Concurrent Session</i>	<i>Concurrent Location</i>
7:00	8:30	Breakfast at Leisure	<i>Embassy Suites</i>			
7:00	8:30	Registration Desk Open	Commerce Ballroom Foyer Embassy Suites			
9:00	9:15	Conference Intro	Crystal Bridges Great Hall	Mark Sixel, President	Sixel Consulting Group	
9:15	10:00	Guest Speaker	Crystal Bridges Great Hall			
10:00	10:15	Break	Crystal Bridges Great Hall Lobby			
10:15	10:45	Industry Update: Why Airline Profits Haven't Equaled Expanded Service	Crystal Bridges Great Hall	Jack Penning, Executive Director Air Service Strategy & Development	Sixel Consulting Group	
10:45	11:15	New Customer Education and Branding Efforts	Crystal Bridges Great Hall	Jessica Wheeler, Director of Marketing Communications	Allegiant Air	
11:15	11:45	Museum Self-Guided Tour	Crystal Bridges			
11:30	12:30	Lunch	Crystal Bridges Great Hall	<b>Sponsored by:</b> <i>Air IT</i>		
13:30	13:55	One-on-One Meetings	Commerce Ballroom Embassy Suites	Eric Peterson and April Meyer, Principals Alliance Jeremiah Gerald, SCG	Building Your Airport Brand from the Inside Out	Pinnacle 3 Room Embassy suites
14:00	14:25	One-on-One Meetings	Commerce Ballroom Embassy Suites			
14:30	14:55	One-on-One Meetings	Commerce Ballroom Embassy Suites	Marc Watkins, Editor Jon Lassetter, Business Development Anna.Aero	Marketing to Airlines: Profiles and Placement on the World Stage	Pinnacle 3 Room Embassy Suites
15:00	15:25	One-on-One Meetings	Commerce Ballroom Embassy Suites	Yuliya Crane, SCG	Data Analysis – Forecasting 101	Pinnacle 3 Room Embassy Suites
15:30	15:45	Break	Commerce Ballroom Foyer	<b>Sponsored by:</b> <i>Alliance</i>		
15:45	16:10	One-on-One Meetings	Commerce Ballroom Embassy Suites	Ilona Cambron, SCG	New Tool Presentation Details Soon!	Pinnacle 3 Room Embassy Suites
16:15	16:40	One-on-One Meetings	Commerce Ballroom Embassy Suites			
16:45	17:10	One-on-One Meetings	Commerce Ballroom Embassy Suites			
17:15	17:40	One-on-One Meetings	Commerce Ballroom Embassy Suites			
18:00	21:00	Bentonville Square	21c Museum Hotel / Reception & Dinner <b>Sponsored by: Northwest Arkansas Regional Airport</b>			
21:00	23:00	Late Reception			<i>Optional</i>	The Big Chill

Thursday, October 22						
		<i>Primary Session</i>	<i>Primary Location</i>		<i>Concurrent Session</i>	<i>Concurrent Location</i>
7:00	9:30	Breakfast at Leisure	Embassy Suites			
8:00	8:25	One-on-One Meetings	Commerce Ballroom Embassy Suites			
8:30	8:55	One-on-One Meetings	Commerce Ballroom Embassy Suites			
8:55	9:05	One-on-One Break	Commerce Ballroom Foyer			
9:05	9:30	One-on-One Meetings	Commerce Ballroom Embassy Suites	SCG Marketing Team	Open Forum; Marketing Advice Session 1	Pinnacle 3 Room Embassy Suites
9:35	10:00	One-on-One Meetings	Commerce Ballroom Embassy Suites	SCG Marketing Team	Open Forum; Marketing Advice Session 2	Pinnacle 3 Room Embassy Suites
10:05	10:30	One-on-One Meetings	Commerce Ballroom Embassy Suites	SCG Marketing Team	Open Forum; Marketing Advice Session 3	Pinnacle 3 Room Embassy Suites
10:30	10:45	Break	Commerce Ballroom Foyer	<i>Sponsored by: Flightview</i>		
10:45	11:10	One-on-One Meetings	Commerce Ballroom Embassy Suites		My Airport Just Announced New Air Service; Now What?	Pinnacle 3 Room Embassy Suites
11:15	11:40	One-on-One Meetings	Commerce Ballroom Embassy Suites		What to do when the Incentive/Honeymoon Period is Over	Pinnacle 3 Room Embassy Suites
11:45	12:10	One-on-One Meetings	Commerce Ballroom Embassy Suites	Ilona Cambron, SCG	New Tool Presentation Details Soon!	Pinnacle 3 Room Embassy Suites
12:15	13:15	Lunch / Fall Conference Close	Commerce Ballroom Embassy Suites	<i>Sponsored by: Tailwind Concessions</i>	Spring Conference Announcement	
13:30	13:55	One-on-One Meetings	Commerce Ballroom Embassy Suites			
14:00	14:25	One-on-One Meetings	Commerce Ballroom Embassy Suites			
14:30	14:45	Break	Commerce Ballroom Foyer			
14:45	15:10	One-on-One Meetings	Commerce Ballroom Embassy Suites			
15:15	15:40	One-on-One Meetings	Commerce Ballroom Embassy Suites			
15:45	16:10	One-on-One Meetings	Commerce Ballroom Embassy Suites			
16:15	16:40	One-on-One Meetings	Commerce Ballroom Embassy Suites			
17:00	19:00	Historic Rogers			Join the Sixel team for dinner if you are departing on Friday	