

PANEL DESCRIPTIONS



GENERAL SESSION

OPENING KEYNOTE:

DESCRIPTION: The general session will welcome attendees to the Great Lakes Regional Forum: Creating A Culture of Inclusion. The opening keynote will provide remarks regarding the transportation industry specifically focused on policies and opportunities for aviation professionals and the aviation industry infrastructure.

AVIATION FORECAST PANEL:

DESCRIPTION: This panel is designed to provide Forum attendees an opportunity to hear the visions of the Airport CEOs who lead some of the region's airports, and about the future of airports and the aviation industry. This panel format provides an environment for the diverse group of CEOs to candidly express their opinions and engage in dynamic discussions. Topics include critical issues that are predicted to have long-term effects on the aviation industry including funding, airport development and business diversity programs.

SESSION I

Panels include 3 subject matter experts and a Moderator. Moderator will open with a 3-minute subject introduction, introduce panelists, and facilitate the conversation as well as Q&A's.

AIRLINE PROCUREMENT:

Reaching for the Skies: Doing Business with Airlines

DESCRIPTION: Decentralization within the air transportation industry is helping airlines achieve greater competitiveness, while deregulation continues to impact dramatically both the passengers and airline carriers. Listen to Procurement Officers and/or Supplier Diversity Officers talk about how to do business with airlines and contracting opportunities. How do you get your foot in the door? Learn tips on how to make that first contact and how to make a good impression.

AIRPORT PROCUREMENT:

Contracting Opportunities for Small Businesses

DESCRIPTION: Airport Operators are continuously improving their facilities, services, and amenities offered to the traveling public. Small businesses play an important role in this development. Hear from the experts about non-aeronautical contracting opportunities such as terminal concessions, advertising, parking, real estate development, and how small businesses can compete for contracts.

HOTEL PROCUREMENT:

DESCRIPTION: Hotels are continuously improving their facilities, services, and amenities offered to the traveling public. Small businesses play an important role in this development. Hear from the experts about the hotel industry and contracting opportunities.



LUNCHEON-FIRESIDE CHAT WITH INDUSTRY CEOS:

DESCRIPTION: In this session, CEOs will discuss strategies and best practices that are utilized in their companies to foster economic growth. Attendees will learn effective strategies that can be implemented with any size firm, as well as understand demographics from CEOs that provide key factors for business growth and best practices within the industry.

SESSION II

Panels include 3 subject matter experts and a Moderator. Moderator will open with a 3-minute subject introduction, introduce panelists, and facilitate the conversation as well as Q&A's.

CONSTRUCTION:

Understand the Construction Industry to Secure Economic Success

DESCRIPTION: This session is designed to address challenges, as well as opportunities firms face, in securing airport contracts, both in construction and professional services. The panelists will discuss how to develop lasting partnerships with Construction Primes and DBE's, the importance of pre-bid meetings, understanding sub-contract agreements and scope of work to be performed and much more.

CONCESSIONS:

Developing a Successful Concessions Business Locally and Beyond

DESCRIPTION: This session is designed for attendees to learn from panelists what it takes to become a successful concessionaire. Panelists range from Primes to ACDBEs and will offer advice and guidance on developing your concessions company across multiple airport markets based on their industry models that include: owner/operator, joint ventures and professional services.

WORKFORCE DEVELOPMENT:

DESCRIPTION: This session is designed for attendees to learn from key professionals about enhancing a company's economic stability by creating, sustaining and retaining a viable workforce that can support current and future business. Panelists will discuss talent management, employment practices, workforce challenges and strategies that focus on matching workers' skills to specific company needs.

LEARNING LABS

Learning Labs will be 8 person roundtable discussions with Subject Matter Experts (SMEs) presenting for 20 minutes, flowing directly into Q&A from attendees seeking valuable insight on the subject matter.

ACCESS TO FINANCING: Subject Matter Experts will discuss access to financing, specifically the ability of companies or enterprises to obtain finances to grow their business. SMEs will also discuss private investors, traditional lending and SBA loan programs that assist small businesses.

BONDING & INSURANCE: Subject Matter Experts will discuss the ins and outs of bonding and insurance. Specifically, what insurance and bonding is necessary in order to compete for airport projects. Topics to be discussed include credit, payments, insurance, and other risk management services.

CONTRACT NEGOTIATIONS/LEGAL: Subject Matter Experts will discuss the ins and outs of contract negotiations and legal services. SMEs will discuss best practices when negotiating contracts and legal services in the aviation industry.

AVIATION SAFETY & SECURITY: Subject Matter Experts will discuss the techniques, methods, and best practices used in protecting passengers, staff and aircraft at airports from accidental/malicious harm, crime and other threats.

MARKETING & PRESENTATION: Subject Matter Experts will discuss the importance of company branding, presentation, and marketing, including best practices for affectively branding and marketing your company to promote financial growth.

CERTIFICATION PROCESS: Subject Matter Experts will discuss navigating the certification process as it relates to individuals obtaining contracts with transportation entities.

WORKFORCE & BENEFITS: Subject Matter Experts will discuss how creating, retaining, and sustaining a viable workforce can enhance a company's financial stability.

AMAC MEMBERSHIP: AMAC Membership Director, Anthony Barnes, will discuss the importance of AMAC membership, including membership benefits, opportunities to become engaged and opportunities to work/partner with AMAC. New members and prospective members are encouraged to attend this session.