

Sixel Airports Conference Agenda

Montgomery, Alabama

Wednesday, November 12 – Friday, November 14, 2014



Registration Desk

- Open Wednesday from 2:00 to 5:00pm and Thursday from 7:00 to 9:00am

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 220
Eugene, OR 97401 USA
541-341-1601

Conference Hotel

Renaissance Montgomery Hotel
201 Tallapoosa Street
Montgomery, AL 36104 USA
334-481-5000

November 2014

Airport Transfers:

MGM Airport Tour – 1 PM

There will be a Hospitality Room open for attendees beginning at 11:30am. Relax with colleagues, enjoy free Wi-Fi access and secure luggage storage during the airport tour. Sixel Consulting staff will be there to meet you prior to the Montgomery Regional Airport tour, which begins at 1:00pm, starting from the Hospitality Room.

Note: A shuttle transfer to the Renaissance Montgomery will be provided at 2PM on November 12th after the conclusion of the MGM Airport Tour

Hyundai Tour – 2 PM

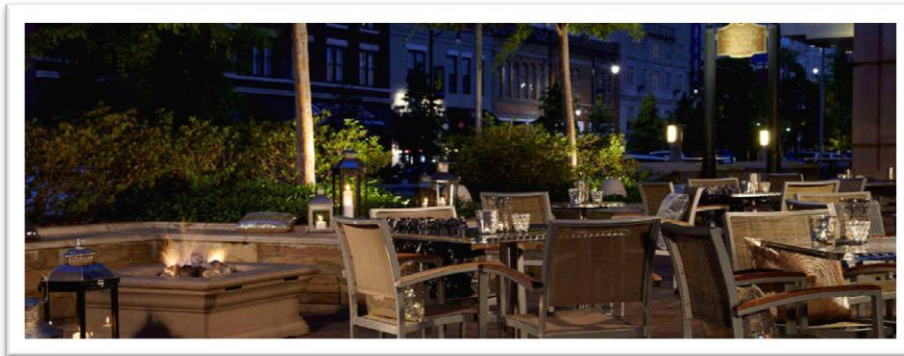
Immediately following the MGM Airport Tour at 1:45pm, we will transport those who have pre-registered for the Hyundai Tour directly to the plant. The tour will last approximately 1.5 hours. At the conclusion, you will be transferred directly to the Renaissance Hotel.

Historic Trolley Tour – 3PM

All aboard for an hour trolley tour of the many historic sites that have left indelible footprints on Montgomery. From the Civil War to Civil Rights, you will see the locations where America faced defining issues, all contained within just a few short blocks in downtown Montgomery. The trolley will board at 3PM, from the front of the Renaissance Hotel's main entrance.

Wednesday, November 12					
13:00	14:00			Montgomery Regional Airport Tour	MGM
14:00	15:30			Hyundai Tour	Depart from MGM at 1:45pm
14:00	17:00			Registration Desk Open	Renaissance Montgomery Hotel
15:00	16:00			Historic Montgomery Trolley Tour	Renaissance Montgomery Hotel
17:00	18:30			Opening Reception <i>Sponsored by Goodwyn, Mills and Cawood, Inc.</i>	The Exchange Terrace Renaissance Hotel
18:30	21:00			Dinner <i>Sponsored by Quick Flight Services</i>	129 Coosa

Please join us for a **Welcome to Montgomery** Reception & Dinner on Wednesday evening. Enjoy an outdoor reception between 5:00pm – 6:30pm, on the **Exchange Terrace of the Renaissance Hotel**. Then take a stroll across the street to **129 Coosa** for dinner, located in **The Alley District**.



Thursday, November 13						
		<i>Primary Session</i>	<i>Primary Location</i>		<i>Concurrent Session</i>	<i>Concurrent Location</i>
7:30	9:00	Breakfast	At your Leisure in Alabama B Foyer, or join an energetic marketing session in Alabama C		<i>Breakfast Brainstorming with Biscuits & Beignets</i>	Alabama C 8:00am-8:45am
7:00	9:00	Registration	Alabama B Foyer		Registration Desk Open	
9:00	9:15	Conference Intro	Alabama B	Mark Sixel, President	Sixel Consulting Group	
9:15	9:30	Welcome / Introduction	Alabama B			
9:30	10:00	We Consolidated... Yippee?	Alabama B	Mark Sixel		
10:00	10:30	Small Community Solutions	Alabama B	Mike Mooney		
10:30	10:45	Break	Alabama B Foyer		Sponsored by:	
10:45	11:15	Securing an Airline's Attention in a Competitive World	Alabama B	Mark Sixel / Ilona Cambron / Mike Gordon		
11:15	11:45	Beyond ASD; Strategic Airport Planning for 2015	Alabama B	Jack Penning		
11:45	12:45	Lunch	MPAC Atrium		Sponsored by:	
12:45	13:10	One-on-One Meetings	Alabama C			
13:15	13:40	One-on-One Meetings	Alabama C		Web-Based Marketing / Big Data	Alabama B
13:45	14:10	One-on-One Meetings	Alabama C			
14:15	14:40	One-on-One Meetings	Alabama C		Social Media / Crisis Mgmt. / the Press	Alabama B
14:45	15:10	One-on-One Meetings	Alabama C			
15:10	15:25	Break	Alabama B Foyer		Sponsored by: Quick Flight Services	
15:25	15:50	One-on-One Meetings	Alabama C		Community Engagement	Alabama B
15:55	16:20	One-on-One Meetings	Alabama C		Tourism Development using Video	Alabama B
16:25	16:50	One-on-One Meetings	Alabama C			
16:55	17:20	One-on-One Meetings	Alabama C			
18:00	21:00	With A Southern Flair	Sponsored by: AIRT		Saunter across the street to Union Station for dinner	Union Station
21:00	23:00	Late Reception			<i>Optional</i>	Alley District

On Thursday afternoon, take another short stroll across the street for a view of the Alabama River and waterfront, to enjoy casual Southern dining with of a combined BBQ/Low Country Boil dinner at the restored **Union Station**.



Friday, November 14						
		Primary Session	Primary Location		Concurrent Session	Concurrent Location
6:00	11:00	Breakfast	<i>The House, Renaissance Hotel</i>		Enjoy breakfast at your leisure	
8:00	8:25	One-on-One Meetings	Alabama C			
8:30	8:55	One-on-One Meetings	Alabama C			
8:55	9:05	One-on-One Break	Alabama B Foyer			
9:05	9:30	One-on-One Meetings	Alabama C		Media Buying for ASD	Alabama B
9:35	10:00	One-on-One Meetings	Alabama C		The Integrated Marketing Package	Alabama B
10:05	10:30	One-on-One Meetings	Alabama C			
10:30	10:45	Break	Alabama B Foyer			
10:45	11:10	One-on-One Meetings	Alabama C		The Effect of Rates and Charges on ASD	Alabama B
11:15	11:40	One-on-One Meetings	Alabama C		Using Route Exchange to Get Your Info Out	Alabama B
11:45	12:10	One-on-One Meetings	Alabama C			
12:15	13:00	Lunch / Fall Conference Close	Alabama A Sponsored by:	Mark Sixel	Spring Conference Announcement	
13:00	13:25	One-on-One Meetings	Alabama C			
13:30	13:55	One-on-One Meetings	Alabama C			
14:00	14:30	Ice Cream Available	Alabama B Foyer			
14:00	14:25	One-on-One Meetings	Alabama C			
14:30	14:55	One-on-One Meetings	Alabama C			
17:30	19:00	Dinner	Railyard Brewery		Join the Sixel team for dinner if you are departing on Saturday	

Pre/Post Conference Activities to Explore:



Blake's Segway Tours of Montgomery
334.657.4195
www.segwaymontgomery.com



Montgomery Museum of Fine Arts
334.240.4333
www.mmfa.org



Hank Williams Museum
334.262.3600
www.thehankwilliamsmuseum.net



Museum of Alabama
334.242.4364
www.museum.alabama.gov



Rosa Parks Library & Museum
334.241.8615
www.troy.edu/rosaparks/

For those of you staying through Friday evening, Sixel Consulting Group would enjoy your company at their evening dinner event. Be sure to let Terri Campbell (terri@sixelconsulting.com) know if you are interested in attending.

REMINDER:

Hotel Check-Out time is: **11:00am**