

MONDAY, AUGUST 24

3-5 p.m.

Experience Tulsa Tour

Join Experience Tulsa for a complimentary tour of Tulsa. Hop aboard their authentic old Trolley for a 2 hour experience where we dig into the past, present, and exciting future of the city of Tulsa. They'll discuss Tulsa's early day's as an Indian Territory, the exciting history of the oil boom, the complex history of Greenwood, visit Tulsa's iconic Gathering Place park, and so much more! Seats are limited.

Register here: <https://www.eventbrite.com/e/trolley-tour-with-experience-tulsa-tickets-1998431169424?aff=oddtcreator>

5:30 - 7 p.m.

Welcome Reception 🍷

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

TUESDAY, AUGUST 25

8 - 9 a.m.

Registration and Continental Breakfast 🍳🍷

9 - 9:15 a.m.

Welcome Remarks and Introductions

9:15 – 10:30 a.m.

KEYNOTE: Understanding Personality Styles: Improving Collaboration and Audience Connection

This highly interactive session will have you rethink how you approach different people in your professional (and personal) ecosystem. You have likely taken your share of personality assessments, but this one is different. You will leave the session with a new vocabulary and appreciation of how individuals work effectively as a team, and it will have you thinking more about who you aren't than who you are.

- A blueprint on how to leverage the temperaments in decision making
- A shortcut to creating better personal and professional connections
- A strategy to overcome your personal blind spots
- A personal relationship strategy map

Speaker:

Tracy Spears, Speaker, Author, Podcaster

10:30 - 10:45 a.m.

Social 🦋 Break

10:45 a.m. – 12:30 p.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!

12:30 – 1:30 p.m.

Lunch

1:30 – 2:45 p.m.

SESSION 2: Confession: We Don't Have a Viral Strategy

What happens when you stop trying to make your airport look like everyone else's? TUL started with passenger research, listened to what people already loved about the brand, and built a social strategy around real people, real stories and a very real sense of place. From People Who Power TUL and In Plane Language to our new TUL Frequent Flyer Club, we'll share what we've tried, what has worked, what hasn't, and how authenticity is showing up in our engagement. You'll leave with ideas you can steal for your own airport.

Speakers:

Stephanie Chester, Director, Marketing and Community Relations, Tulsa Airports Improvement Trust

Kim Kuehler, Communications Manager, Tulsa Airports Improvement Trust

2:45 – 3:15 p.m.

Social 🦋 Break

3:15 - 4:30 p.m.

SESSION 3: Sprouting Your Airport's Social Goals

Jordan Elhert, Education & Public Sector, Sprout Social

Shelbi Copain, Marketing Coordinator, Louis Armstrong New Orleans International Airport

6 - 9 p.m.

Tulsa After Hours Hosted by TUL

Experience a true Tulsa welcome with an evening of BBQ, music, rooftop views and Oklahoma hospitality at SOMA at the Brut Hotel.

We'll have SOMA all to ourselves for the evening, giving you the perfect setting to connect with fellow airport social media professionals while enjoying drinks and dessert. The restaurant has plenty of lovely vegan and gluten free options available in addition to the classic BBQ buffet.

After dinner inside, guests will have the option to relax on the rooftop patio, take in the downtown skyline and river views, or hit the dance floor with two-step and line dancing lessons led by Giddy-Up Two-Step. Whether you're a seasoned dancer or trying it for the first time, everyone's welcome to join the fun.

Shuttle Service Details

Conference Hotel (Hyatt Regency) to SOMA

- Round 1: 5:45 p.m.
- Round 2: 6:00 p.m.

SOMA to Conference Hotel (Hyatt Regency)

Shuttles will depart every 30 minutes from 7:30 p.m. to 9:30 p.m.

- 7:30 p.m.
- 8:00 p.m.
- 8:30 p.m.
- 9:00 p.m.
- 9:30 p.m.

WEDNESDAY, AUGUST 26

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 2027 Airport Social Media Summit in Greenville, SC!

9:30 - 10:45 a.m.

SESSION 4: Thursday's Flight Plan

The summit ends Wednesday. Thursday you're back at your desk with 400 unread comments and a construction update due. This session is about what you do first. Joey Michael Domingo and Chloe Le of Hounder share the five habits behind an airport account travelers now message daily just to say they love it, from the moderation work nobody sees to what it actually takes to get a CEO on camera. Practical, specific, and built for airports.

Speakers:

Joey Michael Domingo, Marketing Ops Director @ Hounder
Chloe Le, Digital Marketing Specialist @ Hounder

11:45 a.m. - 1 p.m.

Networking Lunch 🍲 🍴

1 p.m. - 2:15 p.m.

SESSION 5: Off Campus, On the Feed: The Sports Social Playbook

Speakers:

Kassy Ortiz-Resendez, Airport Engagement Coordinator, Sugar Land Regional Airport City of Sugar Land
Isaac Risseuw, Digital Marketing Manager, Metropolitan Airports Commission
Mary Swanstrom, Public Relations Manager, Huntsville-Madison County Airport Authority

2:15– 2:30 p.m.

Wrap-Up and Adjournment 🙌 ✈️

THANK YOU TO OUR HOST AIRPORT!

