# AGTA SPRING 2027 CONFERENCE

*Elevating the Passenger Experience: Customer Service in Airport Ground Transportation*

**April 11-14, 2027 • Fort Lauderdale, Florida**

## Call for Presentations: General Sessions

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### Rethinking the Customer Service Experience

Exceptional customer service is at the heart of a successful airport ground transportation experience. From parking and passenger pickup to shuttles, taxis, transportation network companies, and emerging mobility services, every interaction shapes how travelers experience an airport.

The Airport Ground Transportation Association (AGTA) invites industry professionals, airport representatives, transportation operators, technology providers, and customer experience leaders to submit presentation proposals that explore innovative approaches, proven practices, and emerging opportunities to improve customer service.

We are seeking engaging, informative, and practical presentations that challenge conventional thinking, encourage collaboration, and provide attendees with actionable strategies they can implement in their own organizations.

### Suggested Presentation Topics

We welcome proposals addressing a broad range of customer service issues, including:

- **Delivering an Exceptional Passenger Experience:** Strategies for creating a seamless, welcoming, and consistent experience across airport ground transportation services.
- **Turning Complaints into Opportunities:** Effective approaches to resolving customer concerns, managing service failures, and rebuilding passenger confidence.
- **Technology and the Customer Experience:** Using mobile applications, artificial intelligence, real-time information, and digital tools to improve communication, convenience, and responsiveness.
- **Measuring Service Excellence:** Customer satisfaction surveys, performance metrics, mystery shopping, service standards, and other methods for evaluating results.
- **Accessibility and Inclusive Service:** Meeting the needs of passengers with disabilities, older travelers, families, and passengers with diverse communication needs.
- **Managing Disruptions and Challenging Situations:** Maintaining service quality during delays, construction, congestion, emergencies, and unexpected operational challenges.
- **Training and Empowering Frontline Teams:** Building a customer-focused culture through employee development, leadership, coaching, and accountability.
- **Collaboration Across the Passenger Journey:** Improving coordination among airports, transportation operators, vendors, and other stakeholders to deliver a more seamless experience.
- **Innovation and Industry Best Practices:** Successful programs, lessons learned, case studies, and new ideas that can be adapted across the airport ground transportation industry.

We also welcome proposals on customer service topics not specifically listed above.

## Who Should Submit?

AGTA encourages submissions from airport executives and staff, ground transportation operators, parking professionals, customer service managers, industry consultants, technology innovators, researchers, and other professionals with relevant expertise.

Presentations may feature individual speakers, collaborative presentations, panel discussions, or interactive workshops. We particularly encourage proposals that share measurable results, practical lessons, and experiences from real-world implementations.

## What We're Looking For

Strong proposals will:

- Address a meaningful customer service challenge or opportunity.
- Offer practical takeaways, tools, or strategies for attendees.
- Incorporate real-world examples, case studies, research, or demonstrated results.
- Encourage discussion, collaboration, and the exchange of ideas.
- Be relevant to the diverse organizations and professionals that make up the airport ground transportation industry.

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## How to Submit a Proposal

Please include the following information with your submission:

1. Your name, title, organization, and contact information
2. A working title for your presentation
3. A 200–300 word abstract describing your content, key takeaways, and why this topic is timely
4. Any supporting materials such as prior conference presentations, published work, or links to recorded talks

Proposals will be reviewed for relevance, originality, practical value, and potential to benefit AGTA members and conference attendees.

**Submission deadline: January 15, 2027**

**Submit proposals to: admin@agtaweb.org**

**Subject line:** AGTA Spring 2027 Presentation Proposal

***Selected presenters will be notified by January 31, 2027***.

## Join the Conversation

Customer service is more than a single interaction. It is the combined result of people, processes, technology, communication, and collaboration. Share your expertise, showcase your successes, and help AGTA members discover new ways to improve the passenger experience. **We invite you to be part of the conversation and help advance customer service excellence across the airport ground transportation industry.**

*Thank you for your interest in presenting at AGTA's Spring 2027 Conference.*
*We look forward to building an exceptional program with your help.*