



Southern California
Development Forum

Destination: Experience.

How modern expectations are shaping the way we travel.

Tuesday, May 14, 2019
7:00am-9:00am

City Club Los Angeles
555 S. Flower Street, 51st Floor
Los Angeles, CA 90071

Southern California is one of the world's most visited destinations – a place where ideas shape businesses on a global level and a culture that defines tomorrow. Aviation is critical to the success of our region. According to CalTrans, aviation's overall contribution to the California economy amounts to nearly 9% of both total state employment and of total state output. As SCDF continues to explore the wealth of inherent potential in the region, we are focusing on what it means to broaden our reach in a world that's become more physically accessible than ever. Access to international venues is raising the bar for user experience. This month, we'll focus on how air travel allows SoCal to both receive and commission global change and influence. We will explore trends around:

- Enhanced passenger expectations around facilities, services and amenities
- The movement towards experiential design
- Airports and airlines as international leaders in customer experience

MODERATOR

George Makrinos, AIA
AC Martin

SPEAKERS

Barbara Yamamoto
Chief Experience Officer
Los Angeles World Airports (LAWA)

Katherine Goudreau
Managing Director - Corporate Real Estate, Facilities
American Airlines

PROGRAM DETAILS

\$50.00	SCDF Members
\$75.00	Non-Members
\$450.00	Event Sponsor (2 comps)
\$750.00	Table Sponsor (8 comps)
\$10.00	Onsite Fee

[Click Here to Register](#)