



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

### **Kirk Demers**

Airport Manager  
Virgin Australia

### **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

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