



4<sup>TH</sup> ANNUAL AMAC  
**AIRPORT  
BUSINESS  
CONFERENCE**  
HOSTED BY BWI THURGOOD MARSHALL AIRPORT

**JUNE 10-14  
2026**  
National Harbor, MD

# Speaker Proposals Informational Webinar

December 22, 2025



# Agenda

1:00 pm — **Welcome Remarks**

1:05 pm — **Conference & Call for Speakers Overview**

1:30 pm — **Live Q&A**

1:40 pm — **Closing Remarks & Next Steps**

1:45 pm — **AMAC Overview & Membership Benefits**

1:50 pm — **Webinar Concludes**

# Welcome Remarks



**Ramon Lo**  
Director, Membership & Industry Engagement,  
AMAC

# Conference & Call for Speakers Overview



**Jeanette Saunders**  
Vice President, Education & Advisory Services,  
AMAC

# Conference Details

## WHAT

41st Annual AMAC Airport Business Conference:  
Progress Through Partnership: Reframe, Refocus,  
Rebuild

## WHEN

June 10–14, 2026

## WHERE

Gaylord National Resort & Convention Center  
201 Waterfront St, Oxon Hill, MD 20745

## HOST

Baltimore/Washington International Thurgood  
Marshall Airport





# Workshop Tracks Structure

# Workshop Tracks



## AEC

*(Architecture, Engineering, and Construction)*  
Explore innovative strategies and technologies shaping the future of AEC projects.



## Airports

Dive into key trends and solutions driving airport development, operations and passenger experience.



## Compliance

Gain insights into regulatory updates, funding opportunities and collaborative initiatives.



## Concessions

Uncover best practices for optimizing revenue, partnerships and customer engagement in concessions.

### For each track:

- Track Committees identify **3-5 priority topic areas**
- Submitters align proposals to a priority topic or select **"Other"**

### Each track is designed to address:

- Current challenges
- Emerging trends
- Practical, actionable insights

# Opportunities & Formats

## Workshop Tracks:

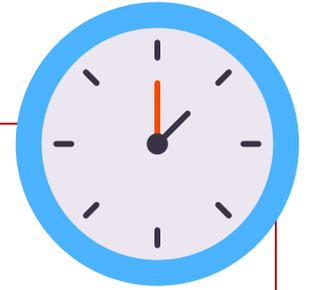
- Up to four workshops per track

## Innovation Spotlights:

- Featured in the Experience Hall
- Highlight emerging ideas, approaches and perspectives

## Year-Round Professional Development Opportunities:

- Select submissions not chosen for the conference may be considered
- Offered through AMAC webinars or other professional development platforms



## Timing/Lengths

- 60-Minute Session
- 20-Minute Innovation Spotlight
- 1-2 Hour Master Class

# Workshop Tracks Priority Topics

## Architecture, Engineering, Construction (AEC)

1. Compliance, Collaboration & Procurement
2. Showcasing Success & Lessons Learned
3. Innovation & Emerging Trends

## Airports

1. Navigating Rule Changes, Policy Shifts & Political Complexity at Airports
2. Customer Experience & Employee Experience as Drivers of Airport Performance
3. Using Data, Technology & AI to Drive Airport Decision-Making
4. Procurement, Contracting & Operational Efficiency in a Changing Environment
5. Airport Governance, Organizational Structure & Vision-to-Execution Alignment

## Compliance

1. Navigating the Interim Final Rule (IFR) & Regulatory Uncertainty
2. Compliance in a DBE-Neutral / ACDBE-Neutral Environment
3. Monitoring, Reporting & Program Oversight in the New Compliance Landscape
4. Contracting, Procurement & Joint Ventures (JVs) Under Changing Rules
5. Building Capacity for Compliance Professionals: New, Transitional & Evolving Roles

## Concessions

1. Navigating Policy & Economic Challenges
2. Broadening Horizons - Diversifying Your Business
3. Navigating the National Lending Environment

# “Other” Choice Availability

- 1) Track
- 2) Innovation Spotlight
- 3) Airport Procurement Opportunities Presentation

# Call for Speakers Overview



**JUNE 10-14, 2026**

National Harbor, MD

**41<sup>ST</sup> ANNUAL AMAC**

# **AIRPORT BUSINESS CONFERENCE**

HOSTED BY BWI THURGOOD MARSHALL AIRPORT

**PROGRESS THROUGH PARTNERSHIP: REFRAME, REFOCUS, REBUILD**

# CALL FOR SPEAKERS

**SUBMISSION DEADLINE:**

**TUESDAY, JANUARY 13, 2026**



**SUBMIT  
PROPOSALS**



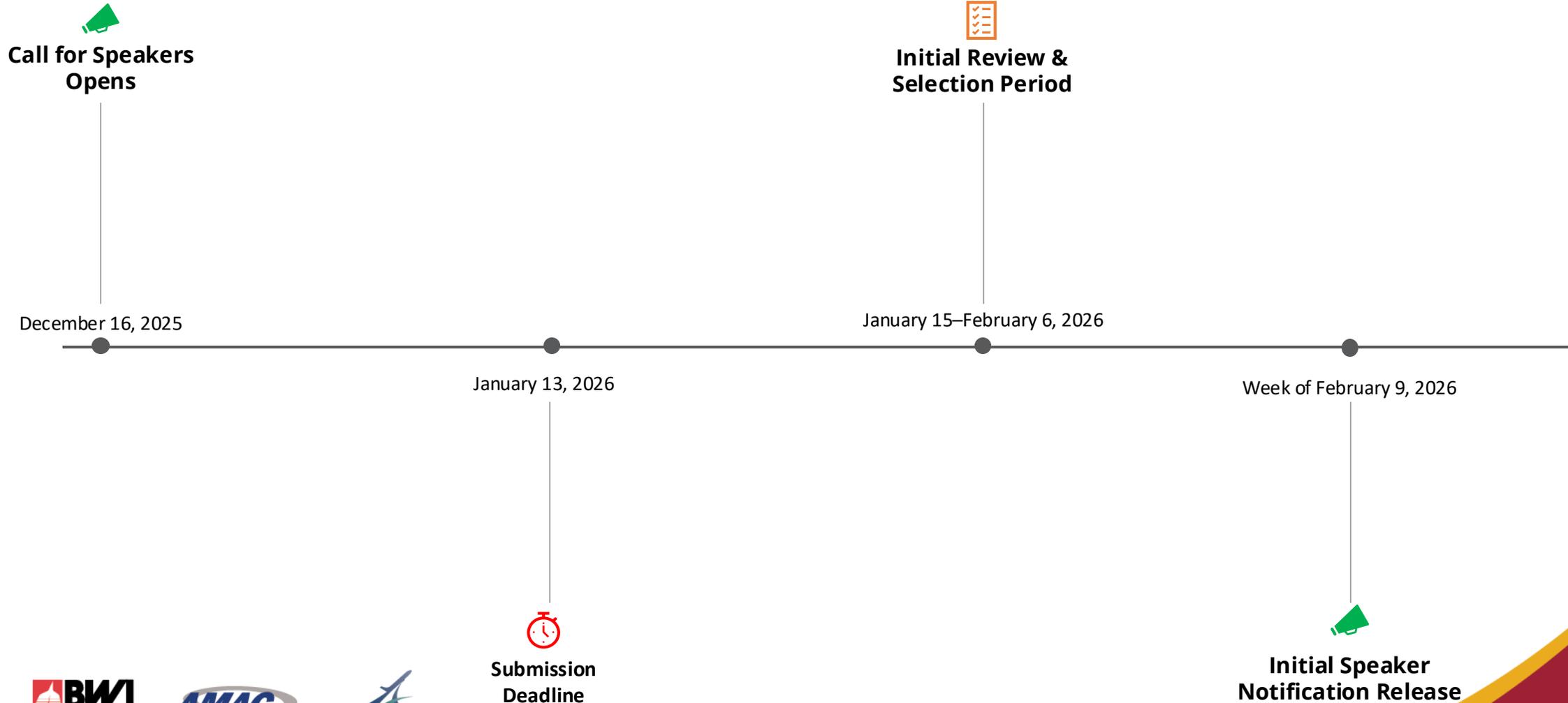
[amac-org.com/annualconference](https://amac-org.com/annualconference)



# How the Call for Speakers Works

- Open call for session abstracts
- Submissions reviewed by Track Committees
- Committees make session and speaker recommendations to the AMAC National Office
- AMAC conducts final program curation and approval

# Timeline & Key Dates



# What are the Track Committees Looking For?

- ✓ Sessions aligned with identified topic areas
- ✓ Practical insight, not sales pitches
- ✓ Balanced discussions that serve a broad audience
- ✓ Relevant perspectives and disciplines within each track

# Submission Review & Evaluation

## Key Evaluation Categories:

- Relevance to Track and Priority Topic
- Audience Value & Takeaways
- Innovation & Impact
- Speaker Expertise & Diversity
- Session Design & Engagement
- Clarity of Abstract

## Other Considerations:

- AMAC Membership
- Audience level engagement
- Cross-track considerations
- Emerging priorities
- Sponsor speaker slots
- Previously covered topics

# Audience Value & Takeaways

- Address real challenges or decisions facing the target audience
- Provide practical insights, strategies, or lessons learned
- Offer clear takeaways that participants can apply in their work
- Are appropriately tailored to the audience level (introductory, intermediate, or advanced)
- Move beyond theory to include examples, case insights, or actionable guidance

# Innovation & Impact

- Innovation does not have to mean “brand new”
- Strong impact can include:
  - ✓ Advancing AMAC’s mission
  - ✓ Elevating underrepresented perspectives
  - ✓ Sharing scalable or practical solutions
  - ✓ Addressing timely industry challenges

# What Makes a Strong Proposal?

- ✓ Clear topic focus
- ✓ Thoughtfully designed topic that advances the conversation
- ✓ Clear, concise, and easily readable abstract language
- ✓ Well-defined learning objectives
- ✓ Audience-centered value
- ✓ Alignment with track priorities
- ✓ Thoughtfully recommended speakers who align with AMAC's speaker goals



# Common Proposal Pitfalls

- Incomplete submissions
- Proposals that focus on marketing, promotion, or sales rather than learning value
- Abstracts that are unclear, overly technical, or difficult to read
- Topics that are too broad or not clearly aligned with the track
- Lack of audience takeaways
- Recommended speakers without clear relevance, broad perspectives or balance



# Proposal Submissions

# Speaker Proposal Requirements

- Proposer/Speaker Information
- Workshop Track / Topic
- Session Title
- Session Description
  - Long (1000 words) / Short (100 words)
- Session Type
- Learning Objectives
- Target Audience
- Audience Learning Level
- Attendee Engagement
- Recommended Co-Speakers



# Target Audience

## Target audiences may include:

- Role or function (e.g., capital planning, procurement, compliance, business development)
- Sector (e.g., airport, small business, prime contractor, government)
- Decision context (policy development, program delivery, business strategy, operations)

## Examples of strong audience definitions:

- Airport capital program managers overseeing large-scale infrastructure projects
- DBE/ACDBE owners seeking to scale within airport contracting environments
- Airport procurement and compliance professionals navigating evolving regulations
- AEC project managers working on airport-specific delivery models
- Airport executives and senior decision makers

## Audience considerations reviewers assess:

- Relevance to the selected track and priority topic
- Clear understanding of audience needs, challenges, and decision-making context



# Audience Learning Level

**Beginner:** Individuals with little to no exposure to the topic.

- Topic introduction.
- Covers basic principles and concepts only.

**Intermediate:** Individuals with a working knowledge of the topic.

- Covers theoretical and practical concepts.
- May include some basic concepts, but not the focus.

**Advanced:** Individuals highly knowledgeable about the topic.

- Techniques and best practices for experts.



# Speaker Guidance

**Relevant expertise and credibility:** Demonstrated knowledge and practical experience aligned with the session topic

**New perspectives:** New or emerging voices, along with diversity in viewpoint, race/ethnicity, gender, sector, and discipline

**Current, forward-looking insight:** Awareness of today's challenges and emerging trends shaping the industry.

**Strong engagement potential:** Ability to communicate clearly and contribute meaningfully to discussions.

**Airport representation:** Panels should include participation from at least one airport, where appropriate.

# After You Submit — What's Next?

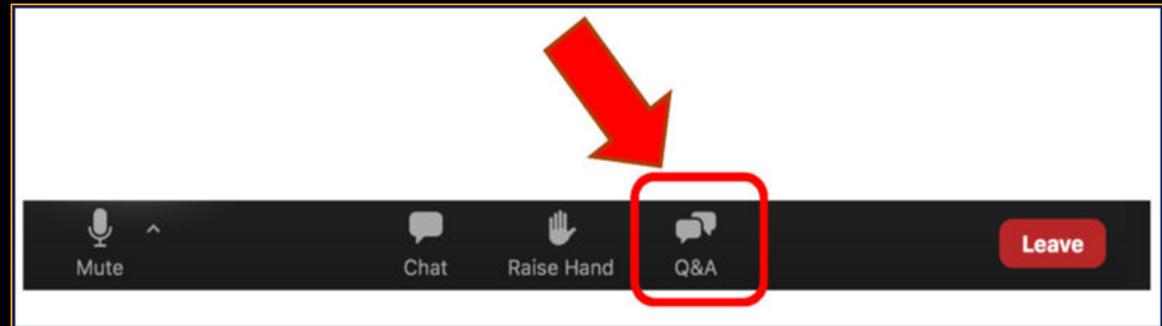
- Confirmation email after submission
- Review by Track Committee
- Final curation by AMAC National Office
- Speaker Notifications and Next Steps

# If Your Proposal is Selected...What to Expect?

- AMAC may request session modifications, or track committees may recommend combining multiple submissions into one session.
- All recommended co-speakers may not be selected.
- AMAC reserves the right to edit or revise the short public-facing description.
- A track coordinator will be assigned to work with the moderator/speakers.
- Moderators may need to recommend additional panelists, for approval, to fill gaps.
- The session content must be designed to meet the approved learning objectives. Any deviations must be pre-approved by AMAC.

# Q&A

**Please use the Q&A to submit questions. We will answer as many questions as possible during today's webinar.**



# Scan to Share Your Feedback!

## Webinar Attendee Survey



# Closing Remarks & Next Steps



**Jeanette Saunders**  
Vice President, Education & Advisory Services,  
AMAC

**JUNE 10-14, 2026**

National Harbor, MD



**41<sup>ST</sup> ANNUAL AMAC**

# **AIRPORT BUSINESS CONFERENCE**

HOSTED BY BWI THURGOOD MARSHALL AIRPORT



[amac-org.com/annualconference](https://amac-org.com/annualconference)



# AMAC Overview & Membership Benefits



**Ramon Lo**  
Director, Membership & Industry Engagement,  
AMAC

# AMAC Overview

# What Is AMAC?



# AMAC Overview

## History

- Established in 1984, AMAC has been at the forefront of nearly every national policy initiative impacting the participation of disadvantaged businesses in airport contracting.

READ THE 2024-2027  
AMAC STRATEGIC PLAN



## Mission

- To advance the full participation of minorities and women in employment and contracting opportunities throughout the aviation and aerospace industries.

## Vision

- To create economic equity, access and wealth for minorities and women in the aviation and aerospace industries.

# AMAC Today

JOIN AN AMAC CHAPTER ▶



## CHAPTERS & REGIONS

- ACTIVE CHAPTERS
- CENTRAL
- EASTERN
- GREAT LAKES
- NORTHEAST
- NORTHWEST
- SOUTHEAST
- SOUTHWEST
- WESTERN



**40**  
Years in  
Operation



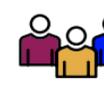
**8**  
Chapters



**8**  
National  
Regions



**5**  
Membership  
Levels



**11**  
Membership  
Committees



**25+**  
Strategic  
Partners



# Value of AMAC Membership

## Core Member Benefits

- ✓ Eligibility to Join AMAC Chapters
- ✓ Eligibility to Join an AMAC Committee
- ✓ Use of “AMAC Member” Seal
- ✓ Access to Searches and Postings to the AMAC Opportunity Center (Bid/Job Board)
- ✓ Access to AMAC Membership Directory
- ✓ Access to DBE/ACDBE Directory
- ✓ M/W/SBE/AC/DBE Certification Assistance
- ✓ Member Rates to AMAC Events
- ✓ Access to Member-Only Events
- ✓ Access to Member Resource Library
- ✓ Car Rental Discounts
- ✓ Access to Scholarship and Internship Opportunities
- ✓ Access to Leadership Opportunities on National Committees
- ✓ Networking, Mentoring, Professional Development and Continuing Education Opportunities
- ✓ Subscription to *Connections* Newsletter



Contact Ramon Lo, AMAC, Director, Membership & Industry Engagement, at [rlo@amac-org.com](mailto:rlo@amac-org.com).

# JOIN AMAC

## Become a Member

One of the most important investments one can make is to join AMAC. A strong, unified voice through AMAC is the best opportunity to make a difference in diversity inclusion initiatives throughout the aviation and aerospace industries.

[www.amac-org.com/membership](http://www.amac-org.com/membership)



@AirportMinorityAdvisoryCouncil



@AirportMinorityAdvisoryCouncil



@AMAC\_ORG



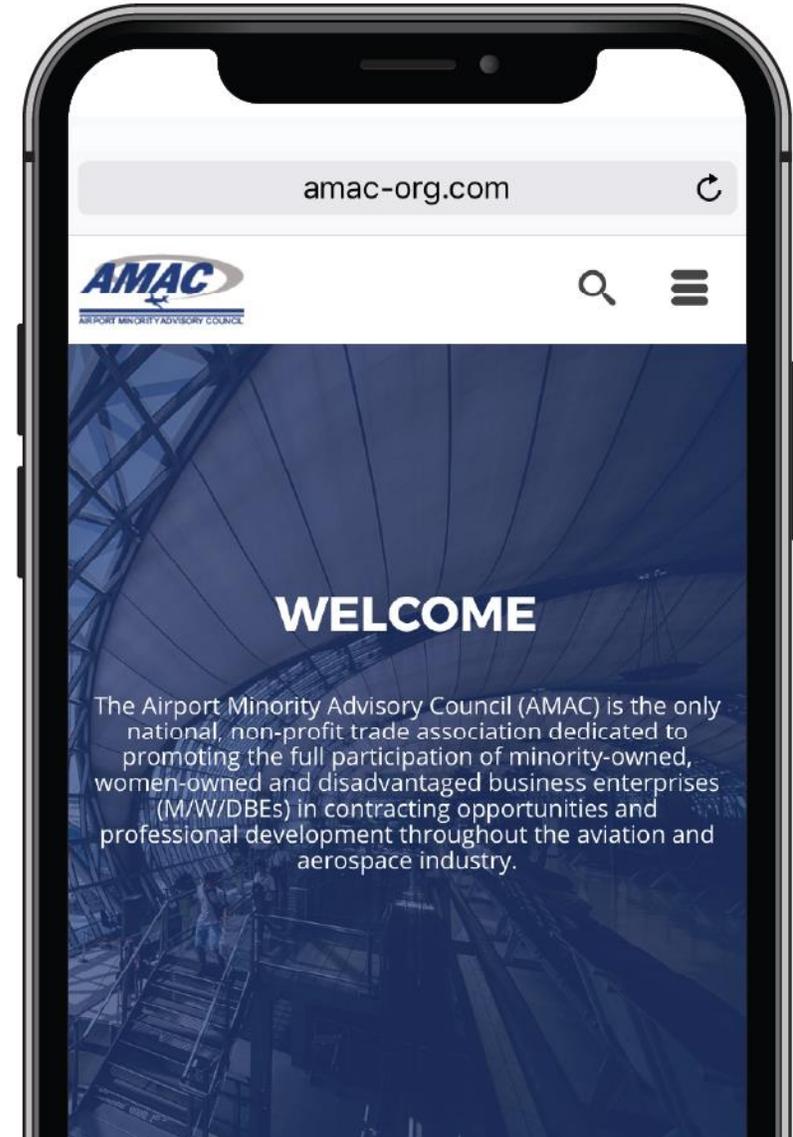
@AMAC\_ORG



MEMBERSHIP



CHAPTERS



# Contact Us

Airport Minority Advisory Council (AMAC)  
45 L Street SW  
P.O. Box 71560  
Washington, DC 20024

## WEBSITE

[amac-org.com](http://amac-org.com)

## EMAIL

[info@amac-org.com](mailto:info@amac-org.com)

