

2011 MARKETING & COMMUNICATIONS WORKSHOP

February 27 – March 2
The Westin Gaslamp Quarter San Diego
San Diego, CA

Sunday, February 27

12 – 6 p.m.
California Foyer
Second Level

Registration

1 – 4 p.m.
California A
Second Level

Marketing & Communications Committee Meeting

4:30 – 6 p.m.
California B
Second Level

Introduction to Transit Marketing & Communications

New to the transit industry or APTA? This kick-off event is intended to acquaint you with the resources and people who can help make your entry into the transit industry easier.

Presiding:

Bonnie L. Arnold, chair, APTA Marketing & Communications Committee, and director of marketing and customer service, South Florida Regional Transportation Authority, Pompano Beach, FL

Presenters:

Thomas J. Costello, assistant managing director, Champaign-Urbana Mass Transit District, Urbana, IL

Rosemary Sheridan, vice president – communications and marketing, APTA

Sunday, continued

6 – 7 p.m.
Library
Lobby Level

Welcoming Reception

Mix and mingle with fellow public transit marketing and communications professionals in a relaxed atmosphere that sets the collegial tone for the 2011 workshop.

Remarks:

Bonnie Arnold, chair, APTA Marketing & Communications Committee, and director of marketing and customer service, South Florida Regional Transportation Authority, Pompano Beach, FL

Monday, February 28

7 – 11 a.m. and
2 – 5 p.m.
California Foyer
Second Level

Registration

7 – 8 a.m.
California Foyer
Second Level

Continental Breakfast

8 – 10 a.m.
California B
Second Level

Opening Session

We get down to business with the opening session of APTA's Eleventh Annual Marketing & Communications Workshop. The session includes a welcome from our local host, an update on the state of the industry from APTA's chair, and a keynote address that will delve into Emergenetics, a personality profile tool that can help provide information on the basic thinking and behavioral tendencies of an individual.

What you'll learn about Emergenetics will be useful to improving your work team and individual communication skills.

Monday, continued

Presiding:

Bonnie Arnold, chair, APTA Marketing & Communications Committee, and director of marketing and customer service, South Florida Regional Transportation Authority, Pompano Beach, FL

Welcome:

Paul Jablonski, chief executive officer, San Diego Metropolitan Transit System, San Diego, CA

Remarks:

Michael J. Scanlon, chair, APTA; general manager/chief executive officer, San Mateo County Transit District; and executive director, Caltrain, San Carlos, CA

Keynote Address:

Erik Kieser, The Erik Kieser Group, Santa Clara, CA

10:15 – 11:15 a.m.
Plaza A&B
Second Level

Creating Successful Targeted Promotions

Looking to increase ridership? Why not a targeted promotion? Hear success stories from transit agencies from across the country on how they identified a target market and created an offer the market could not ignore.

Moderator:

Felicia Friesema, marketing and communications manager, Foothill Transit, West Covina, CA

Panelists:

Warren Morse, deputy executive officer, marketing & customer relations, Los Angeles County Metropolitan Transportation Authority, Los Angeles, CA

Priscilla Kalugdan, marketing manager, Capitol Corridor Joint Powers Authority, Oakland, CA

Stella Lin, department manager of marketing & external affairs, Orange County Transportation Authority, Orange, CA

Monday, continued

10:15 – 11:15 a.m.
California B
Second Level

Social Media's Role in Media Relations

This session will specifically address the use of social media for media relations. Find out what some of your transit colleagues around the country are doing in this new area of communications. Part of the program will also address ways transit agencies can engage media outlets using these tools.

Moderator:

Morgan Lyons, director, media relations, Dallas Area Rapid Transit, Dallas, TX

Panelists:

Jan Kijowski, marketing director, Champaign-Urbana Mass Transit District, Urbana, IL

Bruce Gray, public information officer, Sound Transit, Seattle, WA

Ted Nguyen, manager of public communications & media relations, Orange County Transportation Authority, Orange, CA

11:30 a.m. – 12:30 p.m.
California B
Second Level

Mobile Apps and Mobile Marketing

As more smartphones with affordable data plans hit the market, more consumers will gravitate to using mobile devices in the same manner as computers – for communication, searching, shopping, transacting, and games. Mobile is, in fact, on the threshold of becoming the next direct marketing channel. This session will explore how transit systems can utilize this technology to develop one-to-one relationships with its customers.

Moderator:

Leah Harnack, editor, Mass Transit Magazine, Fort Atkinson, WI

Presenters:

Judith Leitner, marketing & business development manager, San Diego Metropolitan Transit System, San Diego, CA

Devin Baun, senior transit planner, San Diego Metropolitan Transit System, San Diego, CA

Monday, continued

Kristen Panebianco, program director, Eagle Marketing, San Diego, CA

Jordan Buning, senior account executive, ddm marketing & communications, Grand Rapids, MI

11:30 a.m. – 12:30 p.m.
Plaza A&B
Second Level

Marketing through the Ages

Gain insight into marketing approaches for such niche generation groups as teens, college students, and seniors. Hear from transit industry peers about special programs and promotions they use to attract these groups as riders and transit supporters.

Moderator:

Gerald Carpenter, media relations specialist, Utah Transit Authority, Salt Lake City, UT

Presenters:

Heidi Gracie, marketing coordinator, Valley Metro RPTA Phoenix, AZ

Brian Reid Rasmussen, director of development, R&R Partners, Inc., Salt Lake City, UT

Dawn Mullally Chase, creative & marketing manager/web development, Roaring Fork Transportation Authority, Carbondale, CO

Deanna J. DeSedas, marketing director, San Francisco Municipal Transportation Agency, San Francisco, CA

12:30 p.m.

Lunch (*on your own*)

Monday, continued

2 – 4 p.m.
California A
Second Level

Marketing Exchange and Round Tables

Meet with your peers at topic-specific, moderated round tables. Discuss the latest issues and gain new perspectives on transit marketing and communications topics affecting your organization.

Moderator:

Richard Maxwell, vice chair, APTA Marketing & Communications Committee, and assistant vice president of marketing, Fort Worth Transportation Authority, Fort Worth, TX

TABLE TOPICS:

Social Media Policy – Working through the Fear of Social Media

Social Media Engagement – Creating a Conversation

Mobile – Connecting with Riders on the Go

Social Media and the Press

Twitter and Public Meetings

Measuring Customer Satisfaction

Communicating Services Cuts/Reductions

Justifying Your Marketing Budget

Attracting Non-traditional Riders

Multicultural Marketing



Break sponsored by R&R Partners.

3 – 5 p.m.
Plaza A&B
Second Level

Advertising Revenue Information Exchange

The discussion focuses on advertising contracts, new ad revenue generating ideas, and First Amendment issues.

Facilitator:

Aaron Weinstein, department manager, marketing and research, San Francisco Bay Area Rapid Transit District, Oakland, CA

Monday, continued

6 – 7 p.m.
Santa Fe
Second Level

Networking Reception (*cash bar*)

Join old friends and make new friends at this special reception. Talk shop or just shoot the breeze. This reception will help you expand your network of transit industry peers.

Tuesday, March 1

7:30 a.m. – 2:30 p.m.
California Foyer
Second Level

Registration

7:30 – 8:30 a.m.
California Foyer
Second Level

Continental Breakfast

8:30 – 10 a.m.
California A
Second Level

Call Center Challenge Finals

Don't miss the finals of the exciting Call Center Challenge. Watch call center personnel, representing transit systems from across the country, face off in a competition to test their customer service skills at this lively and entertaining event. Come see who walks away with this year's title of transit's best call center employee.

Host:

Thomas J. Costello, assistant managing director, Champaign-Urbana Mass Transit District, Urbana, IL

Contestants:

Heather Cramer, Bloomington-Normal Public Transit System, Normal, IL

Sarah Farahani, Southern California Regional Rail Authority, Los Angeles, CA

Celia Mejia, Dallas Area Rapid Transit, Dallas, TX

Andrea Myers, Chicago Transit Authority, Chicago, IL

(continued)

Tuesday, continued

Robert Nedrow, Sound Transit, Seattle, WA

Elisha Walker, South Florida Regional Transportation Authority, Pompano Beach, FL

Raina Washington, METRO Regional Transit Authority, Akron, OH

10:30 – 11:30 a.m.
California A
Second Level

Call Center Operation Round Tables

As a continuation of the Call Center Challenge, join the discussion at a series of round tables focusing on technology, customer comments/complaints, hiring/staffing/training, and workforce management. These round-table discussions are sure to provide valuable information and generate meaningful discussion. This session was organized by the National Transit Call Center Peer Group.

TABLE TOPICS:

Technology

Alonzo Williams, communications manager, Los Angeles County Metropolitan Transportation Authority, Los Angeles, CA

Maximizing Resources

Melissa Castillo, customer service supervisor, OMNITRANS, San Bernardino, CA

Training/Monitoring

Brian A. Sullivan, chief marketing officer, TECTRANS, Los Angeles, CA

Jennifer Kelly, marketing manager, TECTRANS, Los Angeles, CA

Hiring Practices

Gail M. Harvey, director, customer relations, Los Angeles County Metropolitan Transportation Authority, Los Angeles, CA

Tuesday, continued

10:30 – 11:30 a.m.
Plaza A&B
Second Level

Crisis Communications

One thing that is certain, there will be a crisis sooner or later. Come hear how your transit colleagues have dealt with the media during external and internal crises. Whether you are new to the industry or a seasoned professional, this popular session is always informative and thought provoking.

Moderator:

Beth Berkemer, public relations/media relations manager, Central Ohio Transit Authority, Columbus, OH

Panelists:

Patricia Harris-Morehead, communications director, Nashville Metropolitan Transit Authority and Regional Transportation Authority, Nashville, TN

Cindy Baker, director of marketing, Kansas City Area Transportation Authority, Kansas City, MO

12 – 1:45 p.m.
California A
Second Level

Lunch & Learn: Generating Grassroots Support for Your Agencies in the New Political Reality

Your transit agency provides an essential function and lifeline to the people you serve. How do you mobilize the public to support increasing or maintaining your agency's budget in an era of belt tightening? How can you use marketing and communication tools to get people involved in reaching out to your congressman or senators on your agency's behalf? Through a series of round-table exchanges, find out and share examples with your colleagues on how to build and maintain local grassroots support for your agency's issues as well as for the broader national authorization effort. You can't be expected to do all this on an empty stomach, so this session includes a boxed lunch.

Facilitators:

Alice Wiggins-Tolbert, executive committee member, APTA, and director, project development, Parsons Brinckerhoff, Atlanta, GA

Morgan Lyons, director, media relations, Dallas Area Rapid Transit, Dallas, TX

Tuesday, continued

2 – 3 p.m.
California A
Second Level

Big Ideas. Small Budgets.

Hear how transit systems with small marketing budgets are still making an impact. Learn effective ways to stretch that almighty marketing dollar and leverage what you already have to make a bigger splash.

Moderator:

Nicole Ramos, community outreach specialist, OMNITRANS, San Bernardino, CA

Panelists:

Julia Schick, outreach specialist, LAKETRAN, Painesville, OH

Cathy Wolosin, marketing manager, Lakeland Area Mass Transit District, Lakeland, FL

Brandon Thomas, marketing director, Waco Transit System, Waco, TX

Brooke Kochanski, director of marketing & communications, Piedmont Authority for Regional Transportation, Greensboro, NC

2 – 3 p.m.
Plaza A&B
Second Level

Developing and Implementing a Transit Advertising Policy

This session looks at the information provided in the Transit Cooperative Research Program's Legal Research Digest 33, which provides a comprehensive review and analysis of the advertising issues regularly encountered by public transit agencies.

Moderator:

John Metzinger, marketing/development manager, Greater Lafayette Public Transportation Corporation, Lafayette, IN

Panelists:

Barbara D. Moulton, assistant general manager, customer communications & marketing, Massachusetts Bay Transportation Authority, Boston, MA

Richard Maxwell, vice chair, APTA Marketing & Communications Committee, and assistant vice president of marketing, Fort Worth Transportation Authority, Fort Worth, TX

Aaron Weinstein, department manager, marketing and research, San Francisco Bay Area Rapid Transit District, Oakland, CA

Tuesday, continued

2 – 5 p.m.
Library
Lobby Level

Media Coaching: Preparing Your Principals for Interviews

This year's intensive media coaching course will take a different slant than in previous years. The focus of this session is how to make sure that your organization's principals (general manager, operations manager, board member, etc.) succeed in their media interviews, particularly when they are dealing with issues such as service cuts and fare increases.

Whether it is for print, TV, or radio, this session will offer specific advice from seasoned transit media relations professionals on how to best prepare your leaders for media interview. The session will also offer advice on how you can keep them on track during the interview.

Coaches:

Linton Johnson, chief communications officer,
San Francisco Bay Area Rapid Transit District, Oakland, CA

Rob Schupp, director of marketing and communications,
San Diego Metropolitan Transit System, San Diego, CA

Diane Palmer, director of communications, Regional
Transportation Authority, Chicago, IL

Augusta Meyers, communications manager, Mid-Region
Council of Governments, Albuquerque, NM

5 – 6 p.m.
Library
Lobby Level

PIO Shop Talk

This is a chance to meet your transit peers and share your thoughts and best practices in an informal session. We urge you to come to the third annual PIO Shop Talk and build your network of transit peers.

Moderator:

Bonnie L. Arnold, chair, APTA Marketing & Communications Committee, and director of marketing and customer service, South Florida Regional Transportation Authority, Pompano Beach, FL

Tuesday, continued

7 p.m.

PIO Dinner (*Dutch treat*)

Come to dinner and enjoy the company of your fellow media relations colleagues.

Wednesday, March 2

7:30 – 8:30 a.m.
California Foyer
Second Level

Continental Breakfast

8:30 – 9:30 a.m.
Plaza A&B
Second Level

Partnerships

In tough economic times, forming partnerships can not only help a public transit agency save money, but also expand its reach. Explore successful partnerships from around the country and gain ideas to utilize in your market.

Moderator:

Jennifer Kalczuk, External Relations Manager, Interurban Transit Partnership (The Rapid), Grand Rapids, MI

Panelists:

Jennifer Kalczuk

Jawauna M. Greene, director, communications & marketing, Maryland Transit Administration, Baltimore, MD

Pierre Bourbonnière, IEMBA, director of marketing, Societe de Transport de Montreal, Montreal, QC

Wednesday, continued

8:30 – 9:30 a.m.
California A
Second Level

Thinking Outside the Farebox

With a down economy putting pressure on transit agency budgets, agencies are being tasked with finding new ways to bring in revenue beyond the farebox. Discover winning strategies and opportunities for growing non-fare revenues. Hear from experts as they share success stories of maximizing non-farebox revenue.

Moderator:

Linda Somilleda, interim deputy executive director, Foothill Transit, West Covina, CA

Panelists:

Tim E. Healy, marketing & creative services manager, Sound Transit, Seattle, WA

Russell Gottesman, founder, Commuter Advertising, Inc., Dayton, OH

Dennis Mochon, assistant vice president, marketing & advertising, Dallas Area Rapid Transit, Dallas, TX

Rob Schupp, director of marketing and communications, San Diego Metropolitan Transit System, San Diego, CA

9:45 – 11:15 a.m.
California A
Second Level

Motivating Riders & Advocates and Building Loyalty

Discover the science of decision-making, also known as behavioral economics, and learn to identify and understand the common myths about human behavior. This session will also explore simple and effective incentive and recognition programs.

Host:

Edmundo Gamboa Jr., vice president, office of government relations, BI Worldwide, Minneapolis, MN

Presenters:

Tim Houlihan, vice president, reward systems, BI Worldwide, Minneapolis, MN

Rick Pulito, vice president, market & business development, BI Worldwide, Minneapolis, MN

Wednesday, continued

11:30 a.m. – 12 p.m.
California A
Second Level

That's a Wrap!

This closing session is your chance to voice your opinions about APTA's 2011 Marketing & Communications Workshop and make suggestions for next year's workshop.