

2010 MARKETING & COMMUNICATIONS WORKSHOP

February 21-24
Westin Beach Resort
Ft. Lauderdale, FL

Sunday, February 21

12 – 6 p.m.
Himmarshee
Mezzanine Level,
Convention Center

Registration

1 – 4 p.m.
Oceanside II
Mezzanine Level,
South Tower

Marketing & Communications Committee Meeting

4:30 – 6 p.m.
Las Olas III
Mezzanine Level,
Convention Center

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 and APTA easier.

Presiding:

Alice Wiggins-Tolbert, vice chair-marketing and communications, APTA, and director, project development, Parsons Brinckerhoff, Atlanta, GA

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.
Sky Terrace
Fourth Floor,
Convention Center

Welcoming Reception

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

Remarks:

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

Monday, February 22

7 – 11 a.m. and
2 – 5 p.m.
Himmarshee
Mezzanine Level,
Convention Center

Registration

7 – 8 a.m.
Las Olas Foyer
Mezzanine Level,
Convention Center

Continental Breakfast

8 – 10 a.m.
Las Olas I-III
Mezzanine Level,
Convention Center

Opening Session: There is Always a Way If You Are Committed

We get down to business with the opening session of APTA's Tenth Annual Marketing & Communications Workshop. The session includes welcomes from our local hosts, an update on the state of the industry from APTA's chair, and a motivational and inspirational presentation on how to get what you want out of life.

Presiding:

Alice Wiggins-Tolbert, vice chair-marketing and communications, APTA, and director, project development, Parsons Brinckerhoff, Atlanta, GA

Monday, continued

Welcomes:

Christopher K. Walton, director, Broward County Transportation Department, Pompano Beach, FL

Joseph J. Giulietti, vice chair-commuter and intercity rail, APTA, and executive director, South Florida Regional Transportation Authority/Tri-Rail, Pompano Beach, FL

Remarks:

Mattie P. "M.P." Carter, chair, APTA, and commissioner Memphis Area Transit Authority, Memphis, TN

Keynote Address:

Kathleen Ronald, president, Speaktacular, Los Angeles, CA

10:15 – 11:15 a.m.
Las Olas I-III
Mezzanine Level,
Convention Center

Getting Started with Social Media

Twitter, YouTube, Facebook, LinkedIn -- they are all the rage, but what's what? This session focuses on the basics of social media and will give attendees a better understanding of this marketing and communications revolution.

Moderator:

Jessie M. Baginski, director of communications, LAKETRAN, Grand River, OH

Panelists:

Ashley Fisher, account executive & social media specialist, Bitner Goodman, Fort Lauderdale, FL

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

Francisco Oaxaca, manager, media & external communications, Southern California Regional Rail Authority, Los Angeles, CA

Monday, continued

10:15 – 11:15 a.m.
Oceanside II
Mezzanine Level,
South Tower

Communicating Bad News

Fare increases, service cuts, accidents, contentious labor negotiations, you name it and most transit agencies have experienced it. This session will focus on delivering bad news in a way that minimizes the long-term damage and reputation to your organization.

Moderator:

Patricia Harris-Morehead, director of communications, Nashville Metropolitan Transit Authority, Nashville, TN

Panelists:

Richard C. Maloney Jr., director, public affairs, Southeastern Pennsylvania Transportation Authority, Philadelphia, PA

Jawauna M. Greene, director, Office of Communications and Marketing, Maryland Transit Administration, Baltimore, MD

Brad Schulz, communications officer, Triangle Transit, Research Triangle Park, NC

11:30 a.m. – 12:30 p.m.
Las Olas I-III
Mezzanine Level,
Convention Center

Making Social Media Work for You

This session focuses on how to integrate social media in transit agencies' marketing and communications programs. Hear how transit systems across the country are using social media to get their messages out.

Moderator:

Kelly Robertson, APR, principal, Bowstern, Jacksonville, FL

Panelists:

Leah Harnack, associate editor, Mass Transit Magazine, Waukesha, WI

Kelly Robertson, APR

Monday, continued

11:30 a.m. – 12:30 p.m.
Oceanside II
Mezzanine Level,
South Tower

The Passenger Experience: Getting in on the Ground Floor

Learn the results of a recent survey conducted by the Ridership Experience Task Force of APTA's Marketing & Communications Committee; and hear tales from the trenches of marketing and communications professionals getting a say in vehicle design.

Moderator:

Amy Miller, director of marketing, New Flyer, Winnipeg, MB

Panelists:

James Gergich, national accounts manager, CHK AMERICA, Pittsburgh, PA

Jason Minser, manager, market research planning & development, Chicago Transit Authority, Chicago, IL

Aaron Weinstein, immediate past chair, APTA Marketing & Communications Committee, and department manager, marketing and research, San Francisco Bay Area Rapid Transit District, Oakland, CA

Amy Miller

12:30 p.m.

Lunch (*on your own*)

2 – 5 p.m.
Las Olas V-VI
Mezzanine Level,
Convention Center

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. Participants also have the opportunity to “shop” the Marketing Exchange and collect sample materials.

Facilitator:

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

(continued)

Monday, continued

Table Topics:

Facebook

Kelly Robertson, APR, principal, Bowstern, Jacksonville, FL

Twitter

Francisco Oaxaca, manager, media & external communications, Southern California Regional Rail Authority, Los Angeles, CA

YouTube

Ashley Fisher, account executive & social media specialist, Bitner Goodman, Fort Lauderdale, FL

Customer Service

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

Employee/Internal Communications

Jennifer Kalczuk, external relations manager, Interurban Transit Partnership (The Rapid), Grand Rapids, MI

Non-Fare Box Revenue

Alice Nobles Arn, sales & marketing director, Greater Peoria Mass Transit District, Peoria, IL

Multicultural Marketing

Liliane Finke, marketing & community affairs manager, Palm Tran, West Palm Beach, FL

Communicating the Green Message

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

Retaining Riders

Linda Somilleda, director of marketing & communications, Foothill Transit, West Covina, CA

Winning a Referendum

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

<p>Break sponsored by R&R Partners.</p>
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Monday, continued

3 – 6 p.m.
Oceanside II
Mezzanine Level,
South Tower

Media Coaching

This intensive media coaching course focuses on messaging (using real-life public transit scenarios), effective ways of dealing with reporters and their deadlines, and maximizing press coverage. This is a good opportunity to work with your colleagues, whether you are new to the industry or a seasoned public transit media professional.

Coaches:

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

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

Richard C. Maloney Jr., director, public affairs, Southeastern Pennsylvania Transportation Authority Philadelphia, PA

Sallie Hilvers, chief public affairs officer, Southwest Ohio Regional Transit Authority/Metro, Cincinnati, OH

Virginia Miller, senior manager – media relations, APTA

3:30 – 4:30 p.m.
Las Olas IV
Mezzanine Level,
Convention Center

Advertising Revenue Information Exchange

Join us for an open discussion on topics such as advertising contracts, new ad revenue generating ideas, and First Amendment issues. The free-flowing nature of the meeting will allow attendees to discuss topics of interest to the group.

Facilitator:

Aaron Weinstein, immediate past chair, APTA Marketing & Communications Committee, and department manager, marketing and research, San Francisco Bay Area Rapid Transit District, Oakland, CA

Monday, continued

6:30 p.m.
Westin Lobby

An Evening at the Seminole Hard Rock Hotel & Casino

Join old friends and new for an exciting evening at the Seminole Hard Rock Hotel & Casino. The night offers a chance to play, dine, and shop in one of south Florida's top hot spots. This ultimate entertainment district, with its more than 22 retail shops, 17 restaurants and 11 bars and lounges, is sure to be an evening to remember.

Meet in the Westin lobby promptly at 6:30 p.m. for departure. Travel time is approximately 30 minutes. Buses will return to the Westin at 9:30 p.m. and 11 p.m.

Transportation sponsored by TECTRANS.
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Tuesday, February 23

7:30 a.m. – 2:30 p.m.
Himmarshee
Mezzanine Level,
Convention Center

Registration

7:30 – 8:30 a.m.
Las Olas Foyer
Mezzanine Level,
Convention Center

Continental Breakfast

Tuesday, continued

8:30 – 10 a.m.
Las Olas I-III
Mezzanine Level,
Convention Center

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:

Veronica Salas, Chicago Transit Authority, Chicago, IL

Michael Moran, San Francisco Bay Area Rapid Transit District, Oakland, CA

Natarshal Miles, Capital District Transportation Authority, Albany, NY

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

Iris Bernard-Glover, Metropolitan Atlanta Rapid Transit Authority, Atlanta, GA

Judy Mosley, Central Ohio Transit Authority, Columbus, OH

Sandy Evans, Greater Peoria Mass Transit District, Peoria, IL

10:30 – 11:30 a.m.
Las Olas I-III
Mezzanine Level,
Convention Center

Special Events

Large scale or small scale, transit marketing and communications professionals are called on to make special events special. Discover how transit systems are creating memorable and successful special events.

Moderator:

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

(continued)

Tuesday, continued

Panelists:

Tim E. Healy, marketing manager, Sound Transit, Seattle, WA

Chad Saley, public relations specialist, Utah Transit Authority, Salt Lake City, UT

Dennis Mochon

10:30 – 11:30 a.m.
Oceanside II
Mezzanine Level,
South Tower

Partnerships

Good partnerships are a win-win for transit agencies. They help extend marketing budgets and expand the reach of your message. Hear about successful partnerships that you may want to consider at your organization.

Moderator:

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

Panelists:

Molly K. Becker, director of communications and marketing, METRO Regional Transit Authority, Akron, OH

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

Diane Palmer

12 – 1:30 p.m.
Las Olas I-VI
Mezzanine Level,
Convention Center

Lunch & Learn – Tools for Interacting with Riders

Gather with the attendees of APTA's TranITech for lunch and a presentation on how technology tools can enhance the transit customer experience. Attendees will gain a better understanding of available tools and which might be applicable for their organization to enhance and expand their communications channels.

Moderator:

Carolyn Young, executive director, communications and technology, Tri-County Metropolitan Transportation District of Oregon, Portland, OR

Tuesday, continued

Panelists:

Aaron Weinstein, immediate past chair, APTA Marketing & Communications Committee, and department manager, marketing and research, San Francisco Bay Area Rapid Transit District, Oakland, CA

David Sullivan, senior vice president technology, Hampton Roads Transit, Norfolk, VA

Carolyn Young

1:45 – 3 p.m.
Las Olas I-III
Mezzanine Level,
Convention Center

Telling Our Story: Bringing the Benefits of Public Transportation to Life

Learn about APTA Chair M.P. Carter’s signature initiative and how you can become more involved. Plus, hear from transit marketing and communications professionals about the tactics they have used to communicate the many benefits of public transportation. This session also allows an opportunity for audience members to share their experiences of telling their stories at the local level.

Moderator:

Mattie P. “M.P.” Carter, chair, APTA, and commissioner Memphis Area Transit Authority, Memphis, TN

Panelists:

Alice Wiggins-Tolbert, vice chair-marketing and communications, APTA, and director, project development, Parsons Brinckerhoff, Atlanta, GA

Alan C. Wulkan, managing partner, InfraConsult LLC, Scottsdale, AZ

Sallie Hilvers, chief public affairs officer, Southwest Ohio Regional Transit Authority/Metro, Cincinnati, OH

Tuesday, continued

3:15 – 4:15 p.m.
Oceanside II
Mezzanine Level,
South Tower

Student Involvement

Whether it's elementary, high school or college, students are a critical constituency of riders and future riders and current and future advocates. Hear about innovative programs directed at this important group.

Moderator:

Susan B. Richards, president, SR Concepts, Charleston, SC

Panelists:

Jane Doyle, marketing/business development, Monroe County Transportation Authority, Scotrun, PA

Wendy Williams, director of marketing, OMNITRANS, San Bernardino, CA

Susan B. Richards

3:15 – 4:15 p.m.
Bonnet
Mezzanine Level,
South Tower

Research

Research is the building block for any marketing effort. This session focuses on different types of research and the importance of research in providing a definite, well-conceived direction for any transit marketing project.

Moderator:

Linda Somilleda, director of marketing & communications, Foothill Transit, West Covina, CA

Panelists:

Rebecca Elmore-Yalch, senior vice president, Infogroup/ORC, Seattle, WA

Lee Ann Walker, senior marketing planner, Jacksonville Transportation Authority, Jacksonville, FL

Tuesday, continued

3:15 – 4:30 p.m.
Oceanside I
Mezzanine Level,
South Tower

PIO Shop Talk

Gather with other public transportation public information officers from across the country at this informal session, and share stories, best practices, and build your network of industry peers.

Facilitator:

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

3:15 – 8 p.m.
Atlantic Ballroom
First Floor,
Convention Center

TransITech Products & Services Showcase

All marketing and communications workshop attendees are invited to explore the 2010 TransITech Products & Services Showcase featuring displays of innovative technology products. A reception is scheduled from 6:30 to 8 p.m.

Wednesday, February 24

7:30 a.m. – 12 p.m.
Himmarshee
Mezzanine Level,
Convention Center

Registration

7 – 8 a.m.
Las Olas Foyer
Mezzanine Level,
Convention Center

Continental Breakfast

Wednesday, continued

8 – 9 a.m.

**Las Olas I-III
Mezzanine Level,
Convention Center**

Branding

What is the image of your organization? Hear transit professionals discuss how they used the power of branding to create a memorable brand to capture public interest, gain support, and engage the community.

Moderator:

John Metzinger, manager of development, CityBus of Greater Lafayette, Lafayette, IN

Panelists:

Ieshia Gray Robertson, public affairs specialist, Durham Area Transit Authority, Durham, NC

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

John Metzinger

9:15 – 10:15 a.m.

**Las Olas I-III
Mezzanine Level,
Convention Center**

Partnerships to Develop Off-peak Ridership

Explore programs, promotions, and campaigns targeting discretionary riders. Hear what was and wasn't successful, and why.

Moderator:

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

Panelists:

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

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

Richard Maxwell

Wednesday, continued

10:30 – 11:30 a.m.
Las Olas I-III
Mezzanine Level,
Convention Center

Ad Campaigns

Hear from an array of transit marketing and communications professionals, including an international perspective, as they share with attendees the details of successful advertising campaigns.

Moderator:

Jennifer Kalczuk, external relations manager, Interurban Transit Partnership (The Rapid), Grand Rapids, MI

Panelists:

Marluce Dantas, Grande Recife Consórcio de Transportes, Recife, Brazil

Monaco Vincenzo, general manager, Vela S.p.a., Venice, Italy

Jennifer Kalczuk

11:30 a.m. – 12 p.m.
Las Olas I-III
Mezzanine Level,
Convention Center

That's a Wrap!

This closing session is your chance to voice your opinions about APTA's 2010 Marketing & Communications Workshop and make suggestions for next year's workshop.

Facilitator:

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