

2008 Transit Marketing Seminar  
Renaissance Hotel & Cox Center  
Oklahoma City, Oklahoma  
Host: Oklahoma Transit Association  
September 7-9, 2008

**Sunday, September 7**

3:30 – 5:00 Registration  
5:00 – 6:00 Welcome Reception  
6:00 Dinner on your own

**Monday, September 8**

7:30 – 8:00 Registration & Breakfast  
8:00 – 9:00 Welcome: Overview & Introductions. Participants will share successful marketing and advertising ideas from their system.  
9:00 – 9:45 **Brand Harmony**  
People throughout an organization need to "Be the Brand" in order to create comprehensive, organization-wide messages that customers will understand and believe. Learn how organizations can successfully create Brand Harmony in the minds of their customers by aligning their entire organization to tell one cumulative story.  
*Rick L'Amie, Capital METRO, Austin, TX*  
9:45 – 10:00 **Customer Service Excellence**  
**a.** Focus Groups for Both Beer and Champaign Budgets.  
*Steve Lalli, Carovilli Communications, OKC, OK*  
**b.** Customer Service Challenge: What happens when the dream of increased ridership becomes a nightmare?  
*Richard Maxwell, The T, Fort Worth, TX*  
10:30 BREAK  
10:45 – 12:00 **Marketing & PR Workshop**  
Hands-on team training where participants learn how to create a plan from start to finish including goal & objective setting; strategic planning; target marketing; tactics & tools; budgets to meet the goal; and measuring results for effectiveness.  
*Mario Diaz, Phoenix, AZ*

12:00 **Spotlight Awards Luncheon**

1:30 – 2:15 **The Making of a Special Event**  
Pump some magic into your special events and find out from the pro's what worked, what didn't and how to make it special. Table-talk discussions will include the good, bad and the ugly of media events, special events for riders, employee events and more.  
*Caroline Humphries, Carovilli Communications, OKC, OK and special guests.*

2:15 BREAK

2:30 – 3:15 **FTA Ridership Symposium**  
Discover how systems are increasing ridership and keeping riders before, during and after a gas crisis.  
*FTA Region IV and invited transit systems from the SWTA region.*

3:15 BREAK

3:30 – 4:45 **Messaging to the Media**  
Explore how transit organizations can work together with media personnel to provide a Pro-Transit message to the community. Role play with media professionals so that you are never embarrassed when put on the spot!  
*Representatives from local public relations firms, electronic and print media to be invited.*

5:30 **Meet for Dinner and Entertainment**

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**Tuesday, September 9**

7:30 – 8:00 Registration & Breakfast

8:30 – 8:45 Recap and Overview

8:45 – 9:30 **The University Connection**

Hear from those who are successfully working with local colleges, universities and learning centers to increase ridership, income and community involvement.

*Kris Glenn, OU-CART, Norman OK;*  
*Steve Singleton, OSU Transit, Stillwater, OK;*  
*John Wilson (invited), Texas A&M, College Station, TX.*

9:30 – 10:30 **Transit Initiatives, Part 1**

**a.** The JET Case Study Transit Initiatives in a Rural Setting.

*Tawana Butler, JET, Jonesboro, AR*

**b.** National Transit Initiative Trends

*Bridgett Hennessay, Center for Transportation Excellence, San Francisco, CA*

**c.** Update on Authorization

*Kristen Joyner, SWTA, Austin, TX*

10:30 BREAK

10:45 – 11:45 **Transit Initiatives, Part 2**

Messaging to the Public and to elected officials to get the funds you need.

*Pat McFerron, CMA Associates, OKC, OK;*  
*Richard Rush, State Chamber of Oklahoma, OKC, OK.*

11:45 – 12:00 **Wrap Up and End**