



HOST CITY - TEMPE, ARIZONA

2010 Transit Marketing Workshop

Mission Palms, Tempe, Arizona
September 19 - 21, 2010

SUNDAY, SEPTEMBER 19

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

MONDAY, SEPTEMBER 20

- 7:30 am - 8:00 am Registration & Breakfast
- 8:00 am - 8:45 am Welcome: Overview & Introductions
- 8:45 am - 11:30 am ***Emergenetics Powerful Communication Skills And How To Successfully Use Them To Your Transit Agency's Advantage***
Mario Diaz, Chief Marketing Officer, Valley Metro RPTA & Erik Kieser, Creator of Emergenetics
- Regional Ad Campaign Challenge: Workshop To Create Tools, A Marketing Plan And Find Funding For Your Transit Agency***
Workshop Panel: Heidi Gracie, Marketing & Communications, Valley Metro RPTA
Richard Maxwell, Vice President of Marketing, The T, Kyle Curtis, R & R Partners
Others: TBA
- 11:30 am - 12:30 pm LUNCH
- 12:30 am - 1:00 pm ***What To Do When The Hot Water Hits The Fan - Lessons In Good PR***
Susan Tierney, Public Information Officer, Valley Metro RPTA
- 1:00 pm - 2:00 pm ***Voter Initiatives***
Making The Voters Say, "YES!" Transit Initiatives Update
The Essential Elements of a Successful Transit Election Campaign
How To Make What Other Transit Agencies Are Doing Work For You
Bridgett Hennessey, Centers for Transportation Excellence (CFTE); Cliff Henke, CFTE Board Member;
Brian Rasmussen, R & R Partners
- 2:15 pm - 3:45 pm ***Social Media***
Electronic Marketing And Social Media: Are These Tools Effective For Your Transit Agency
Rick L'Amie, Moxie Marketing
- How Social Media Works In A Transit Environment***
Cynthia Staab, Tulsa Transit
- Before And After - A Look At ATA's Website Updates***
Patrick Wright, Communications Coordinator, Arkansas Transit Association, Others: TBA



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2010 Transit Marketing Workshop Agenda continued

3:45 pm - 4:45 pm ***Surveying Customers: Utilizing A Plethora Of Tools***
Panel: Jeff Meilbeck, NAIPTA, Cynthia Lucas, Capital METRO, Invited: Lisa Andrews,
Community Outreach Manager, Sun Tran

6:00 pm Monday Madness Super Club

TUESDAY, SEPTEMBER 21

7:30 am - 8:00 am Registration & Breakfast

8:00 am - 8:30 am Opening

8:30 am - 11:30 am ***Intertwined Topics***
Putting Emergenetics Into Action
Mario Diaz, Chief Marketing Officer, Valley Metro RPTA & Erik Kieser, Creator of Emergenetics

Tying Up all the Loose Ends: Regional Ad Campaign Challenge
Workshop Panel: Heidi Gracie, Marketing & Communications, Valley Metro RPTA,
Richard Maxwell, Vice President of Marketing, The T, Kyle Curtis, R & R Partners

11:45 am ***Spotlight Awards Luncheon***

1:00 pm - 2:00 pm ***A Spoonful of Sugar: Fare Increases And Service Reductions, How To Make The Message Go Down Easier***
Kristina Brevard, Marketing Manager, Denton County Transportation Authority; Heidi Gracie,
Marketing & Communications, Valley Metro; Invited: Laura Cruz-Acosta, Public Affairs Coordinator,
Sun Metro, Dennis Mochon, DART, Mountain Metro, & Others

2:00 pm - 3:00 pm ***Public Transit Local Match Rainmakers: Ideas For Making Something Out Of Nothing***
Panel: Craig Dies, Owner, Let's Bus It; Allen Leaird, Transit Director, SORTS; Jay Faight, Marketing
Director, Rio Metro Regional Transit District

3:00 pm - 4:00 pm ***Public Transit Drives Economic Development: Partnerships And Messaging, The Keys To Success***
Invited: John Farry, Director of Community and Government Relations, and Staff From Valley Metro
Rail; Jodi Sorrell, Transit Director, City of Mesa

4:00 pm Good-Bye Ladies & Gents