

WIFI: HolidayInn - WIFI  
(Without Password)



Association Européenne des Concessionnaires  
d'Autoroutes et d'Ouvrages à Péage

## 5<sup>th</sup> ASECAP MARKETING WORKSHOP

# Marketing campaigns and actions to promote TOLL ROAD INFRASTRUCTURE



Athens

3<sup>rd</sup> of May 2018

Hosted by:



# WELCOMING

**Bill Halkias**

*Vice President ASECAP*

*President Hellastron*

# ASECAP Introductory message

**Kallistratos Dionelis**  
*ASECAP Secretary General*

1<sup>st</sup> Panel:

# Keeping the link with customers: *Innovative mobility services*

Moderator:

***Emanuela STOCCHI***  
AISCAT

# 1<sup>st</sup> Panel:

## Keeping the link with customers: innovative mobility services

**Moderator:** EMANUELA STOCCHI, AISCAT

### **Keynote speech:**

#### **Crisis Management and Communication: Challenges to customer satisfaction in the face of large scale events negatively impacting toll road operations**

Skylakakis Nikolaos, Sk&P CONSULT, HELLASTRON

- **Communication toward customers in bad weather conditions (snow falls)**

Malika Seddi, ASFA

- **Keep Moving**

Francisco Esteves, BRISA, APCAP

- **IBTTA campaign and US examples on communications**

Emanuela Stocchi, IBTTA Immediate Past President

**Lunch**

*1.5 Hour*

*14:00 2nd Panel*

## 2<sup>nd</sup> Panel:

# Innovative actions/initiatives that toll road operators are undertaking to expand and improve their services/ operations/ communications towards customers

Moderator:

**Malika SEDDI**  
ASFA

## 2<sup>nd</sup> Panel:

**Innovative actions/initiatives that toll road operators are undertaking to expand and improve their services/ operations/ communications towards customers.**

**Moderator: MALIKA SEDDI, ASFA**

- **Interaction with motorways to improve capillarity**

Ramos-Catalina Ivan Satap, A4 & A21 Motorways, AISCAT

- **Via Verde Digital Ecosystem**

Nuno Sequeira, BRISA, APCAP

- **Customer Journey 2.0 – Digital Vignette**

Werner Fritz, ASFINAG

- **AWSA social and educational campaign: "Highway to School – 360 edu activation"**

Kwiatkowska Zofia, Autostrada Wielkopolska SA, PAK



# EETS - Marketing EFC

**Klaus RICHTER**  
*Director Germany*  
Axxes

# CLOSING REMARKS

## Conclusions and Key Messages

*by the MODERATORS*

### *1st Panel*

*Keeping the link with customers:  
Innovative mobility services*

*Moderator: Emanuela STOCCHI*

### *2nd Panel*

*Innovative actions/initiatives that toll road  
operators are undertaking to expand and improve  
their services/ operations/ communications towards  
customers*

*Moderator: Malika SEDDI*



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*Thank you*

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*46<sup>th</sup> ASECAP Study & Information Days 2018*

*The role of the infrastructure investments  
in the new EU road mobility package*

*Grand Hotel Union, Ljubljana, Slovenia  
6-8 June 2018*

[www.asecapdays.com](http://www.asecapdays.com)

**ASECAP DAYS**



**LJUBLJANA 2018**

