



5th MARKETING WORKSHOP

*Athens, 3rd of May 2018
Holliday Inn Hotel
Attica Motorway 40.2 km, Peania, 19002, Attica*

Marketing campaigns and actions to promote toll road infrastructure

REGISTRATION

09:30 - 10:00 **REGISTRATION**

WELCOMING

10:00 – 10:10 **Welcoming**

Bill Halkias, Vice President ASECAP and President Hellastron

10:10 – 10:20 **ASECAP Introductory message**

Kallistratos Dionelis, ASECAP

1st PANEL

10:20 - 12:30 **Keeping the link with customers: innovative mobility services**

This session will present marketing strategies based on the customer behaviour, as well as Crisis Management and the challenges to customer satisfaction in the face of large-scale negative events.

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 Past President

LUNCH BREAK

12:30 – 14:00 *Lunch*

2nd PANEL

14:00 – 16:00 **Innovative actions/initiatives that toll road operators are undertaking to expand and improve their services/ operations/ communications towards customers.**

This session will present innovative tools and technics for the visualization of the Road services, mobility services for customers such as carpooling, electro mobility and innovative actions concerning service areas, secure parking facilities, rest areas.

Moderator: Malika Seddi, ASFA

- **Interaction with motorways to improve capillarity**
Ramos-Catalina Ivan Satap, A4 & A21 Motorways, AISCAT
- **Via Verde Digital Ecosystem**
Nuni 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, Axxes

Closing remarks

16:00 – 16:30 **Conclusions and Key Messages by the Moderators**