



8th MARKETING & COMMUNICATION WEBINAR

21st of April 2021 / 14:00 – 16:00 CET

Marketing campaigns and actions to promote toll road infrastructure

PRELIMINARY AGENDA

The 8th Marketing and Communication webinar will be an opportunity for the ASECAP members to share information, their best practices and innovative services concerning their customers initiatives and activities.

This year the event will be focused on marketing and communication initiatives to face the pandemic emergency, while always looking to the future in ensuring sustainable and resilient mobility to toll highways' customers.

WELCOMING

14:00 14:10 **Welcoming & Introductory message**

Master of ceremony: Malika Seddi, ASECAP Secretary General

- Massimo Schintu, ASECAP President
- Emanuela Stocchi, ASECAP Chair of Road Safety, Environment & Marketing committee

PANEL DISCUSSION

14:10 – 15:50 **Presentations and interactive Q&A**

Moderator: Emanuela Stocchi, ASECAP COPER II Chair

- **Ensuring service continuity during pandemic**
Christophe Boutin, Executive Director, ASFA, France
- **Via Verde Electric - EV charging in Brisa Motorways**
Susana Agarez, Head of branding & advertising, BRISA, APCAP, Portugal
- **Communications and marketing initiatives carried out in Spain in the Covid-19's year**
Ana Serrano, Director of Communications, SEOPAN, Spain
- **Responding to the COVID-19 pandemic: the case of Attica Tollway**
Helen Tyrogianni, Strategic & Organisational Manager, Attikes Diadromes SA, HELLASTRON, Greece



- **Activities carried out by A4 Holding to cope with the pandemic crisis**
Nelly Girlanda, Director of Communications & Institutional Relationships, A4 Holding S.p.A, AISCAT, Italy
- **Hygienic Marketing – Brisa response to Covid**
Marta Sanchez, Marketing manager, BRISA, APCAP, Portugal
- **Initiatives developed to get closer to customer needs and expectations**
 - *Konstantinos Papandreou, CEO, Olympia Odos Operation S.A., HELLASTRON , Greece*
 - *Antiochos Konstantinos, Systems Engineer, Olympia Odos Operation S.A., HELLASTRON , Greece*

CLOSING SESSION

15:50 – 16:00 **Conclusions and exchange on topics**

- *Malika Seddi, ASECAP Secretary General*
- *Emanuela Stocchi, ASECAP Chair of Road Safety, Environment & Marketing committee*