

# 15<sup>th</sup> ASECAP ROAD SAFETY CONFERENCE

21-22 March 2023  
Salzburg, Austria

**ASECAP AISIFIINIAIG**



## „Marketing knowledge to support Road Safety“

Methods and tools to improve road user behaviour

Human behaviour is a major key to a safer road and the most difficult area in a Safe System Approach. ASECAP and its members consider road safety as a priority mission and therefore Road safety campaigns - from billboards to social media - are an important tool to reach this aim.

Safety campaigns are only successful if a positive change in behaviour can be achieved. Marketing and customer relation is a core business of ASECAP members, there is a long and successful experience to work with road user target groups and clear communication on different levels. Within the 15<sup>th</sup> ASECAP Road Safety Conference experts and decision makers are willing to learn from this specific knowledge, discuss and find new possibilities for new Safety Campaigns.

Speakers and Audience will come from several European countries and institutions, from ASECAP members and partners in Road Safety like Traffic Police, Road Administration, politics and industry. Creating a Safe System is a shared responsibility and an obligation to move forward by sharing knowledge and creating new possibilities.

**Tuesday 21st March \_8.00 – 17.00**

Location: Mozarteum Salzburg

8.00 - registration

09:00

- **Opening remarks**

- ASFINAG CFO and ASECAP President 2023: Josef FIALA
- High level Austrian representative
- High level EC/EP Representative

- **Keynote Speaker**

Prof. Dr. Benny B. Briesemeister, IU International University

Road to Safety – a Neuroscience Perspective on How to Prevent Road Rage by Means of Communication

10:00

- **High Level Round Table “Road User behaviour and target groups now and in the future”**

Moderator: Malika Seddi, ASECAP General Secretary

- **Technical session „How can professional marketing be a value for Road Safety”**

Moderator: Bernhard Lautner, ASFINAG

Lunch break

13:30

- **Technical session „Road Safety Campaigns for motorways”**

Moderator: Filipa Morais, Norscut - Concessionária de Auto-Estradas, S. A.

- **Expert Round Table “New channels to communicate with road user”**

Moderator: Emanuela Stocchi, AISCAT

**16:30 Closing remarks**

**19:00 Conference Dinner @ M32 ([www.m32.at](http://www.m32.at))**

Location: M32 – Moderne am Berg

Mönchsberg 32, 5020 Salzburg → to go there take the elevator @ Gstättingasse 13, 5020 Salzburg

## Wednesday, March 22 Technical Demonstrations (Morning)

On Wednesday ASFINAG has organised a technical tour to showcase safety related equipment, procedures and to stimulate discussions and know-how exchange.

The Technical Demonstrations will begin at 9.30 (shuttle busses will leave from the official conference hotels at 9.00).

Road Safety demonstrations will include:

- Safety equipment for work-zones and maintenance
- C-ITS Equipment & showcases
- ASFINAG Traffic Manager
- ASFINAG Toll Enforcement

The Technical Demonstrations will take place in ASFINAG's maintenance depot Salzburg, located at Münchner Bundesstraße 70, 5020 Salzburg.