

3rd ASECAP Marketing workshop

Rome, Friday 5th of February 2016, 10 – 16 h

AISCAT Premises, via Gaetano Donizetti, 10 - 00198 ROMA

Description

The 3rd ASECAP Marketing event will be held in Rome on the 5th of February 2016. The full day session will be an opportunity for the ASECAP members to share information, their best practices and innovative services concerning their marketing activities.

Key topics

- Pricing, toll and discount programs;
- Service areas (new business models);
- Initiatives to increase revenues;
- New media/ digital communications (i.e. web, mobile app, Facebook and other social media);
- New mobility services (i.e. Carpooling)
- Client services

WORKSHOP PROGRAMME

09.30 – 10.00 Welcoming Coffee

10.00 – 10.30 **Welcoming addresses**

- ❖ Massimo SCHINTU, AISCAT General Director
- ❖ Kallistratos Dionelis, ASECAP Secretary General
- ❖ Malika SEDDI, COPER II Chairman

10.30 – 12.30 **Panel 1: Customer initiatives: presentations + interactive Q&A**

Moderator: Malika SEDDI (ASFA)

- ❖ Luis D'Eça PINHEIRO, 'From Cars to People', BRISA (Portugal)
- ❖ Emilija ERENT & Mojca BERGAUER, 'Consumer satisfaction and the role of social media', DARS (Slovenia)
- ❖ Ingo DE MOOR, Rebranding N.V. Westerscheldetunnel', Westerscheldetunnel (Netherlands)
- ❖ Federico LENTI, 'Format for an Infrastructure System: communication between new and traditional on A58', TEEM (Italy)
- ❖ Karl FEIX, 'Pricing, toll and discount programs', KAPSCH TS (Czech Republic)

12.30 – 13.30 Lunch

13.30 – 15.30 **Panel 2: Customer initiatives: presentations + interactive Q&A**

Moderator: Emanuela STOCCHI (AISCAT)

- ❖ Maurizio ALESSANDRO, 'A new model for the service areas – the secure parking for transport', Serenissima Trading (Italy)
- ❖ Malika SEDDI, 'Being close to customers', ASFA (France)
- ❖ Francisco ESTEVES, 'Motorway Loyalty Program', BRISA (Portugal)
- ❖ Joan CASANOVAS, 'APP Autopistas en ruta', ABERTIS Autopistas (Spain)

15.30 – 16.00 **Wrap-up and Final remarks**