



7th MARKETING & COMMUNICATION WORKSHOP

Vienna, Friday 28th of February 2020,

9:30 – 16:00

ASFINAG Headquarter

A-1010 Vienna, Rotenturmstrasse 5-9

Marketing campaigns and actions to promote toll road infrastructure

AGENDA

The full day session will be an opportunity for the ASECAP members to share information, their best practices and innovative services concerning their customers initiatives and activities.

REGISTRATION

09:00 - 09:30 **REGISTRATION – WELCOME COFFEE**

WELCOMING

09:30 – 09:45 • **Welcoming**

Master of ceremony: Ursula Zechner, Managing Director, ASFINAG

- *Christophe Boutin, ASECAP President*
- *Hartwig Hufnagl, COO, ASFINAG*
- *Josef Fiala, CFO, ASFINAG*

9:45 – 10:00 **ASECAP Introductory message**

- *Malika Seddi, ASECAP Delegated Secretary General*
- *Emanuela Stocchi, ASECAP Chair of Road Safety, Environment & Marketing committee (COPER II)*

1st PANEL

10:00 - 12:00 **Panel 1: Presentations and interactive Q&A**

Moderator: Rene Moser, Senior EU and International Affairs Manager, ASFINAG

- **Customer Involvement in ASFINAG chatbot programme**
 - *Werner Fritz, ASFINAG, Austria*
 - *Sonja Eigner, ASFINAG, Austria*
- **Launching an ANPR subscription**

Ole Lykke Christensen, Sund & Bælt Holding A/S, Denmark
- **Ascendi's Road Safety Campaigns**

Filipe Melão, ASCENDI, Portugal
- **Marketing in a Digital world**

Luis D'Eça Pinheiro, BRISA, Portugal



- **30 % program discount on toll subscription proposed on French networks**

Malika Seddi, ASFA, France

LUNCH BREAK

12:00 – 13:00 *Lunch*

2nd PANEL

13:00 – 15:30 **Panel 2: Presentations and interactive Q&A**

Moderator: *Emanuela Stocchi, ASECAP COPER II Chair*

Keynote Speaker:

IBTTA's Moving America Forward Public Awareness Campaign

Bill Cramer, Communication Director, IBTTA

- **EU EIP: the activity of the Expert Group on Traffic Information Services, collection of Best Practices and review of Deployment Guidelines**

Enrico Ferrante, AUTOVIE Venete, Italy

- **Tollways Corporate "Citizenship" Contributes to Social Acceptance and strengthens customer loyalty**

Charalampos Malimoglou, HELLASTRON, Greece

- **Winter games**

Michaela Gold, ASFINAG, Austria

- **Changing with Climate**

Sebastião Sousa, BRISA, Portugal

- **ABERTIS global road safety program – The Italian experience**

Nelly Girlanda, A4 Holding Italy – Abertis Group, Italy

Closing remarks

15:30 – 16:00 **Conclusions and exchange on topics**

Malika Seddi, ASECAP Delegated Secretary General

Key Messages by the Moderators

- *Emanuela Stocchi, ASECAP Chair of Road Safety, Environment & Marketing committee (COPER II)*
- *Rene Moser, Senior EU and International Affairs Manager, ASFINAG*