

Second ASECAP Technical Workshop on Marketing Activities

Paris, 6th of February 2015, 10.30 – 17.00

ASFSA Headquarter – 3 Rue Edmond Valentin – 75007 Paris

INTRODUCTION

ASECAP organizes a second Marketing Workshop to follow up what has been discussed during the first workshop in 2013 in Portugal. Several different topics will be presented to shed more light on the several initiatives the ASECAP members are carrying out to better marketing their services and operations in different Member States.

TOPICS

1. Pricing, toll and discount programs (make money, induce traffic);
2. Service areas (business models and initiative's to increase revenues);
3. New media/ digital communications (i.e. web, mobile app, Facebook and other social media);
4. New mobility services (i.e. Carpooling, electromobility....).

WORKSHOP PROGRAMME

10.30 – 10.45 Welcoming Speech

Malika SEDDI, COPER II Chair

Kallistratos DIONELIS, General Secretary of ASECAP

10.45 – 13.00 Panel 1: Marketing initiatives / presentations / interactive Q&A

Facilitator of the day – Kallistratos Dionelis - General Secretary of ASECAP

- ❖ Luis D'Eça PINHEIRO, BRISA (Portugal)
 - ✓ Via Verde Mobility – applying an ETC system in different transport modes
- ❖ Patrick JOURDAN –Mobility services developed by Vinci Autoroute (France)
- ❖ Ingo de MOOR, N.V. Westerscheldetunnel (The Netherlands)
 - ✓ Social media and Customer satisfaction'
- ❖ Francisco Sequeira Esteves, BRISA (Portugal)
 - ✓ HGV Pricing – a tool to increase market share.
- ❖ Josef CZAKO, KAPSCH (Czech Republic)
 - ✓ Mobility Pricing – A Paradigm Shift in the Tolling Sector to improve financing
- ❖ Emilija ERENT, DARS (Slovenia)
 - ✓ Challenges of toll pricing policy in Slovenia

13.00 – 14.30 Lunch

14.30 – 16.30 Panel 2: Marketing initiatives / presentations / interactive Q&A

- ❖ Montse SERRANO Abertis – SEOPAN (Spain)
 - ✓ Transformation process and new client approach in the service areas
- ❖ Andrea MANFRON, AISCAT (Italy)
 - ✓ Service areas' management along the Italian toll highways network
- ❖ Malika SEDDI, ASFA (France)
 - ✓ New concepts and services in service areas in France
 - ✓ Satisfaction indicator index
- ❖ Zofia KWIATKOWSKA, Autostrada Wielkopolska (Poland)
 - ✓ A2 to EUROPE - the first comprehensive mobile trip planner

16.30 – 17.00 Final Remarks – Malika SEDDI – Kallistratos DIONELIS