



4th MARKETING WORKSHOP

27th of February 2017 - Copenhagen
Sund & Bælt Holding A/S, Vester Søgade 10, 1601

Marketing campaigns and actions to promote toll road infrastructure

REGISTRATION

09:30 - 10:00 REGISTRATION

WELCOMING

10:00 – 10:20 **Welcoming**

Mogens Hansen, Sund & Bælt Holding A/S

Digital Disruption & Preparing for uncertainty

Jens Poder, Peytz & Co

10:20 – 10:30 **ASECAP Introductory message**

Kallistratos Dionelis, ASECAP

1st PANEL

10:30 - 12:45 **Innovative mobility services for customers (new mobility apps & technologies, new mobility concepts, pricing, toll and discount programs, make money/induce traffic, monitoring customers' satisfaction)**

Each presentation will have a duration of 10 minutes and will be followed by Q&A of 5 minutes

Moderator: Emanuela Stocchi, AISCAT

- **Deployment of an electric fueling framework along the AISCAT network**
Andrea Manfron, AISCAT
- **Electric mobility**
Malika Seddi, ASFA
- **Changing customer habits and its effects on the “classic” offers of a Service Center**
Fritz Werner, ASFINAG MAUT SERVICE GMBH
- **Brisa new marketing approach**
Luis D'Eça Pinheiro, BRISA
- **A different approach towards a client - social responsible motorway**
Anna Kordecka, Gdansk Transport Company S.A.
- **Applying integrated data driven approach to Marketing and Customer Care on Toll Roads.**
Christos Koulouris, HELLASTRON
- **S2WAY: A new Service Provider**
Bettoni Francesco, Brebemi SPA



LUNCH BREAK

12:45 – 13:45 *Walking lunch*

2nd PANEL

13:45 – 15:30 **Innovative actions concerning service areas (parking facilities, secure parking, rest areas)**

Each presentation will have a duration of 10 minutes and will be followed by Q&A of 5 -7 minutes

Moderator: Malika Seddi, ASFA

- **Cross Border Marketing**
Karsten Längerich, Sund & Bælt Holding A/S
- **Good practices and innovative actions concerning service areas, parking facilities (secure parking), rest areas**
David Kollenhofer, ASFINAG
- **Service Areas – New Partnership Model**
Patricia Mota, BRISA
- **Mobile Application DarsTraffic+**
Andreja Skroza, DARS
- **Motorcycle Segment –New Offer**
Joaquim Lima, BRISA

Closing remarks

15:30 – 15:45 **Conclusions and Key Messages by the Moderators**