
Registration

Introduction to Highway Traffic Safety Media

Opening Session

Plenary Session 1

Segmentation:

Is our target audience changing?

Insights into the Millennial Population

Plenary Session 2

Social Media:

The Shiny New Tool in the Toolbox

Plenary Session 3

Alcohol, Child Passenger Safety and Distracted Driving Updates

Plenary Session 4

The Changing Media Landscape

Media: New Strategies And Approaches

Segmentation

Emerging Communication Issues