

## AGENDA

### Monday, June 6

- 1:00 pm – 6:15 pm**      **Registration:** Grand Pre-Function Area, Sheraton
- 2:00 pm – 5:00 pm**      **First-Time Attendee Opening Plenary:** Salon A  
**Introduction to Highway Safety Media**—Moderated and Presentation by Susan Gorcowski, Associate Administrator, Office of Communication and Consumer Information, NHTSA
- Presentation by Lori Cogan, Senior Vice President of Integrated Marketing, and Guy Jacobssen, Senior Vice President and Media Director, The Tombras Group
- 5:00 pm – 6:00 pm**      **Break Before Reception**
- 6:00 pm – 7:30 pm**      **Opening Networking Reception:** Grand Pre-Function Area, Sheraton
- Evening**                      **Dinner on Own**

### Tuesday, June 7

- 7:00 am – 10:00 am**      **Registration:** Grand Pre-Function Area, Sheraton
- 7:00 am – 8:30 am**      **Continental Breakfast:** Grand Pre-Function Area, Sheraton  
**One-on-One State Specific Technical Assistance**
- 8:30 am – 9:15 am**      **Main Opening Session:** Salon A
- **Opening Speaker**—Harris Blackwood, Director, Georgia Governor's Office of Highway Safety
  - **Setting the Stage**—David Strickland, Administrator, NHTSA
- 9:15 am – 9:30 am**      **Break**
- 9:30 am – 11:00 am**      **Plenary Session 1:** Salon A  
**Is Our Target Audience Changing? Insights Into the Millennial Population**
- **Moderator:** Nathan Bowie, Information Officer, Minnesota Office of Highway Safety
  - **New Millennials**—Presented by David Jacobs, Senior Vice President and Director of Innovation and Strategy, The Tombras Group
  - Beth Coleman, Vice President, Audience Research, MTV Networks Entertainment Group
- 11:00 am – 11:15 am**      **Break**
- 11:15 am – 12:30 pm**      **Rotating Breakouts Discussions 1** (see page 3)
- 12:30 pm – 2:00 pm**      **Networking Lunch on Own**  
**One-on-One State Specific Technical Assistance**
- 2:00 pm – 3:00 pm**      **Plenary Session 2:** Salon A  
**New Media—The Shiny New Tool in the Toolbox**
- **Moderator:** Katie Fallon, Public Information Officer, Georgia Governor's Office of Highway Safety
  - Larry Weissman, Southeast Director of Sales, SAY Media
  - **Social Media**—Nancy White, Director of Public Affairs, AAA
- 3:00 pm – 3:15 pm**      **Break for Networking or Chat With Panelists**
- 3:15 pm – 4:30 pm**      **Rotating Breakouts Discussions 2** (see page 3)
- Evening**                      **Dinner on Own**

## AGENDA

### Wednesday, June 8

- 7:30 am – 8:30 am**     **Continental Breakfast:** Grand Pre-Function Area  
**One-on-One State Specific Technical Assistance**
- 8:30 am – 9:45 am**     **Plenary Session 3:** Salon A  
**Training for New Taglines—Alcohol, Child Passenger Safety and Distracted Driving Updates**  
**Moderator:** Susan Gorcowski, Associate Administrator, Office of Communication and Consumer Information, NHTSA  
**Presentations From:**
- Cece Wedel, Campaign Director, The Ad Council
  - Gaby Duran-Gorman, Account Supervisor, The Tombras Group
- 9:45 am – 10:00 am**     **Break**
- 11:15 am – 11:30 am**     **Rotating Breakouts Discussions 3** (see next page)
- 11:30 am – 12:15 pm**     **Plenary Session 4:** Salon A:  
**The Changing Media Landscape**  
**Moderator:** Anne Readett, Chief, Communications Section, Michigan Office of Highway Safety Planning
- Mark Dames, Account Executive, Southeast Region, Turner Entertainment
  - Lee Zell, Account Executive, Turner Sports
- 12:15 pm – 12:45 pm**     **Closing Session: Implementing What We Learned and Closing Q&A**  
NHTSA's Susan Gorcowski and GHSA's Barbara Harsha

## BREAKOUT SESSION ROTATION SCHEDULE

### RED

#### June 7

11:15 am – 12:30 pm Rotating Breakout 1 Media: New Strategies and Implementation

3:15 pm – 4:30 pm Rotating Breakout 2 Segmentation

#### June 8

10:00 am – 11:15 am Rotating Breakout 3 Communication Issues and Discussion

### YELLOW

#### June 7

11:15 am – 12:30 pm Rotating Breakout 1 Segmentation

3:15 pm – 4:30 pm Rotating Breakout 2 Communication Issues and Discussion

#### June 8

10:00 am – 11:15 am Rotating Breakout 3 Media: New Strategies and Implementation

### BLUE

#### June 7

11:15 am – 12:30 pm Rotating Breakout 1 Communication Issues and Discussion

3:15 am – 4:30 pm Rotating Breakout 2 Media: New Strategies and Implementation

#### June 8

10:00 am – 11:15 am Rotating Breakout 3 Segmentation

### Breakout Session Room Assignments

Media: New Strategies and Implementation	Salon B
Segmentation	Salon D
Communication Issues and Discussion	Salon E