

## **Communications Track Workshops (as of January 22, 2015)**

### **1. Social Media: the Language of Millennials**

The social media landscape changes daily. Internet users are no longer just sharing information through Facebook, Twitter and YouTube but also through platforms like Vine, Instagram, Pinterest and more. Learn how to leverage these tools to reach millennials - 18- to 29-year-olds who have an exceedingly high crash risk - with critical traffic safety messages and campaigns.

### **2. Is Anybody Listening? Reaching the Right Audience with the Right Message**

Minnesota and Florida are using segmentation to better analyze their data and identify high-risk drivers and motorcyclists. Learn why segmentation is so important -- particularly as traffic safety professionals are asked to do more with less -- along with how to do it (it's not as hard as you think). State officials will share how they're leveraging the process to develop and implement effective strategies and messages that are resonating with the right audience.

### **3. Embracing Your Shoestring Budget: Penny-Pincher Communications**

Acknowledging your budget limitations from the onset can open doors to non-traditional media engagements and executions that generate strong exposure. But it's important to recognize that the strategies used in large-scale programs like "Click It Or Ticket" are going to be significantly different than those employed for a small pedestrian safety campaign. Learn how you can leverage even the smallest budget to generate big impact from expert pennypinchers.

### **4. Free Marketing Resources to Support Your Campaign**

Whether you're a CPS Technician, a law enforcement officer, or a general safety advocate, did you know a wealth of free communication resources and assets are available from NHTSA and many other organizations? Learn how to tap into resources on the traffic safety marketing website as well as what other partners have to offer. Gather intel on free resources as well as learn how to use and place free materials including PSAs, sample press releases and more in donated space. Don't miss this popular and highly interactive workshop; it's a must for every traffic safety practitioner, not just those tasked with promotion!