

Communications Workshops (as of 3/6/16)

Communicating in a Crisis: Learning from Your Peers

It happens to the best of us. A poorly chosen public remark, a public awareness campaign gone wrong, a checkpoint incident that goes viral – sometimes traffic safety professionals are faced with a full-blown media crisis. Join with traffic safety professionals who have lived it and will talk candidly about what went wrong, how they weathered the storm and what they've learned in the process.

Exploring the Next Frontier in Social Media

Just as you figured out Twitter and Facebook, a wave of new platforms explodes on the social media scene. Periscope, Instagram, Snapchat, and Vine are the preferred networks of the Millennial generation and important tools that should be included in social norming campaigns targeted at this demographic. Some sheriffs' offices are using Periscope to broadcast traffic stops and ride-alongs, NHTSA's Vine account is receiving great feedback and highway safety offices are testing out the Instagram waters. This session will provide real-life examples of how these emerging networks are being used for traffic safety campaigns, press conferences, hands-on training and other initiatives. Be sure to bring your smartphone!

Free/Low-Cost Resources for Promoting Public Awareness

This tremendously popular session is returning for Lifesavers 2016! Meet with representatives of organizations and government agencies to learn about the variety of free and low-cost resources available to traffic safety professionals. Previous participants have included the Ad Council, RADD, NHTSA, Safe Kids Worldwide, the National Safety Council, and Children's Hospital of Philadelphia.

Freshening up Your Public Education Efforts & Campaigns

How many ways can you tell the public to buckle their seat belts, put down the phone, or don't drink and drive? Just because you're tasked with promoting the same traffic safety issues each year doesn't mean it has to be boring! Freshening up your messaging doesn't mean starting from scratch. Join with state campaign veterans and award winning traffic safety PR professionals to discuss how to breathe new life into your safety initiatives. Learn about making Hollywood productions within government budgets, why government sponsored campaigns don't need to look like something from 1985, and how smoking marijuana cars, tarantulas and zombies can work for you. See how to use new channels to get the word out and plan for multiple years' campaigns. Come prepared to share your new ideas!

Learning to Speak & Leverage Social Media

The Millennials (born 1980 - 2000) and GenXer's (born 1965 - 1984), your newest target audience, are still having and raising children while getting all of their information via social media streaming on their hand-held devices. Are you speaking their language? Bring your smartphone and learn how to take better photos for posting and maximize Tweets so you engage with your target audience. (If you don't know what a tweet is we've got a reserved seat for you in the front row). Learn best practices, how to track norms and get the most out of the time and effort you invest in this critical communications tool from experts in the field who are using social media on a daily basis.

Media Relations: 2016 & Beyond

In this era of the 24-hour news cycle, citizen journalism and cell phone cameras, the way media relations professionals pursue and obtain press coverage has changed. Reporters are increasingly stretched thin due to limited resources, shorter deadlines and multiple beats, and rely on expert sources for information and story ideas. Join in an interactive Q&A session with two reporters working the traffic safety beat and a public relations pro who will offer advice on how to reach out to and interact with reporters, get media coverage and position yourself as a trusted resource for traffic safety information.