



RBFF State Marketing Workshop
Activating R3 Strategies to Achieve Success
December 12-15, 2017
Phoenix, AZ

Tuesday, December 12

5:30 PM **Welcome Reception** **Regency Ballroom Foyer**

6:30 PM **Dinner** **Regency Ballroom C/D**

Welcome & Introductions

Stephanie Hussey, State R3 Program Director, RBFF
Ty Gray, Director, Arizona Game & Fish Department

Sponsor Presentation

Glenn Hughes, Vice President, Industry Relations, American Sportfishing Association

A Decade of Delivering R3 Support to States

Frank Peterson, President & CEO, RBFF

Wednesday, December 13

Breakfast on your own

8:15 AM **Welcome to Phoenix!** **Regency Ballroom A/B**
Stephanie Hussey, State R3 Program Director, RBFF

8:30 AM **Industry Marketing Research & Tactics**
Rich Hohne, Director of Product Marketing, Simms Fishing Products

9:30 AM **SEO for Government Organizations**
David McCormick, Senior Marketing Strategist, Blast Analytics & Marketing

10:30 AM **Break: Sponsor Table - Granicus**

10:45 AM **R3 Planning Panel Discussion**
Darin Moore, Director of Planning & Finance, Virginia Department of Game & Inland Fisheries
Ross Melinchuk, Director of Conservation Programs, Texas Parks & Wildlife Department

11:45 AM **Sponsor Presentation**
Kelsey Hersey, Director of Marketing & Business Development, Brandt Information Services





12:00 PM	Lunch	Atrium
1:00 PM	<p><u>Concurrent Sessions 1</u></p> <p>1. Marketing Success: Targeted Marketing Strategy for the Washington Fishing Derby <i>Shannon Haywood, Marketing Coordinator, Washington Department of Fish & Wildlife</i></p> <p>2. Developing a State Agency Brand <i>Bonnie Holding, Director Information & Education, Maine Department of Inland Fisheries & Wildlife</i></p> <p>3. State Agency Directors Only Session – Developing & Activating R3 Plans</p>	<p>Phoenix Ballroom</p> <p>Cowboy Artists Room</p> <p>Curtis A</p>
2:10 PM	<p><u>Concurrent Sessions 2</u></p> <p>1. Tracking Angler Participation: Connecticut’s Youth Fishing Passport Program & Free Fishing License Days <i>Mike Beauchene, Supervising Fisheries Biologist, Connecticut Department of Energy & Environmental Protection</i></p> <p>2. SEO Cheat Sheet: 6 Steps to Quickly Boost SEO <i>David McCormick, Senior Marketing Specialist, Blast Analytics & Marketing</i></p> <p>3. State Agency Directors Only Session – Developing & Activating R3 Plans</p>	<p>Phoenix Ballroom</p> <p>Cowboy Artists Room</p> <p>Curtis A</p>
3:10 PM	Break: Sponsor Table - J.F. Griffin Publishing	
3:25 PM	<p><u>Concurrent Sessions 3</u></p> <p>1. Engaging Local Networks to Reach the Hispanic Community <i>Alix Pedraza, Diversity Outreach Manager, South Carolina Department of Natural Resources</i></p> <p>2. Piloting a Statewide R3 Marketing Campaign <i>Kris McCarthy, Associate Director, Massachusetts Division of Fisheries & Wildlife</i> <i>Nicole McSweeney, Outreach & Marketing Coordinator, Massachusetts Division of Fisheries & Wildlife</i></p> <p>3. State Agency Directors Only Session – Developing & Activating R3 Plans</p>	<p>Phoenix Ballroom</p> <p>Cowboy Artists Room</p> <p>Curtis A</p>
4:30 PM	Reconvene in General Session & Wrap-Up	Regency Ballroom A/B
6:00 PM	Networking Reception	Atrium





Thursday, December 14

Breakfast on your own

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| 8:30 AM | The Importance of Branding in R3 Efforts
<i>Ryan Olson, Group Account Director, Colle McVoy</i> | Regency Ballroom A/B |
| 9:00 AM | Retaining Consumers with Auto-Renewal
<i>Katie Young, Outreach Coordinator, Florida Fish & Wildlife Conservation Commission</i> | |
| 10:00 AM | Break: Sponsor Table - Blast Analytics & Marketing | |
| 10:15 AM | Consumer Trends
<i>Ryan Olson, Group Account Director, Colle McVoy</i> | |
| 11:15 AM | Sponsor Presentation
<i>Johan Attby, CEO, FISHBRAIN</i> | |
| 11:30 AM | Lunch | Atrium |
| 12:30 PM | Group Huddle Discussions | Phoenix Ballroom |
| 2:30 PM | Break | |
| 2:45 PM | Group Huddle Discussions <i>(continued)</i> | |
| 4:00 PM | General Session & Adjourn | Regency Ballroom A/B |
| 6:00 PM | Networking Reception | Atrium |

Friday, December 15

Attendees depart

