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

### Tuesday, December 12

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>5:30 PM</td>
<td>Welcome Reception</td>
<td>Regency Ballroom Foyer</td>
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<tr>
<td>6:30 PM</td>
<td>Dinner</td>
<td>Regency Ballroom C/D</td>
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**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**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>8:15 AM</td>
<td>Welcome to Phoenix!</td>
<td>Regency Ballroom A/B</td>
</tr>
<tr>
<td>8:30 AM</td>
<td>Industry Marketing Research &amp; Tactics</td>
<td>Simms Fishing Products</td>
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<tr>
<td>9:30 AM</td>
<td>SEO for Government Organizations</td>
<td>Blast Analytics &amp; Marketing</td>
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<tr>
<td>10:30 AM</td>
<td>Break: Sponsor Table - Granicus</td>
<td></td>
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<tr>
<td>10:45 AM</td>
<td>R3 Planning Panel Discussion</td>
<td>Virginia Department of Game &amp; Inland Fisheries, Texas Parks &amp; Wildlife Department</td>
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<tr>
<td>11:45 AM</td>
<td>Sponsor Presentation</td>
<td>Brandt Information Services</td>
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</table>
12:00 PM  Lunch  Atrium

1:00 PM  **Concurrent Sessions 1**  Phoenix Ballroom
     *Shannon Haywood, Marketing Coordinator, Washington Department of Fish & Wildlife*
  2. Developing a State Agency Brand  
     *Bonnie Holding, Director Information & Education, Maine Department of Inland Fisheries & Wildlife*
  3. State Agency Directors Only Session – Developing & Activating R3 Plans  
     *Curtis A*

2:10 PM  **Concurrent Sessions 2**  Cowboy Artists Room
  1. Tracking Angler Participation: Connecticut’s Youth Fishing Passport Program & Free Fishing License Days  
     *Mike Beauchene, Supervising Fisheries Biologist, Connecticut Department of Energy & Environmental Protection*
  2. SEO Cheat Sheet: 6 Steps to Quickly Boost SEO  
     *David McCormick, Senior Marketing Specialist, Blast Analytics & Marketing*
  3. State Agency Directors Only Session – Developing & Activating R3 Plans  
     *Curtis A*

3:10 PM  Break: Sponsor Table - J.F. Griffin Publishing

3:25 PM  **Concurrent Sessions 3**  Phoenix Ballroom
  1. Engaging Local Networks to Reach the Hispanic Community  
     *Alix Pedraza, Diversity Outreach Manager, South Carolina Department of Natural Resources*
  2. Piloting a Statewide R3 Marketing Campaign  
     *Kris McCarthy, Associate Director, Massachusetts Division of Fisheries & Wildlife*
     *Nicole McSweeney, Outreach & Marketing Coordinator, Massachusetts Division of Fisheries & Wildlife*
  3. State Agency Directors Only Session – Developing & Activating R3 Plans  
     *Curtis A*

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

8:30 AM  The Importance of Branding in R3 Efforts
Ryan Olson, Group Account Director, Colle McVoy
Regency Ballroom A/B

9:00 AM  Retaining Consumers with Auto-Renewal
Katie Young, Outreach Coordinator, Florida Fish & Wildlife Conservation Commission

10:00 AM  Break: Sponsor Table - Blast Analytics & Marketing

10:15 AM  Consumer Trends
Ryan Olson, Group Account Director, Colle McVoy

11:15 AM  Sponsor Presentation
Johan Attby, CEO, FISHBRAIN

11:30 AM  Lunch
Atrium

12:30 PM  Group Huddle Discussions
Phoenix Ballroom

2:30 PM  Break

2:45 PM  Group Huddle Discussions (continued)

4:00 PM  General Session & Adjourn
Regency Ballroom A/B

6:00 PM  Networking Reception
Atrium

Friday, December 15

Attendees depart