



RBFF Hybrid State Marketing Workshop 2022
February 21- 23, 2022
Adapting & Innovating to Engage New Customers

Monday, February 21

5:00 PM – 7:30 PM

Registration

5:30 PM – 7:30 PM

Welcome Reception

7:30 PM

Dinner on your own

Tuesday, February 22

7:30 AM

Registration Opens

8:00 AM – 8:50 AM

Breakfast

Brandt Information Services Sponsor Presentation

9:00 AM – 9:15 AM

Welcome

*Stephanie Hussey, State R3 Program Director, RBFF
Dave Chanda, President & CEO, RBFF*

9:15 AM – 9:45 AM

Texas Tales from the R3 Trail

Craig Bonds, Inland Fisheries Division Director, TX Parks & Wildlife Department

9:45 AM – 10:45 AM

Who's The Captain of The Ship? Trends That Will Steer Fishing and Boating into The Future

*Alli Bolger, Brand Strategy Director, Colle McVoy
Rachel Piacenza, Marketing Director, RBFF*

10:45 AM – 11:00 AM

Break

11:00 AM- 12:00 PM

10 R3 Takeaways from Years of R3 Work

*Moderator: Stephanie Hussey, State R3 Program Director, RBFF
Micah Holmes, Assistant Chief, Communication & Education Division, OK
Department of Wildlife Conservation
Justin Grider, R3 Coordinator, AL Department of Conservation & Natural
Resources
Jenifer Wisniewski, Director of Marketing & Special Projects, TN Wildlife Resources
Agency*

12:00 PM – 12:30 PM

Adaptable and Innovative: Update on AFWA Actions

*Tony Wasley, Director, NV Department of Wildlife & President, Association of Fish
& Wildlife Agencies*

12:30 PM – 1:30 PM

Lunch



1:30 PM – 2:15 PM

Concurrent Sessions 1 and State Agency Directors Only Session

1. Directors Session
Special Session for State Agency Directors and Assistant Directors Only
2. 2020 Anglers in 2021: A Repeat Performance or the Sophomore Slump?
Jane Gustafson, Assistant Division Administrator/Marketing & Advertising Manager, NE Game & Parks Commission

Nebraska Game and Parks used a combination of marketing and education to try to retain their new and reactivated 2020 anglers. Learn how their combination of emails, reverse IP targeting and multi-channel content marketing fared in 2021 and the lessons they learned for future efforts.

3. Retaining New Anglers in the COVID Era
Janis Johnson, Communications & Marketing, TX Parks & Wildlife Department
Eddie McKenna, Communications & Outreach, MA Division of Fisheries & Wildlife (formerly with TX Parks & Wildlife Department)

Texas Parks and Wildlife implemented a targeted effort to retain new anglers with special focus on those who bought a fishing license for the first time (in five years or more) during the early stages of the coronavirus pandemic. By comparing results of treatment groups against those of a control group, they were able to determine lift and revenue that can be directly attributed to this campaign.

2:25 PM – 3:10 PM

Concurrent Sessions 2 and State Agency Directors Only Session

1. Directors Session
Special Session for State Agency Directors and Assistant Directors Only
2. Retaining the 2020 COVID-19 Cohort
Tom Ryle, Sales & Marketing Manager, WA Department of Fish & Wildlife

Learn how Washington retained over 28% of new fishing license holders by using three key strategies.

3. TikTok Ya Don't Stop
Katie Grant, Digital Communications Section Chief- Office of Communications, WI Department of Natural Resources

It's not just for the kids – more and more “millennial boomers” are spending time on TikTok. In fact, TikTok has over 800 million active users worldwide. But with all the dance trends and shenanigans, is it a platform government agencies should consider? Wisconsin has spent much of the last two years testing ways to make the platform work to engage with a younger audience. Learn how they have built a following of 60k, gone viral, and learned a lot of what works (and doesn't) along the way.



3:10 PM – 3:25 PM

Break

3:25 PM – 4:10 PM

Concurrent Sessions 3

1. **Maintaining Momentum: Digital Strategies to Retain Anglers Beyond 2020**
Emily Stolarski, Communications Coordinator, MA Division of Fisheries & Wildlife

MassWildlife used a combination of in-person programs, new self-learning resources, emails, and ads on social media, Google, and YouTube to retain anglers in 2021. Hear tips, lessons learned, and plans for 2022, including the launch of a new licensing, events, and CRM system.

2. **Targeted Digital Marketing to Increase Participation Post 2020**
Aaron Meier, Public Information Officer/Boating Education Coordinator, NV Department of Wildlife
Chris Vasey, Conservation Education Division Administrator, NV Department of Wildlife

The Nevada Department of Wildlife implemented a multi-tiered digital marketing campaign aimed at increasing fishing license sales and boat registrations. Learn how they succeeded despite navigating statewide droughts and wildfires.

4:20 PM – 5:00 PM

Reconvene in General Session/Wrap Up

6:00 PM – 8:00 PM

Networking Dinner

Wednesday, February 23

8:00 AM – 8:50 AM

Breakfast

9:00 am – 10:00 AM

How Social Influencers Can Help Amplify Your Message and Reach New Audiences

Moderator: Kendra Lee, Marketing & Social Media Manager, RBFF
Tiffany “Snookie” Risch, Angler & Content Creator, Snookie Fishing
Tim Akimoff, Public Information Officer - Social Media & Podcast, OR Department of Fish & Wildlife
Sarah Friedl, Account Director, Exponent PR

10:00AM – 10:30AM

Digital Marketing Resources to Further R3 Efforts

Joanna Lario, Digital Content Manager, RBFF
Joanne Martonik, Senior State Marketing Manager, RBFF

10:30 AM – 10:45 AM

Break

10:45 AM – 10:50 AM

ASA Sponsor Presentation



10:50 AM – 11:50 AM	U.S. Fish and Wildlife Service: Lessons from the Urban Wildlife Conservation Program <i>Dave Chanda, President/CEO, RBFF</i> <i>Holly Richards, Fish Enthusiast, Fish and Aquatic Conservation</i> <i>Chelsi Burns, Urban and Visitor Services Coordinator, USFWS North Atlantic-Appalachian Region</i> <i>April Alix, Conservation Program Coordinator, Providence Parks Urban Wildlife Refuge Partnership</i>
11:50 AM – 12:50 PM	Lunch
12:50 PM – 2:40 PM	Huddles
2:40 PM – 3:00 PM	Break
3:00 PM – 3:10 PM	Sharing from Huddles
3:10 PM – 3:30 PM	Fishbrain Sponsor Presentation
3:30 PM – 4:30 PM	What Does it Take to Tell a Better Story? Creating Emotional Connections with Your Content <i>David Gee, Speaker and Communications Consultant</i>
4:30 PM – 4:45 PM	Wrap Up and Adjourn Attendees depart hotel (depending on flight availability) Dinner on your own
Thursday, February 24	Attendees depart (depending on flight availability)