

State Marketing Workshop
December 9-11, 2014
Atlanta, GA

AGENDA

Tuesday, December 9

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|---------|---|----------|
| 6:00 pm | Welcome Reception | L401-402 |
| 6:30 pm | Dinner <ul style="list-style-type: none">• Welcome & Introductions
<i>Stephanie Hussey, Director of State Initiatives, RBFF</i>
• RBFF Program Overview
<i>Frank Peterson, President & CEO, RBFF</i> | M103-105 |

Wednesday, December 10

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|----------|---|-----------|
| 7:45 am | Continental Breakfast | M103-105 |
| 8:45 am | Welcome & Overview
<i>Stephanie Hussey, Director of State Initiatives, RBFF</i> | Marquis A |
| 9:00 am | Engaging Tomorrow's Customers Today
<i>Laura Rubenstein, Colle+McVoy</i>
<i>Ed Cantú & Gerry Loreda, Lopez Negrete Communications</i> | |
| 10:30 am | Q & A | |
| 10:45 am | Break | |
| 11:00 am | RBFF Strategic Focus on Customer Engagement
<i>Stephanie Hussey, Director of State Initiatives, RBFF</i> | |
| 11:15 am | Mystery Shopping the Retail Experience: Customer Insights
<i>Rachel Piacenza, Marketing Manager, RBFF</i> | |
| 12:00 pm | Lunch | M103-105 |
| 1:00 pm | Improving the Online Customer Experience
<i>Stephanie Hussey, Director of State Initiatives, RBFF</i> | Marquis A |
| 1:30 pm | RBFF Next Steps | |
| 1:45 pm | Roundtable Overview | |
| 2:00 pm | Break | |

- 2:15 pm Roundtable Discussions: State Sharing on Top Agency Customer Engagement Strategies M103-105
- 3:45 pm Wrap-Up & Reconvene
- 4:00 pm Share & Discuss Roundtable Outcomes Marquis A
- 4:30 pm Recap & Next Steps
Stephanie Hussey, Director of State Initiatives, RBFF
- 4:45 pm Sponsor Presentation
Rob Southwick, Southwick Associates
- 5:00 pm Adjourn
- 6:00 pm - 8:00 pm Networking Reception Skyline North

Thursday, December 11

- 7:30 am Continental Breakfast M103-105
- 8:30 am Overview Marquis A
Stephanie Hussey, Director of State Initiatives, RBFF
- 8:45 am Tips and Tricks for Using Email to Drive Engagement
Jennifer Kaplan, Product Marketing Manager, GovDelivery
- 9:45 am Sponsor Presentation
Drew Kelly, J.F. Griffin
- 10:00 am Top State Agency Presentations from Roundtables
- 10:30 am Break
- 10:45 am Top State Agency Presentations Continued
- 11:45 am Top Places to Boat & Fish: A Customer Engagement Promotion
Stephanie Vatalaro, Director of Communications, RBFF
- 12:05 pm RBFF Future Direction
Stephanie Hussey, Director of State Initiatives, RBFF
- 12:15 pm Wrap-up & Next Steps
- 12:30 pm Adjourn