



Shaping the Future with Customer Engagement
February 23-25, 2021

Tuesday, February 23, 12pm-4pm Eastern Time

12:00 - 12:10 **Welcome to the Virtual State Marketing Workshop**

Presenter: Frank Peterson, President & CEO, RBFF

12:10 - 12:20 **Workshop Tuesday Overview**

Emcee: Jay Baer, Founder & President, Convince & Convert

12:20 - 1:05 **Casting A Wide Net: Identifying New Anglers & Boaters and Determining Tactics for Retention**

*Presenters: Stephanie Don, Senior Account Manager, Ipsos
Rachel Piacenza, Marketing Director, RBFF*

1:05 - 1:35 **Putting Customers First: How One Agency Transformed to Stay Relevant in Changing Times**

Presenter: Sara Parker Pauley, Director, MO Department of Conservation & AFWA President

1:35 - 1:45 **Breakout Sessions Explainer**

1:45 - 2:15 **Breakout Sessions**

1. How Iowa Successfully Targeted Urban Hispanic Women to Go Fishing

Presenter: Shannon Hafner, Information Specialist, IA Department of Natural Resources

Iowa DNR's hyper-focused digital advertising campaign provided a direct connection within the Hispanic community. Learn how Iowa segmented the target audience by location, demographics, and purchase history to ensure the message reached the intended audience and successfully increased their fishing participation.

2. Enhancing R3 by Exploring New and Returning Anglers' Attitudes Toward Fishing

Presenter: Eddie Herndon, R3 Coordinator, VA Department of Wildlife Resources

The Virginia Department of Wildlife Resources (DWR) and Responsive Management conducted five focus groups to learn more about new and returning anglers' attitudes toward fishing. The findings provided valuable insights into the characteristics of target audiences, including motivations and barriers to fishing participation, which will help DWR develop future outreach themes and prioritize key information needs.

3. Geofencing Community Lakes and Boat Ramps Successfully

Presenter: Jenifer Wisniewski, Outreach and Communications Chief, TN Wildlife Resources Agency

Geofencing technology allows for targeting people based on their current or previous location. Hear how the Tennessee Wildlife Resources Agency successfully utilized geofencing to promote urban fishing opportunities to people close by and to reach people at boat ramps without fishing licenses.

4. How to Put Your Best Virtual Foot Forward

Presenter: Chris Scott, Founder & CEO, Fine Tune Your Zoom

Learn top strategies and hands-on skills for broadcasting the best visual you on Zoom, or any online video conference platform.

2:15 - 2:30

Break

2:30- 3:00

Breakout Sessions

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3:00 - 3:05

Contest/Activity

3:05 - 3:15

Sponsor Presentation

Presenter: Kelsey Hersey, Director of Marketing, Brandt Information Services

3:15 - 3:55

State Angler R3 Scorecard: Insights from States Moving the Needle on R3

Facilitated by: Stephanie Hussey, State R3 Program Director, RBFF

Presenters: J.D. Strong, Director, OK Department of Wildlife Conservation

Micah Holmes, Information & Education Division Assistant Chief, OK Department of Wildlife Conservation

Andrew Bade, Angler R3 Coordinator, CT DEEP Bureau of Natural Resources

Rick Jacobson, Chief, CT DEEP Bureau of Natural Resources

3:55 - 4:00

Workshop Tuesday Close

Wednesday, February 24, 12pm-4pm Eastern Time

12:00 - 12:05 **Workshop Wednesday Overview**

Emcee: Jay Baer, Founder & President, Convince & Convert

12:05 - 12:50 **Nature's Remedy: Attracting Newcomers with Fishing & Boating's Mental Wellness Benefits**

Moderated by: Bruna Carincotte, PR & Communications Senior Manager, RBFF

Presenter: Dr. Sue Varma, Board-Certified Psychiatrist and National Media Contributor

12:50 - 1:10 **Sponsor Presentation**

Presenter: Lisa Kennelly, Chief Marketing Officer, Fishbrain

1:10-1:20 **Breakout Sessions Explainer**

1:20-1:50 **Breakout Sessions**

5. Turning Customer Touchpoints into Sales Conversions with an Automated Marketing Platform

Presenter: Spencer Griffith, Marketing Manager, AR Game & Fish Commission

Join Arkansas Game and Fish Commission (AGFC) as they step through their process of onboarding a CRM system with an automated marketing platform to allow for the automation of customer outreach and sales promotions. AGFC will walk through their evaluation of platforms, handling of disparate data sources, initial drip campaigns, future plans and helpful tips.

6. The Intersection of Targeted Marketing and Predictive Modeling

Presenters: Keith Hurley, Fish & Wildlife Specialist, NE Game & Parks Commission

Jane Gustafson, Assistant Division Administrator/Marketing Manager, NE Game & Parks Commission

Accurate predictive modeling of likely-to-lapse anglers can decrease total marketing costs, increase per head impact, or both. Hear how Nebraska Game and Parks used a predictive model to engage likely-to-lapse anglers last year, and their lessons learned about likely-to-lapse angler marketing and the use of predictive models in an unpredictable time.

7. Using Digital Marketing to Increase License Sales

Presenters: Darcy Bontempo, Marketing Director, TX Parks & Wildlife Department

Eddie McKenna, Marketing Specialist, TX Parks & Wildlife Department

Kelly Dziekan, Marketing Data Analyst, TX Parks & Wildlife Department

Learn how Texas Parks & Wildlife used digital marketing to reactivate lapsed anglers and measure ROI, and how the results matched up against a control group.

8. Get On Board Campaign: Tactics for Retention

Presenter: Bruna Carincotte, PR & Communications Senior Manager, RBFF

Description: Using RBFF's Get On Board campaign as a case study, learn how to use Dr. Sue's message of wellness to promote fishing and boating to retain and engage anglers.

9. Directors Session

Presenters: Dave Chanda, Government & Industry Engagement Vice President, RBFF

Sara Parker Pauley, Director, MO Department of Conservation & AFWA President

Special Session for State Agency Directors and Assistant Directors Only

1:50-2:20

Breakout Sessions

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2:20-2:35

Break - Stay close by for an engaging discussion with Jay Baer and some of our sponsors!

Emcee: Jay Baer, Founder & President, Convince & Convert

Presenters: Kelsey Hersey, Director of Marketing, Brandt Information Services

Johan Klintbo, Head of Business Development, Fishbrain

Bez Sharkey, Sales Director, Aspira

Ken Duke, Managing Editor, Fishing Tackle Retailer

2:35- 2:40

Contest/Activity

2:40 - 3:10

License Sales and the Customer Experience – Can We Be Amazon Good?

Introduced by: Kelsey Hersey, Director of Marketing, Brandt Information Services

Presenter: Dave Chanda, Government & Industry Engagement Vice President, RBFF

3:10 - 3:55

Retention Strategies Based on Angler Surveys: State Insights

Facilitated by: Stephanie Hussey, State R3 Program Director, RBFF

Presenters: Jenifer Wisniewski, Outreach and Communications Chief, TN Wildlife Resources Agency

Karl Scheidegger, Fisheries Biologist, WI Department of Natural Resources

3:55 - 4:00

Workshop Wednesday Close

Thursday, February 25, 12pm-3pm Eastern Time

12:00 - 12:05 Workshop Thursday Overview

Emcee: Jay Baer, Founder & President, Convince & Convert

12:05 - 12:45 Welcoming Diverse Audiences to the Water: Why It's Important and Where to Start

Moderated by: Stephanie Vatalaro, Marketing & Communications Senior Vice President, RBFF

Presenters: David Buggs, Chief Diversity and Inclusion Officer, TX Parks & Wildlife Department

Erica Nelson, Awkward Angler Podcast Host & Diversity and Inclusion Consultant and Co-founder of REAL (Reconcile, Evolve, Advance, Lead) Consulting

12:45 - 1:20 Utilizing Digital Marketing Tactics to Increase License Sales

Introduced by: Bez Sharkey, Sales Director, Aspira

Presenters: Joanne Martonik, Senior State Marketing Manager, RBFF

Amber Nabors, Director of Outreach, Education, and Marketing, PA Fish & Boat Commission

1:20 - 1:25 Social Time Explanation

Presenter: Kelsey Hersey, Director of Marketing, Brandt Information Services

1:25 - 2:00 Social Time – Enjoy & stay tuned for a dynamic presentation by Jay Baer you won't want to miss!

2:00 - 2:10 Break

2:10 - 2:15 Contest/Activity

2:15 - 2:50 Coveted Customer Experience: Grow Fishing by Focusing on the 3 Things Anglers Truly Care About

Introduced by: Lisa Kennelly, Chief Marketing Officer, Fishbrain

Presenter: Jay Baer, Founder & President, Convince & Convert

You've heard it before. Over and over, in fact: "Improve your customer service." Or, "Optimize the customer experience." But what does that even mean? Today, when you have so many potential intersection points - online and offline - with your anglers and potential anglers, tackling customer service or customer experience holistically is impossible. So stop trying!

You cannot magically get better at every touch point. But you CAN get better at the things that actually matter to people with bait in the water. In this fast-paced, dynamic, timely, and often hilarious presentation, Hall of Fame keynote speaker Jay Baer will teach you the recipe for creating a Coveted Customer Experience.

You'll learn why customer experience is the fastest path to growth (and why the pandemic has made it more important than ever). And you'll create specific, concrete plans you can put into practice the next day that will help you boost the 3 Rs in your region.

2:50 - 3:00 Workshop Close

Presenter: Frank Peterson, President & CEO, RBFF

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