



RBFF STATE MARKETING WORKSHOP

PRESENTED BY  FISHBRAIN

Inclusivity & Connection: The Water is Open to Everyone **February 25-27, 2020** **Atlanta, GA**

Tuesday, February 25, 2020

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| 3:00 PM | Registration Opens
Collect your name badge and attendee bag before the Wednesday morning rush! | The Overlook, 6 th floor |
| 5:30 PM | Welcome Reception | The Overlook |
| 7:30 PM | Dinner on Your Own | |

Wednesday, February 26, 2020

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| 7:00 AM | Registration Opens | The Overlook |
| 7:30 AM | Sponsored Breakfast by Brandt Information Services
<i>Kelsey Hersey, Marketing Director, Brandt Information Services</i> | Augusta Room, 7 th floor |
| 8:30 AM | Welcome to Atlanta
<i>Stephanie Hussey, State R3 Program Director, RBFF</i> | Savannah Ballroom, 10 th floor |
| 8:40 AM | The Power of Participation
<i>Stephanie Vatalaro, Senior Vice President of Marketing & Communications, RBFF</i> | |
| | New Research Insights Provide Actionable Angler R3 Strategies
<i>Frank Peterson, President & CEO, RBFF</i> | |
| 9:40 AM | Customer-First Focus Generates Results for Nevada
<i>Tony Wasley, Director, and Jack Robb, Deputy Director, NV Department of Wildlife</i> | |
| 10:40 AM | Break | 9 th Level Terrace |
| 10:55 AM | Sponsor Presentation
<i>Freya Olsen, Director, Discover Boating</i> | Savannah Ballroom |
| 11:10 AM | State Agency Perspectives in R3 Planning
<i>Kayla Donathan, Public Information Specialist, WV Division of Natural Resources</i>
<i>Tabbi Kinion, Education Division Chief, AR Game & Fish Commission</i>
<i>Suzanne Stone, Fisheries Program Support Section Manager, MI Department of Natural Resources</i>
<i>Facilitated by Stephanie Hussey, State R3 Program Director, RBFF</i> | |

12:30 PM	Lunch	Augusta Room
1:30 PM	<u>Concurrent Sessions 1 and State Agency Directors Only Session</u>	
	1. Oregon's Social Media Program: Increasing Participation with Influencers <i>Tim Akimoff, Social Media Outreach Coordinator, OR Department of Fish and Wildlife</i> Oregon used local influencers around the state to promote fishing and host meetups to increase participation. Learn how these local influencers recruited anglers and expanded Oregon's brand throughout the state.	Chastain Room, 6th floor
	2. How to Reel in Millennials and Get Them Hooked on Fishing <i>Emily Palmer, Marketing Analyst, ID Department of Fish & Game</i> Hear from Idaho Fish and Game about testing the waters on how millennials respond to different marketing tactics.	Chastain F
	3. State Agency Directors Only Session	Chastain E
2:25 PM	<u>Concurrent Sessions 2 and State Agency Directors Only Session</u>	
	1. Camping Crossover: Recruiting New Anglers with Digital Ads <i>Emily Stolarski, Communications Coordinator, MA Division of Fisheries & Wildlife</i> Learn how MassWildlife engaged campers and encouraged them to try fishing through Google ads, social media ads, and a new partnership with state parks.	Chastain Room
	2. Retention & Reactivation Focused Customer Engagement Strategies <i>Janis Johnson, Senior Marketing Specialist, TX Parks and Wildlife Department</i> <i>Angie Haywood, Assistant Director, Planning & Public Engagement, IN Department of Natural Resources</i> <i>Andrew Branson, Fisheries Programs Specialist, MO Department of Conservation</i> E-mail reminders and newsletters are still going strong. Learn how three state agencies utilized emails to retain non-resident anglers, keep first time buyers interested, and reactivate anglers.	Chastain F
	3. State Agency Directors Only Session	Chastain E
3:10 PM	Break	Outside Chastain Rooms
3:25 PM	<u>Concurrent Sessions 3 and State Agency Directors Only Session</u>	
	1. How Tennessee Experimented with Geofencing to Accomplish R3 <i>Jenifer Wisniewski, Outreach and Communications Chief, TN Wildlife Resources Agency</i> From farmer's markets to outdoor festivals, Tennessee Wildlife Resources Agency figured out how to successfully target people based on locations they go with messages that resonate. Learn about successes from last year as well as plans for expansion this year.	Chastain Room
	2. Applying Best Practices to Recruit, Retain and Reactivate Anglers <i>Carl Richardson, Manager, Outreach and Education, PA Fish & Boat Commission</i> Pennsylvania has worked to shift their angler education and outreach based on the growing body of R3 research. Learn how they have taken a comprehensive and coordinated approach to target stages of the ORAM model and specific demographics; ultimately helping them see positive R3 related outcomes.	Chastain F

3. State Agency Directors Only Session

Chastain E

4:20 PM	Reconvene in General Session	Savannah Ballroom, 10 th floor
4:25 PM	Sponsor Presentation <i>Bill Joplin, Corporate Vice President, Aspira</i>	
4:40 PM	Adjourn	
6:30 PM	Networking Dinner	Augusta Room, 7 th floor

Thursday, February 27, 2020

7:30 AM	Breakfast	Augusta Room, 7 th floor
8:30 AM	Bridging Connection: Growth Opportunities Among Us <i>Kendra Lee, Marketing Manager, RBFF</i> <i>Rachel Piacenza, Marketing Director, RBFF</i>	Savannah Ballroom, 10 th floor
9:15 AM	Presenting Sponsor Presentation <i>Johan Klintbo, Head of Business Development, Fishbrain</i>	
10:00 AM	Break	9 th Level Terrace
10:15 AM	Successful Digital Marketing Efforts and Results <i>Jenifer Wical, Marketing Coordinator, MN Department of Natural Resources</i>	Savannah Ballroom
11:15 AM	Crafting Your Digital Marketing Plan <i>Tanna Fanshier, R3 Program Coordinator, KS Department of Wildlife, Parks & Tourism</i>	
	Applying Customer Mindsets to Digital Marketing Campaigns <i>Robert Prioleau, Jeremy Elrod & Kyle Mensing, Outpost</i>	
12:15 PM	Lunch	Augusta Room, 7 th floor
1:15 PM	Happy Huddling: Crafting Retention & Reactivation Campaigns <i>Attendees will break into small groups for a facilitated activity.</i> <i>Facilitated by the Outpost Team</i>	Chastain D&E
3:30 PM	Break and Reconvene in General Session	9 th Level Terrace
3:45 PM	Growth & Progress in an Ever-Changing World <i>RBFF Staff</i>	Savannah Ballroom
4:30 PM	Adjourn	