



6th MARKETING WORKSHOP

Zagreb, Friday 12th of April 2019,

10 – 16 h

HOTEL DUBROVNIK,

Conference Room BAN FRANKOPAN (Mezzanine)

Gajeva 1, 10000 ZAGREB

Marketing campaigns and actions to promote toll road infrastructure

The full day session will be an opportunity for the ASECAP members to share information, their best practices and innovative services concerning their customers initiatives and activities.

REGISTRATION

09:30 - 10:00 REGISTRATION – WELCOME COFFEE

WELCOMING

10:00 – 10:10 **Welcoming**

Miro ŠKRGATIĆ, HUKA President

10:10 – 10:20 **ASECAP Introductory message**

Malika SEDDI, COPER II Chairman

1st PANEL

10:20 - 12:30 **Panel 1: Customer initiatives: presentations and interactive Q&A**

Moderator: *Malika Seddi, ASFA, France*

- **Client interaction and GDPR**

Francesco Esteves, Brisa Autoestradas, Portugal

- **The importance of an efficient communication campaign for the success of the BrennerLEC project**

Ilaria De Biasi, Autostrada del Brennero SpA, Italy

- **Successful communication campaign for the introduction of ETC on Slovenian motorways**

Emilija Erent, DARS, Slovenia

- **Overview of HUKA members' marketing and communication activities**

Brankica Bajić, HUKA, Croatia



- **Maintaining the Level of Service for Motorway Customers. A continuous effort that creates loyal customers and ensure the appropriate "VALUE" for the toll paid.**

Charalampos Malimoglou, HELLASTRON, Greece

LUNCH BREAK

12:30 – 13:30 *Lunch*

2nd PANEL

13:30 – 15:30 **Panel 2: Customer initiatives: presentations + interactive Q&A**

Moderator: Emanuela Stocchi, AISCAT, Italy

- **From cars to people, from fleets to companies,**
Nuno Martins, Brisa Autoestradas, Portugal
- **From Road User to Key Actor**
Enrico Ferrante, AUTOVIE Venete, Italy
- **Satisfaction index – 2018 results**
Malika Seddi, ASFA, France
- **Customer Centric Approaches to Self Service in Tolling**
Maria Landl, Asfinag, Austria
- **Entrance gates to Slovakia**
Zuzana Krajcirikova, Narodna dialnicna spolocnost a.s, Slovakia

Closing remarks

15:30 – 16:00 **Conclusions and Key Messages by the Moderators**