

# Social Marketing in Transportation Workshop

Center for Urban Transportation Research  
Tampa, Florida

## Workshop Part 1 - Thursday, December 6, 2018

Session Title	Time
Welcome and Introductions	8:30 a.m. – 9:00 a.m.
Problem Definition Review	9:00 a.m. – 9:30 a.m.
Segmenting the Market and Choosing the Priority Audience	9:30 a.m. – 10:15 a.m.
Persona Development	10:15 a.m. – 11:00 a.m.
Define Goals and Objectives & Positioning Statement	11:00 a.m. – 11:45 p.m.
Lunch	11:45 a.m. – 12:30 p.m.
Tools of Change	12:30 p.m. – 1:15 p.m.
Creative Thinking Techniques for Transportation Professionals	1:15 p.m. – 3:30 p.m.
Social Marketing Plan Strategies 4Ps	3:30 p.m. – 5:00 p.m.

## Workshop Part 2 - Friday, December 7, 2018

Session Title	Time
Social Marketing Plan Strategies 4Ps (continued)	8:30 a.m. – 9:45 a.m.
Testing the Concepts	9:45 a.m. – 10:45 a.m.
Team Work in Groups	10:45 a.m. - 12:30 p.m.
Working Lunch and Prep for Team Presentations	12:30 p.m. – 1:30 p.m.
Team Presentations - Case Study	1:30 p.m. – 2:30 p.m.
Presentation of Certificates and Group Photo Complete Evaluation	