

Conference Strategy and Recommendations for National TIM Responder Training Program

Overview

The proposed conference strategy in support of the National TIM Responder Training Program is based on advancing the two overall marketing and communications goals:

- Support FHWA in advancing the train-the-trainer program at both the national and state/local levels.
- Support FHWA's work to increase the number of people who are trained after the original training is provided.

When considering where and when we should participate in conferences, several considerations should be made. They include (but are not limited to):

- We want to reach our target audiences through these conferences (responder community and their decision makers)
- We want to reach specific communities of responders who may need more exposure to the program (e.g., air medical staff, coroners)
- We want to be sure our materials carry the messages they need to hear (e.g., implementation, policy, availability, national program, specific state plan)
- We want to use a variety of methods to ensure our contact with them produces results (Via panel discussion, session speakers, exhibit, web links in the program, and/or program sponsorship)
- We can target specific geographic areas or states where we are seeing limited results.
- We want to leverage the SHRP2 national conference strategy
- We should consider leveraging other related programs for our benefit (such as National Public Safety Telecommunications Week or other FHWA-sponsored programs related to TIM)

Two other considerations relate to resources and are critical in determining which conferences to attend: Personnel available to either present or participate in a conference or staff an exhibit, and budget. The budget for conferences under the AASHTO contract is \$35,000 (non-fire-related conferences).

Current Exhibit Materials

Several items have already been generated for conferences and are stored at the FHWA warehouse. They include:

- Standard-sized Banner stand identifying the program and providing contact information (developed by CH2M HILL for FHWA)
- Double-wide Banner stand identifying overall program (developed by EDC/FHWA)
- Large "cut out" of firefighter and police officer
- Small, table-top version of firefighter and police officer cut out
- National TIM Responder brochure

Recommendation: The initial feedback from the Advisory Group indicates that these materials are helpful. I recommend that we circulate to them the list of suggested conferences (or hold a webinar) in the next few weeks and seek their assessment on any additional (or substitute) conferences, gain their feedback on any priorities we may have missed, and see if there are other materials that would be helpful.

Potential Conferences and Next Steps

I have attached a list of potential conferences that will occur during the next 12 months that engage/involve the target audiences. The next step would be for AASHTO and FHWA to review the list and ascertain: 1) places where someone should make a presentation – either FHWA staff or someone at the local level who can provide a “peer” perspective or both; and 2) places where we should exhibit. As noted above, we may also want to circulate the list to the Advisory Group to get their assessment and input.

As you will see, the attached includes associations, institutes, and other organizations that would reach the relevant target audiences. You’ll also see at the end of the list a series of names of organizations and/or meetings where we may want to have a presence. Several safety-related activities such as specially designated safety weeks may also provide options for exhibits or, at a minimum, an opportunity to raise awareness of the program.

Recommendation: I suggest we jointly review the strategy and potential list during the Feb. 21 call that Paul is organizing. We can also discuss next steps at that time.