



TAXICAB, LIMOUSINE &
PARATRANSIT ASSOCIATION

Responding to TNCs:

A Public Relations and Legislative Workshop

March 23-25, 2015, Washington Marriott Metro Center, Washington, DC

DAY 1 — Monday, March 23

- 4:00 p.m. PR/Legislative Workshop Registration
- 6:00 p.m. PR/Legislative Workshop Reception
- 7:00 p.m. PR/Legislative Workshop Dinner with Joint Presentations
 - Welcome — Mike Fogarty, President, TLPA
 - PR Challenges — John Boit, Partner, Melwood Global
 - Legislative Challenges — Paul Miller, Chairman & CEO, Miller/Wenhold Capitol Strategies
 - Keynote: Social Media Engagement — Interactive Strategies
 - How to use ads in the TNC battle
 - What works, what hasn't
 - Content generation — memes, infographics
 - How to set protocols to amplify your message

DAY 2 — Tuesday, March 24

- 8:30 a.m. PR/Legislative Workshop Continental Breakfast
- 9:00 a.m. PR/Legislative Workshop Overview — Mike Fogarty
- 9:10 a.m. Participant self-introductions
- 9:45 a.m. Key messages of the campaign — Discussion about key messages thus far in the 'Who's Driving You?' campaign. What has worked? What hasn't? What are upcoming opportunities for new messages? What sort of messaging materials are available to PR colleagues and where can these be found?
- 10:45 a.m. Break
- 11:05 a.m. What are **attendees'** key messages? Discussion on challenges and lessons learned in various cities/states. What pitches took hold and why? Have you developed any collateral materials that could be shared? What information or materials do you feel are needed?
- 12:00 p.m. Lunch

PR group breakout session (Led by Melwood Global)

- 1:15 p.m. Key Strategies and Tactics
 - Maintaining credibility
 - Staying relevant
 - Keeping informed
 - Fact-based messages
 - Speed of delivery
 - Press release vs. statement
 - Using video/infographics/data to drive story
 - Lessons learned

3:00 p.m. Joint PR/Legislative Break

- 3:15 p.m. Developing New Opportunities
 - Coalition-building
 - Surveys (industry & public)
 - Race for data-based documents
 - New videos

- 4:15 p.m. Sharing information
 - Methods of amplification
 - Identifying other campaigns/partners
 - Practical solutions to information sharing

5:15 p.m. Q&A and open discussion

6:00 p.m. Closing remarks

6:15 p.m. Joint PR/Legislative Open Bar

7:00 p.m. A dinner with keynote speaker is likely to be added (details TBD)

Legislative group breakout session (Led by Miller/Wenhold Capitol Strategies)

- 1:15 p.m. Key Strategies and Tactics
 - Campaign credibility
 - How to stay relevant to elected officials
 - How to stay informed
 - Keep it fact-based
 - Speed of delivery
 - Grass roots efforts & petitions
 - Using video/infographics/data to drive message
 - Lessons learned

3:00 p.m. Joint PR/Legislative Break

- 3:15 p.m. Developing New Opportunities
 - Coalition
 - Surveys (industry & public)
 - Legal actions
 - Other

4:15 p.m. TLPA's Message to Congress

- Key committees
- Opponents
- Intelligence gathering
- Sharing information

5:15 p.m. Q&A and open discussion

6:00 p.m. Closing remarks

DAY 3 — Wednesday, March 25

Legislative professionals are encouraged to visit their state delegation on Capitol Hill before departing for home.

Public Relations professionals may visit their congressional delegation or depart for home.