

## WELCOME

Dear Communication Forum Attendee:

Welcome to the 2011 National Strategic Communications Forum, jointly hosted by the National Highway Traffic Safety Administration (NHTSA) and the Governors Highway Safety Association (GHSA). We are excited to be in Atlanta this year, we are pleased that we have more state involvement than ever, and we know this will be one of our best events to-date.

This year, with budget issues facing States across the Nation, we understand that effective communication is more important than ever. With that in mind, we have designed this Forum to provide you with the information you need to best utilize every dollar to reach the most people with important traffic safety messages. We hope you leave with the tools you need to create effective, individualized communications programs in your States using both new and traditional communication tools.

We have a great lineup of experts who are joining us to share their experience and expertise on fundamental communication topics, including:

- Target audience segmentation with a focus on insights into the millennial population
- Media strategies and implementation (earned and paid)
- Social and interactive media
- Training for new campaigns for alcohol and child passenger safety
- Rising issues, such as distracted driving.


We hope you participate in each of these important discussions and take the time throughout the Forum to network with and learn from your counterparts in other states. And, of course, in your free time, enjoy Atlanta!

Thank you for participating, and we look forward to talking with you over the next two days as we discuss these fundamental communication topics.

Sincerely,



Susan Gorcowski  
NHTSA



Barbara Harsha  
GHSA