



Final Conference



Conference Agenda

26-27 January 2009, Brussels, Belgium

DAY ONE – 26 January 2009

- 12:00 **Registration + lunch**
- 13:30 **Conference Opening**
José Trigo - PRP, Portugal
- Welcome speech**
Jean-Paul Repussard - Project officer, European Commission
- CAST, an overview**
Ankatrien Boulanger - Project coordinator, BIVV, Belgium
- 14:00 **What is it about you, that you act so dangerously? Implications for road safety campaigns.**
Divera Twisk - SWOV, The Netherlands
- 14:30 **Theoretical models that describe and predict road violations.**
Sonja Forward - VTI, Sweden
- 15:00 **Do road safety campaigns work? Effects of campaigns on behaviour and accidents.**
Ross Phillips - TOI, Norway
- 15:30 **Break**
- 16:00 **Principals for creating effective road safety campaigns.**
Fiona Seymour - Head of marketing, Department for Transport, UK
- 16:30 **How to build a succesful campaign? CAST recommendations to design and implement road safety campaigns.**
Patricia Delhomme - INRETS, France
Sonja Forward - VTI, Sweden
Werner De Dobbeleer - BIVV, Belgium
- 17:30 **Closing word**
José Trigo - PRP, Portugal
- 20:00 **Conference dinner**



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DAY TWO – 27 January 2009

- 09:00 **Opening and welcoming**
PRP, Portugal
- 09:05 **Working with the CAST model, an agency's perspective.**
Piet Wulleman - Strategic planner, GERMAINE, Belgium
- 09:25 **The road to an effective campaign.**
Richard Bookey - Senior account director, Leo Burnett, UK
- 09:45 **How to know if your campaign works or not? CAST recommendations to evaluate road safety campaigns.**
Patricia Delhomme - INRETS, France
Sonja Forward - VTI, Sweden
Werner De Dobbeleer - BIVV, Belgium
- 10:00 **Evaluation tool: a practical tool to conduct a proper effectiveness evaluation.**
Ankatrien Boulanger - BIVV, Belgium
- 10:20 **How to report the results of your campaign? CAST recommendations to write a complete campaign report.**
Patricia Delhomme - INRETS, France
Sonja Forward - VTI, Sweden
Werner De Dobbeleer - BIVV, Belgium
- 10:35 **Break**
- 11:00 **A theoretical approach to assessing road safety campaign effectiveness: evidence from 7 European countries.**
Ali Kazemi - VTI, Sweden
- 11:20 **The CAST campaigns - Belgium and Greece.**
Werner De Dobbeleer - BIVV, Belgium
Teti Nathanail - UTh, Greece
- 12:00 **Panel discussion**
Moderator: Divera Twisk - SWOV
Forum members:
 - *Cecilie Waterloo Lindheim - Advicer national road safety campaigns, Norwegian Road Authorities, Norway*
 - *Richard Blackwell - Marketing manager road safety, Motor Accident Commission, Australia*
 - *Charles Goldenbeld - Senior expert and researcher, SWOV, The Netherlands*
 - *Richard Bookey - Senior account director, Leo Burnett, UK*
- 12:45 **Conference closing**
Jean-Paul Repussard - Project officer, European Commission
Ankatrien Boulanger - CAST Project coordinator, BIVV, Belgium
José Trigos - PRP, Portugal
- 13:00 **Lunch**