



P4-03

Road Safety Publicity Campaigns

Pillar 4	Safer Road Users	
Description – Topics and indicative content	<ul style="list-style-type: none"> 📌 Social marketing and publicity programs 📌 Main types of road safety publicity activities 📌 Planning of road safety publicity activities 📌 Starting road safety campaigns 📌 Examples of road safety publicity campaigns–International experience 📌 Main elements of a publicity campaign 📌 Implementing a publicity campaign (campaign algorithm) 📌 Common mistakes in running of publicity campaigns 📌 Evaluation of publicity campaigns 📌 Case Studies of different types of campaigns 	
Duration	5 days	
Participants	Decision makers and Road Safety Specialists from different organizations who are dealing with road safety publicity campaigns	
Group	Minimum Participants 15 Maximum Participants 30	
Pool of potential international experts/ lecturers	<ul style="list-style-type: none"> • Alan Ross, PhD • Prof. Krsto Lipovac, PhD • Vojislav Žanetić, journalist • Joop Goos (ex PRI) 	<ul style="list-style-type: none"> • Eleonora Vlahović, psychologist • Dejan Jovanov, PhD • Asst. prof. Boris Antic, PhD, • Rob Klein (ex GRSP)
Focus and content of course	<p>During this training course participants will get in depth knowledge about social marketing, four main types of publicity activities which can be used, ways how to plan publicity activities within their institutions/organisations, etc. Some, well known campaigns from around the world will be analysed and evaluated by participants with special attention to the main elements of the campaigns. As a practical exercise, participants will create different campaigns for major safety performance indicators (SPI). Visits will be organised to a marketing company, where participants will have a chance to discuss aspects of campaigns with different types of specialists. Methods and techniques for evaluating campaigns and their effects will be discussed. Participants will be assisted in identifying possible campaigns for the highest risk groups in their countries. Practical experience will be exchanged.</p>	
Price (per participant) This assumes course is in English but with instantaneous translation available into one other language (e.g. Russian, Serbian, or other) if at least 15 participants agree the other language	Price to be agreed (5 days' course). Course participants have to organize their own flights to / from Belgrade but hotel bed and breakfast accommodation (single room) at the conference hotel in Belgrade city center, lunches/coffees/ dinner during each day of the course, evening social/networking activities in Belgrade (including a river cruise and conference dinner) will all be included within the cost of the course. Participants will be eligible to access the Alumni part of the website where additional materials, mentoring, webinars and other support services will be made available	