



Planning Template for ITTS Freight in the Southeast Conference

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The Institute for Trade and Transportation Studies provides research data and expert opinions to its members concerning the effects of commercial freight movements on domestic and international activities, with reference to infrastructure and transportation needs, and safety implications.

The ITTS member states include:

Arkansas State Highway and Transportation Department

Florida Department of Transportation

Georgia Department of Transportation

Kentucky Transportation Cabinet

Louisiana Department of Transportation and Development

Mississippi Department of Transportation

Missouri Department of Transportation

Virginia Department of Transportation

West Virginia Department of Transportation

Executive Summary

The following report lists the project summary I use when planning for the annual “Freight in the Southeast” Conference. Each conference is different, based on the various goals established by the member states, so the following serves as a starting point when considering each conference. The template is also being shared simply, so that if others are interested in developing a similar multiday conference, this document will serve as a guideline.

CONTENTS

Executive Summary	3
Conference Date:	5
Location:	5
Hotel Location:	5
Proposal:	5
Objectives of Conference:	5
Audience Size and Participation:	6
The obligations for the Host State are:	6
Overview - Meeting Agenda	7
Marketing and Promotion	7
Expected Groups	8
Expected outcomes for each audience group	8
How is this Conference Differentiated from Other Conferences?	9
History of the Conference:	9
Conference Planning Conference (Assuming a March meeting):	9
Role of Moderators	12
Appendix: Previous Agendas	13
2010 Freight in the Southeast Conference	13
2011 Freight in the Southeast Conference	14
2012 Freight in the Southeast Conference	15
2013 Freight in the Southeast Conference	16
2014 Freight in the Southeast Conference	17
2015 Freight in the Southeastern Conference	18
2016 Freight in the Southeastern Conference	19
2017 Freight in the Southeastern Conference	20

ITTS Freight in the Southeast Conference

The following represents the working “check list” I have traditionally used when planning the ITTS Freight in the Southeast Conference. (Information on previous conferences is posted at http://ittsresearch.org/itts_conferences.html).

Conference Date:

Date should be vetted with other state agencies and with other major (similar) events at the selected destination.

Location:

1. Location includes several freight drivers, including a major port, airport, etc., that can serve as a tour anchor.
2. Regional mobility challenges exist with some alternatives being considered.
3. Active Public and Private Freight partnerships, and outreach and support by local PRIVATE sector is encouraged.

Hotel Location:

Meeting could be held at a hotel, but if a local university/government agency is able to participate (as well as contribute in-kind support) that would be also be acceptable.

Proposal:

Regionally, the southeast has benefitted from the foreign direct investment, perceptions of business friendly environments, and access to relatively less congested transportation networks. This region is also very dependent upon exports to provide markets and jobs for its industries. The region is served by all the Class I railroads, the largest navigation system of the Nation (the Ohio, Mississippi and Tenn-Tom river systems and the Gulf Intracoastal Waterway), some of nation’s largest freight airports, but also with a highway system that links our markets to each other and the world.

Objectives of Conference:

The Conference should provide opportunities for state DOT, MPO and other public-sector employees to engage in peer exchanges and discussions with private sector stakeholders regarding the bigger picture of freight in the Southeast. The Conference seeks to inform participants about the underlying trends shaping the region’s major industries, and their associated needs regarding freight transportation for both domestic and international cargos.

The Conference will focus on both current and anticipated transportation needs based on these key regional industries. This information will be organized into both pre-and post- conference materials that will be available to ITTS member states to share with their stakeholders.

Audience Size and Participation:

I anticipate 30% to 50% of the people in attendance will be from State/Local agencies (Departments of Transportation, Metropolitan Planning Organizations, and/or economic development entities). I assume another 10% will be from academia, with the remainder being associations, private sector participants, speakers or consultants.

Below are the obligations for the Technical Advisory Group (TAG):

1. Serve as Conference moderators (this helps to cover paying for travel expenses).
2. Promote the Conference in their respective States (funding is only available for ITTS approved travel, as recommended by Members States).
3. Provide topics and/or speaker recommendations.
4. Include members from ITTS States and invited groups.

The obligations for the Host State are:

1. Arrange for a Secretary or designated representative to provide opening comments.
2. Assist in Conference management and planning, including working with local officials/planners (MPO, Chamber of Commerce, etc.), as necessary.
3. Serve as the Host State, including the respective public affairs office, for promotional purposes, including working with local and state groups (Department of Commerce, media, etc.) to promote the Conference (marketing assistance, etc.).
4. Provide Conference organization support (registration, etc.) and sponsors as appropriate.
5. Recognition as Host State in promotional activities.

Overview - Meeting Agenda

*Travel on Sunday is not preferable, hence the late start date. Another question to address is whether or not the ITTS member states want a freight workshop of some kind, or other type of training activity. The final agendas for the previous conferences are listed in the appendix.

Day 1 Morning:	Optional Tour
Day 1 Afternoon:	Opening Session - General sessions
Day 1 Night:	State Peer Dinner (invited)
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Day 2 Morning and Afternoon	Sessions on Freight Infrastructure and Logistics
Day 2 Evening:	Optional Closing Reception, Tour (State CEO invited)
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Marketing and Promotion

- Each State should promote this Conference on their website/newsletter, to their division offices and to any related freight advisory groups.
- Various regional groups have promoted the Conference in the past.
- There have been several non-financial sponsors in the past (FHWA, Marad, etc.)
- Display area or other venue is needed to set up vendor or related materials. This may be sold or donated by various sponsors.
- ITTS Director will post the Conference information on the ITTS website and promote it in the ITTS newsletter.

Expected Groups

The focus is for state, MPO and other related engineers/planners to engage in high-level discussions with private sector logistics providers on various topics related to freight activity in the region. It is expected that other related State, Federal or regional entities will also participate.

Host State should collaborate with these groups in their state for speakers, promotion and sponsors:

- Department of Commerce
- Local Chamber of Commerce and/or MPO
- State University of Transportation Centers
- State Freight Advisory Council or its comparable organization
- Economic Development Agencies
- Other related agencies (agriculture, etc.)

Expected outcomes for each audience group

1. ITTS Member States – The benefit to member states falls into two categories: (1) meeting with peers on freight developments, and (2) engaging with a variety of stakeholders on the future of various economic drivers regionally. The ITTS Advisory Council meeting on the first night is the most important session, especially considering the unique research gaps related to freight logistics at a regional level.
2. All participants - Pre-and post- Conference materials will be posted on the ITTS website, in addition to having the PowerPoint presentations available.
3. Economic Development Agencies and State Legislators - While not the target audience, it is important to reach out to this community in order to stress the importance of “recoupling” economic development with freight transportation.
4. Private Sector Practitioners – Access to various State DOT members to discuss their concerns regarding freight mobility concerns.
5. Academics – Could benefit from the discussion, as well as providing a forum for the students to participate in and listen to various options that are being discussed regarding freight activity (if the local university contributes through some manner). Other academics will be invited to participate based on research efforts related to topic areas.
6. Professional Credits – Have been offered in the past, but until the 2017 Savannah conference, there had not been much interest.

How is this Conference Differentiated from Other Conferences?

Most conferences tend to focus on one of four areas: (1) mode (ports, airports, railroads, etc.), (2) industry (steel, grain, logistics, site development), (3) market (domestic, international), or (4) geography (national, state or local). This Conference seeks to focus on common regional freight activities that contain elements of each of these four topics.

The main elements should involve:

1. Format - Short presentations followed by forum discussion. PowerPoint remains optional.
2. Knowledge collection and dissemination - Developing pre-and post- Conference materials to ensure an active dialogue occurs. This will involve working with the moderators to ensure that a lively debate is encouraged.
3. Commonality - The goal is to discover similarities related to improving freight mobility that can be applied regionally.
4. Useful – The Conference must generate information that will be helpful to attendees in performing their duties.

History of the Conference:

To-date, there have been eight (8) Freight in the Southeast Conferences: Memphis (2010), Charlotte (2011), Norfolk (2012), Louisville (2013), Tampa (2014), Biloxi (2015), New Orleans (2016), and Savannah (2017).

Conference Planning Conference (Assuming a March meeting):¹

August 1

Establish working budget *Need to work with the host state to allocate a Conference budget and who has financial responsibilities

Reserve Conference location/site

Brainstorm presenter/exhibit ideas

Begin contacting possible keynote speakers

Save the Date Flyers

September 1

Begin contacting sponsors

Send "Save the Date" notices via email

Begin agenda format planning

¹ The yellow highlights key deadlines.

Begin speaker/topic selection

Additional contracts (transportation, equipment (**AV**) rental, etc.)

Begin Planning Local Tour

Begin Planning Peer Dinner

Assemble mailing lists

Finalize Theme and Agenda

Finalize Hotel Contract and Room Location

Submit Hotel deposit - amount determined by terms of contract

October 1

Begin marketing the Conference—post on websites, announce to members

Finalize local tour

Continue making presenter/exhibitor contacts

Email Invitational Travel Letter to Member State DOTs

Update Website open registration

November 1

Finalize presenters/exhibitors

Request Bios from Speakers

Select menu, food etc.

Create Conference brochure—include session descriptions, speaker bios, Conference information and registration form

December 1

Finalize and update Conference brochure mailing list

Post updated information or Conference brochure on website

Organize and prepare Conference materials for marketing blitz

Determine Conference materials, giveaways, etc.

January 1

Mail Conference brochure

Finalize travel and accommodation arrangements for speakers

Send form letter to presenters/exhibitors with information regarding presentations

Secure meals and catering

Request speaker and sponsor handouts and materials

Set up Moderators and information on website

February 1

Moderator/panelist phone calls to reinforce session theme

Send form letter to attendees—include information regarding travel directions, sessions registered for and parking passes if needed

Address any last-minute arrangements/needs for presenters and State DOT employees

Send email update to participants/speakers

Print agenda, name tags

Finalize all logistics and insurance needs

Finalize menus (Host State)

Make payment for bulk of food and beverage costs - timing and amount is determined by details set forth in contract. No refunds to registered attendees are to be issued after this payment is made.

Organize table/registration assistance

Confirm Conference sponsors material

March 1

1 Week Ahead:

Ship materials to hotel

Hold pre-Conference meeting

Send email update to participants/speakers

Review all set-ups and AV needs

Develop registration sign-in sheet

Load Conference bags and materials

1-4 Weeks Post-Conference:

Make final food and beverage payment

Purchase postage and send sponsor and VIP (speakers, hotel) “thank you” letters

Submit ITTS Travel Affidavits on behalf of attendees to Project Manager for reimbursement

Develop the Conference Summary

Submit a Conference Budget Summary

Role of Moderators

In a panel format, the moderators serve as the most important person in determining a session's success. They set the tone, lead in thanking/praising the speakers, and ensure the session proceeds on time, with everyone experiencing a sense of accomplishment.

As Moderators, I am assuming the following:

1. You are an active part of the panel, and should lead the discussion accordingly.
2. You keep the conversation going, and ask the first question (I normally provide you with additional materials on your session if you feel overwhelmed).
3. As a speaker, I appreciated hearing from a moderator who commented on something I said, which indicated their involvement. To me, that attentiveness is the best honor one could give another in such a situation.

Appendix: Previous Agendas

2010 Freight in the Southeast Conference

Host State Tennessee Department of Transportation

Memphis, TN

Monday	
2:00pm -3:30pm	The General Economic Condition and Logistics
3:45pm-5:00pm	Automotive Industry in the Southeast
Tuesday	
8:00am-9:30am	Foreign Direct Investment in Region
10:00am.-11:30am	Trade Between the Southeast and Latin American
1:30pm.-3:00pm	Alternative Fuels - Transportation and Rural Development
3:30pm.-5:00pm	Serving the Energy Corridors (Overweight/oversized cargos)
1:30pm-3:00pm	Exporting from the Southeast
3:30pm-5:00pm	Inland Ports and Distribution Networks
Wednesday	
8:00am-9:30am	Freight Funding Issues
10:00am-11:00pm	State Perspective on Freight Transportation Improvements
12:30pm 5:00pm	Freight Corridors: Modeling and Analysis

2011 Freight in the Southeast Conference

Host State: North Carolina Department of Transportation

Charlotte, NC

Wednesday, February 9	Optional Tour of Lowe's Regional Distribution Center in Statesville, NC.
12:00pm-1:00pm	Box lunches are provided to all attendees
1:00pm-1:30pm	Opening Session
1:30pm	Thoughts on State Freight Planning Activities
3:00pm	Break
3:30pm	Experiences with Creating State Freight or Logistic Advisory Councils
7:00pm-9:00pm	Peer Exchange for State DOT employees.
Thursday, February 10	
7:00am-8:00am	Breakfast
8:00am	Future of Multimodal Freight Corridors
9:30am	Break
10:00am	Managing Truck Movements in Multi-State corridors
12:00pm	Lunch
1:30pm	Managing Multimodal Projects within a Corridor
3:00pm	Break
3:30pm	Trends in Urban Freight Development and Delivery
6:30pm	Reception: NASCAR Hall of Fame
.	
Friday, February 11	
7:00am-8:00am	Breakfast
8:00am-9:30am	Military Logistics
9:30am-	Break
10:00am-12:00pm	Wrap-up and Closing Remarks

2012 Freight in the Southeast Conference

Host State Virginia Department of Transportation

Norfolk, VA

Wednesday, March 14, 2012	
8:00am-11:00am	Tour of APM Terminal - You can view the photos here.
1:00pm-1:30 pm	Welcome Remarks by:
1:30pm-3:00pm	Panel One: Economics and the Southeast - When Will The Recovery Occur?
3:00pm-3:30pm	Break
3:30pm-5:00 pm	Panel Two: The Role of Government and Truck Operations
6:30pm-8:30pm	ITTS Business Dinner (by invitation only)
Thursday, March 15, 2012	
7:00am-8:00am	Breakfast Buffet Norfolk I-II
8:00am-8:20am	Workshop meeting – Data for Transportation Planning
8:30am-9:30am	Panel 3: The Role of Logistics in the Southeast - Why Does This Matter?
9:30am-10:00am	Break
10:00am-11:30am	Panel 4 - Economic Development Issues
11:45am-1:15 pm	Lunch
1:30pm-3:00pm	Panel 5A – Corridors: What Are They & Can They Work Panel 5B - Latin America & The Southeast: Growing Markets, Growing Connectivity
3:00pm-3:30pm	Break
3:30pm-5:00 pm	Panel 6A - Urban Freight Railroad Operations Panel 6B - Connecting Markets to Support Export Shipments
5:30pm -7:00 pm	Harbor Cruise and Reception - You can view the photos here.
Friday, March 16, 2012	
7:00am-8:00am	Breakfast Norfolk I-II: Workshop meeting – Marine Highways
8:00am-9:30 am	Panel 7 - The Legislative Framework: How Do You Link Local, State & Federal Transportation Policy?
9:30am-10:00am	Break
10:00am-11:30am	Panel 8 - Where Do We Go From Here?
11:30am-12:00pm	Closing Remarks

2013 Freight in the Southeast Conference

Host State Kentucky Transportation Cabinet)

Held in conjunction with the Mid America Freight Conference

Louisville, KY

Monday, March 11	
2:00-6:00pm	State & MPO Workshop: Freight Planning and Performance Metrics
6:30-8:30pm	State & MPO Networking Dinner
Tuesday, March 12th	
2:00pm-3:30pm	Paths to Prosperity: Why Freight Corridors?
4:00pm-5:30pm	The Economic Outlook—Global Directions and Implications for Transportation
Wednesday, March 13th	
8:00am-9:30am	MAP-21 and the Washington Perspective
•	
10:00am-11:30am	Integrating State, Regional, Local, and Private Sector Freight Planning
12:00pm-1:00pm	Luncheon Keynote
1:00pm-2:30pm	Agricultural Trade: Biofuels and Exports
	Freight Corridors: Collaboration, Development, and Impacts
	Getting Local Goods to Global Markets and Creating Supply Chains that Work
3:00pm-4:30pm	Trends in Warehousing and Site Development: Business Clusters and Industrial Co-location
	Designing for Freight: Corridor Development
	From the Trucking Industry: What Agencies Should Know About Policy, Operations and the Future
Thursday, March 14th	
8:00am-9:30am	Understanding the Automotive Industry and the Role of Transportation
	From Understanding to Action—Making Freight Corridors Work for Our Economy
11:00-12:00	ITTS Partner Session: By invitation only
	MAFC Partner Session: By invitation only

2014 Freight in the Southeast Conference

Host State Florida Department of Transportation

Tampa, FL

MONDAY, MARCH 3, 2014	
8:30am-5:00pm	National Highway Institute Course - "Fundamentals of Freight Data"
6:00pm	Stakeholder Roundtable Dinner
TUESDAY, MARCH 4, 2014	
8:00am	Tour of Publix Distribution Centers and Winterhaven Intermodal Rail Terminal
1:00pm	Opening Session
1:30pm	The State of the Economy
4:00pm	Foreign Trade Zones, Foreign Direct Investments, Site Selection and Industrial Properties
6:30pm-9:00 pm	Peer Exchange for State DOT Employees (by invitation only)
WEDNESDAY, MARCH 5, 2014	
8:00am-9:00am	Update on Federal Transportation Policy
9:15am-10:00am	Role of Public Private Partnerships in Freight and Logistics
10:30am	Performance Metrics and Managing Transportation Systems
12:00pm	Lunch
1:30pm CONCURRENT SESSIONS	Track 1: The Autonomous Supply Chain
	Track 2: Ports and International Trade
3:30pm-5:30pm	Reception and Waterside Tour of Port Tampa Bay
THURSDAY, MARCH 6, 2014	
8:00am-10:00am	Tampa Airport Tour

2015 Freight in the Southeastern Conference

Host State Mississippi Department of Transportation

Biloxi, MS

MONDAY, MARCH 16, 2015	
1:00pm-3:00pm	The Economics of Multimodal Freight Corridors
3:00pm-5:00pm	The Corps of Engineers approach to navigation planning
7:00pm	Welcome Reception
TUESDAY, MARCH 17, 2015	
7:00am	Assemble for Tour of Ingalls Shipbuilding in Pascagoula (Sheraton)
11:30am	Mississippi Freight Advisory Council meeting/ luncheon
1:00pm	Opening Remarks
1:30pm	Economic Development and Transportation
3:30pm	Inland Waterways and Container on Barge operations
WEDNESDAY, MARCH 18, 2015	
8:00am-9:30am	Where is the Economy Heading?
10:00am CONCURRENT SESSIONS	Track 1: The Automotive Industry and Advanced Manufacturing
	Track 2: Performance Measures for Transportation Agencies
12:00pm Lunch	
1:30pm CONCURRENT SESSIONS	Track 1: The Future of Trucking
	Track 2: Prioritizing Freight Investment
3:30- 5:00pm CONCURRENT SESSIONS	Track 1: The Future of the Federal Aid Program
	Track 2: Trends in International Business and Trade
THURSDAY, MARCH 19, 2015 (Biloxi Visitors Center)	
8:00am-9:30am	Discussion on Freight Data for local and state analysis
10:00am-12:00am	Using Freight Data to communicate to stakeholders

2016 Freight in the Southeastern Conference

Host State Louisiana State Department of Transportation

New Orleans, LA

Monday, April 11, 2016	
8:00am-8:15am	Welcome
8:15am-9:30am	Discussion on Fixing America's Surface Transportation (FAST) Freight Provisions
10:00am-11:00am	Freight performance measures for the public sector
11:00am-11:45am	Lighting Round - Quick presentations on performance measures (open to all attendees)
12:00pm-1:30pm	Working Lunch: National Freight Data Programs at the US Department of Transportation
1:45pm-5:30pm	From Ship to Cup - A Tour of the Coffee Shipments
5:45pm-7:00pm	Transportation Research Board Intermodal Freight Transport Committee (AT045)
5:45pm-7:00pm	Transportation Research Board Committee on Agricultural Transportation (AT030)
6:00pm-8:00pm	State Peer Dinner
TUESDAY, April 12, 2016	
8:00am-8:10am	Welcome
8:10am-9:35am	Changing World Markets
10:00am-11:30am	Changing Domestic Delivery
12:00pm-1:15pm	Lunch Keynote Speaker
1:30pm-3:00pm	Site Development
3:30pm-5:00pm	Planning for Urban Freight Mobility

2017 Freight in the Southeastern Conference

Host State Georgia Department of Transportation

Savannah, GA

February 15 (By invitation only)	Wednesday
8:00-12:00	Training (SHIFT Model/Tableau view)
12:00-1:00	lunch on your own
1:00-4:00	FEAT Training
4:00-5:00	ITTS Midyear working Meeting
7:00-9:00	ITTS Peer Exchange
February 16 (Open to All)	Thursday
8:00-8:30	Welcome Remarks
8:30-9:30	Where is the Southeast Going in 20 years?
10:00-12:00	Connecting Hinterlands through Rail Investment
12:00-1:00	Lunch
1:00-2:00	Biomass in the Southeast
2:30-3:30	Modal Shifts and Supply Chain
4:00-5:30	Future of Southeastern Exports
February 17 (By Invitation Only)	Friday
8:00-10:00	Update on State Freight Plan FAST Act Approval process
10:00-12:00	States discuss freight planning efforts
12:00-1:00	Lunch
1:00-3:00	Informal working meeting on future of trade, planning needs

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