



# Welcome to the Northeast By Rail Annual Conference 2012

## AGENDA

11:00 am to 11:15 am

**Introduction**-Welcome and Agenda Overview

11:15 am to Noon

**QR Codes-Mobil Made Easy.** In this session, Mark Rice will discuss how to and how not to plan and execute a mobile marketing strategy. This is one session where we will encourage you to keep those mobile phones on as we will be creating simple mobile content and codes that you can take back with you and put to work for your business.

Noon to 12:45 pm

**Amtrak-Partnering with Amtrak.** Speakers from Washington and northeast offices will give an overview of Amtrak northeast division, ridership promotion and how tourist trains can partner with Amtrak. See how Northeast By Rail members can partner with Amtrak for National Train Day.

1:00 pm to 1:45 pm

**WhistleTix-Looking for alternate ticketing options?** WhistleTix will demonstrate how their product can reduce your payroll costs with online ticketing and how to incorporate their system into your organization.

1:45 pm to 2:15 pm

**Discussion-"Mail Bag."** Miscellaneous topics of tourist train interest:

- Do you perform music on the train? Find out if you are required to have an ASCAP license.
- FRA-Overview of changes to requirements on passenger and tourist railroads
- Free Events Listings, "Call Boy" and Mass Bay Railroad Enthusiasts

2:15 pm to 3:00 pm

**Panel Discussion-** How was your year? An audience participatory closing where will go around the room and tell us how your year went, what you learned and what's new for 2012.

## RSVP BY:

**Emailing:** [netrains@yahoo.com](mailto:netrains@yahoo.com)

**Sending a fax:** with the attached registration information to 802-885-1362

**Calling cell or text:** at 850-524-5503

**Mailing:** Checks can be made payable to DL Murphy & Associates for \$65.00 per person which includes the program, lunch, and knowledge! Please JOIN us.

## DATE AND LOCATION:

**When:** Friday, January 27<sup>th</sup> 11am to 3pm

**Where:** The Big E, Springfield, MA from. The meeting is being held in the **Young Building, Conference Room A, Ground Floor.**

**Check In:** You must check in at the show office just inside door 7 of the Better Living Center for a badge to get you into the conference.

**NOTE:** If you are already coming to the conference please check into your company name. If you are coming for the conference only on Friday pick up a badge under Northeast by Rail when checking in.

Building Layout Maps for downloading: <http://www.railroadhobbyshow.com/pdf.php>

## Having Trouble??? Call or text Deb at 850-524-5503

Remember to bring your brochures and business cards, and an item for the door prize if you wish.

## **Mobile Media Made Easy™**

In this session, we will discuss how to and how not to plan and execute a mobile marketing strategy. We will look at examples of mobile campaigns that sizzle and those that fizzle and learn approaches that you can practice for making mobile media easy.

When should you use email, social media, print and mobile technologies like texting (SMS) or QR (quick response) codes? Should you use one approach or blend multiple technologies together? What are QR codes? Why and where would you use them? How do you create those squiggly boxes that are appearing on magazines, boxes, displays, tags and even tattoos?

This is one session where we will encourage you to keep those mobile phones on as we will be creating simple mobile content and codes that you can take back with you and put to work for your business.

Bio

### **Mark Rice**

#### **Managing Director**

As a pioneer and marketer, in document management, web conferencing, multi-media, E-learning and mobile technologies, Mark Rice has grown the best practices and applications for many companies in each of these disciplines. His early work in supporting the transfer of digital content from paper has continued his research and testing of new, enabling technologies – smart forms, security imaging and QR (quick response) codes. As the founder and chief executive officer at Webinar Resources, Mr. Rice brings knowledge and skills to help companies expand and grow their business through the use of demand generation, customer acquisition and mobile media applications.

Prior to founding Webinar Resources, Mr. Rice was Technical Marketing Manager at Xerox Corporation, where he originated and launched the Xerox Webinar program. With a Master's Degree in Instructional Technology, Mr. Rice has designed, developed and delivered learning content in many different media formats to customers across the globe.

Mr. Rice enjoys music, composing and playing guitar and mandolin in his spare time. He supports many fund raising activities and with his technical skills, supported the successful world-wide launch of "Operation Respect", an anti-bullying program founded by Peter Yarrow of the musical trio, Peter, Paul & Mary.

Stuart Mumley-AMTRAK, Transportation Dept, Station Support. My main role is to manage the stations from a National level. I ensure the managers that manage day-to-day activities have what they need and help them with implementation of national projects. My current national project is revising our Baggage and Express product lines and the implementation of E-Ticketing allowing print-at-home documents.

For the purpose of this meeting, I am looking to receive as much information to pass along to our National Marketing Department in-order to build a better relationship