Description and Outcome of the Interactive Session at the 10th EAPA Symposium 2017

The 10th EAPA Symposium was held on 1 June 2017 in La Maison des Travaux Publics, 3 rue de Berri, 75008 Paris, France, as a full day event. More than 100 experts from more than 17 countries coming from EAPA members, members of EAPA members, asphalt & bitumen industry, road administration and academia participated in the symposium.

Under the heading "Sustainability, Innovation and Communication in the Asphalt Industry" EAPA informed the participants about the latest news of the asphalt sector concerning current and future topics and provided an excellent opportunity for networking, information exchange and discussions.

During the day four sessions were held and the award of the "EAPA Asphalt Advocate of the year 2017" was presented. More information (programme, pictures, presentations) of this 10th EAPA Symposium is available on the EAPA website www.eapa.org.

One session "Making asphalt roads and the asphalt industry more attractive" was moderated by Katrina Sichel. This was an interactive session and draw upon the experience of the participants to develop, together, communication outputs that are accessible and meaningful for all actors in the sector. Structured by the moderator, participants worked in groups to design several communication tools for various channels (e.g. social media, events, media outreach). The participants were highly engaged in developing messages and obviously had much fun in doing this new kind of exercise.

At the beginning the facilitator, Katrina Sichel gave a brief introduction for the topic and divided the people in the auditorium in eight groups of 12 experts each. Two groups had to work on the same topic of which 4 were given. After 30 minutes, all participants came back to their places in the auditorium and the results were presented to all by the spokesman of each group.

This interactive session was very well received by the participants and many asked afterwards to repeat this kind of session in future events. The output of this session is reported below.

Outcome of the brainstormig for **Topic 1** with the task to create one umbrella message and three sub messages each with corresponding reasons to believe for road authorities and/or road users: develop 3 tweets of maximum 140 characters aimed at journalists specialising in the topic.

- Not only one headline for both stakeholders possible
- Asphalt is connecting the dots
- Last km is always asphalt
- Being the last km is sexy!
- Asphalt roads facilitate individual mobility
- Best value for money
- Asphalt takes you to the places you have to be/ want to be
- Focus on emotional aspect / side
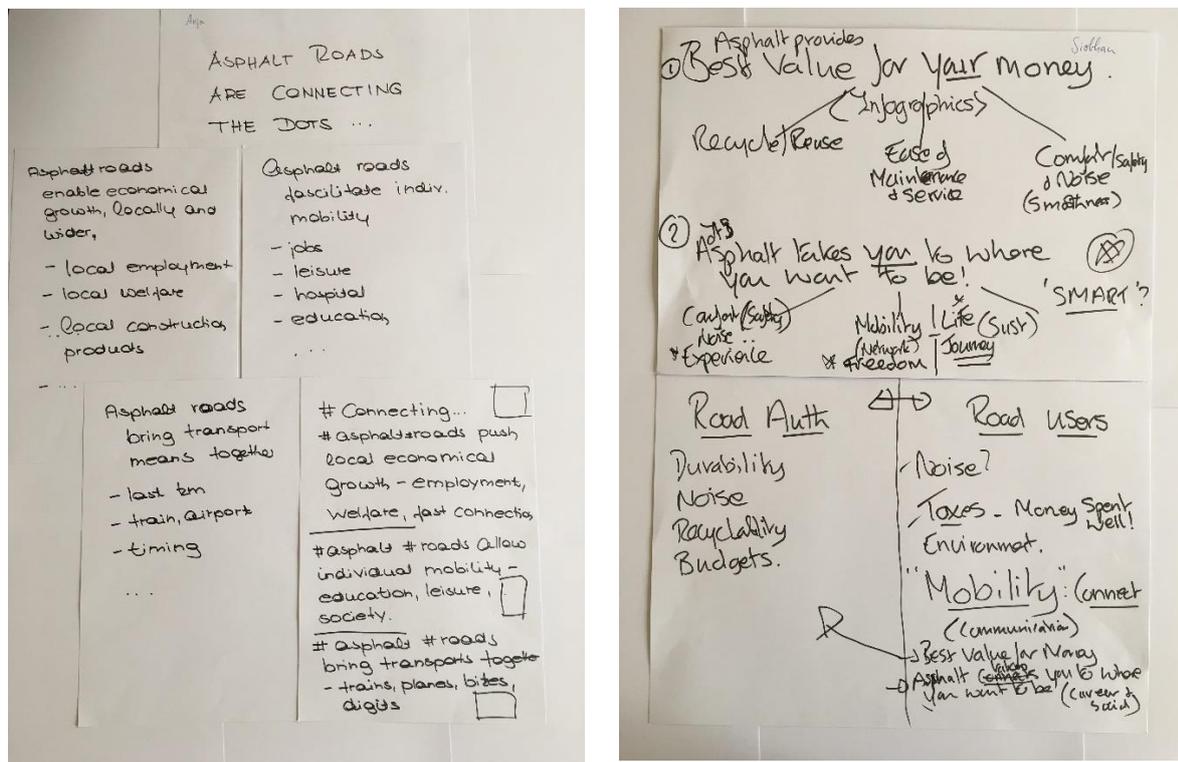- Tweets and hashtags (see picture)

Figure 1: Outcome of Task 1 to create one umbrella message and three sub messages each with corresponding reasons to believe for road authorities and/or road users

Outcome of the brainstormig for **Topic 2** with the task develop a 30 second TV advert promoting asphalt: describe the concept/message, write the script and closing tagline or slogan. Develop 2 tweets of maximum 140 characters aimed at journalists specialising in the topic.

- Closed Loop / Recycling
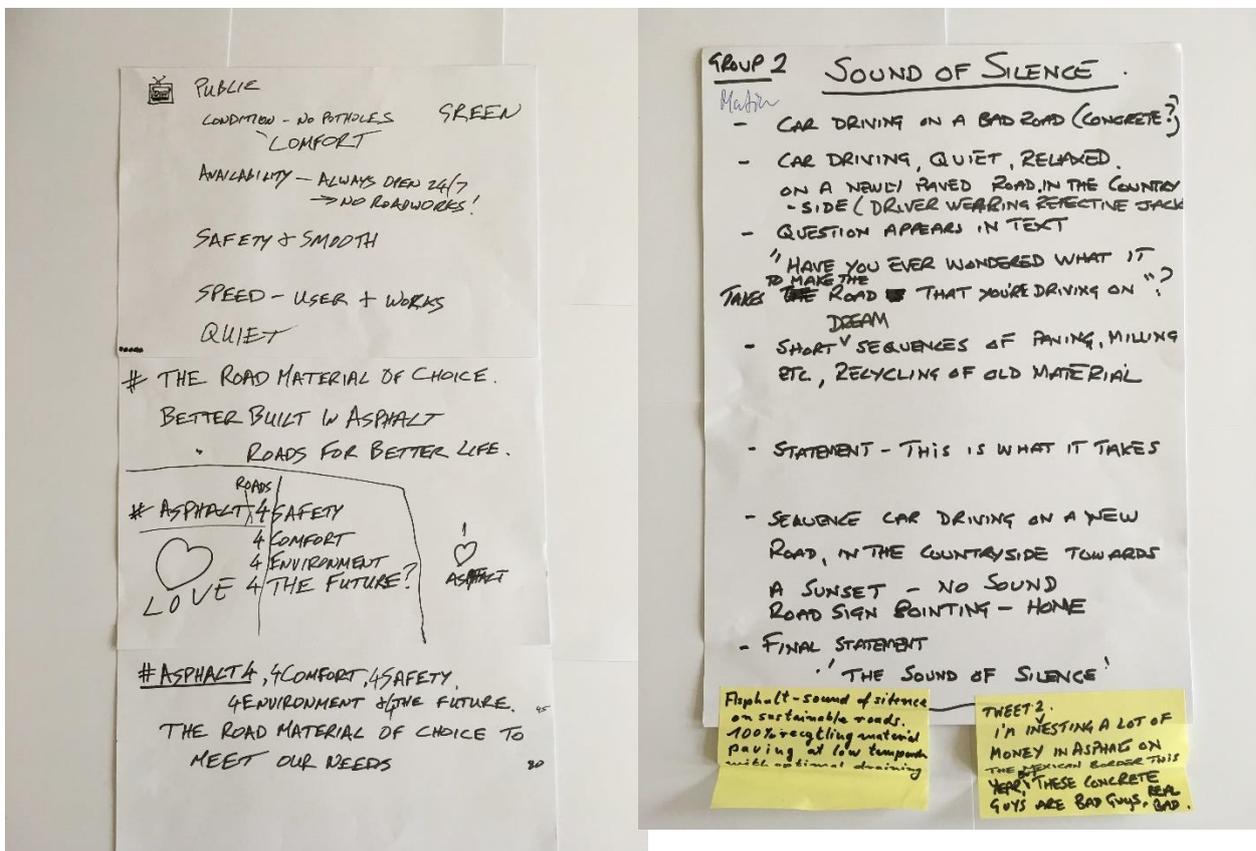- "Sound of silence » as song for low noise
  asphalt pavements
- #asphalt4

Figure 2: Outcome of Task 2 to develop a 30 second TV advert promoting asphalt

Outcome of the brainstormig for **Topic 3** with the task to create concepts and content for posters: describe the concept, draft the headline and tagline. Develop 2 tweets of maximum 140 characters aimed at journalists specialising in the topic.

- Hit the road
- Recycling Champion
- Colour/black and white for old and new/modern
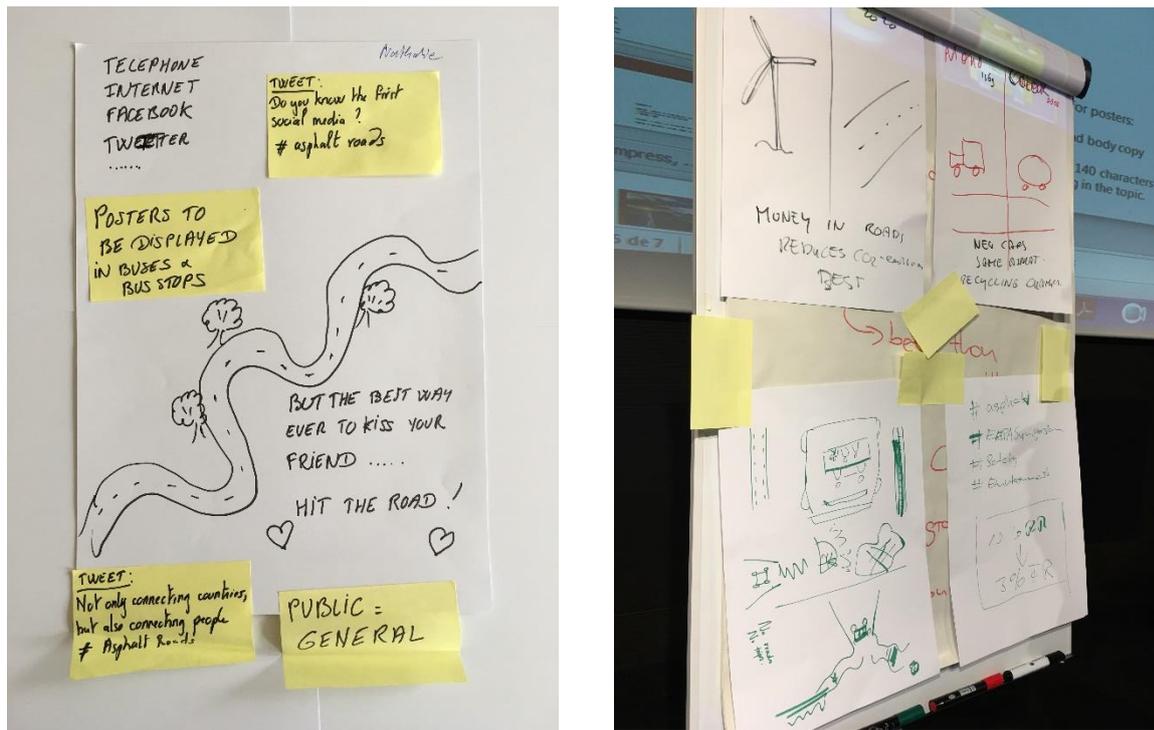- Infographic style

Figure 3: Outcome of Task 3 to create concepts and content for posters

Outcome of the brainstormig for **Topic 4** with the task to develop theme & programme for a stakeholder event: Keynote speaker, parallel sessions, media stunt. Develop 2 tweets of maximum 140 characters aimed at journalists to get them to come.

- People of the industry, representing the jobs in the industry
- Young and famous keynote speaker needed to attract young people
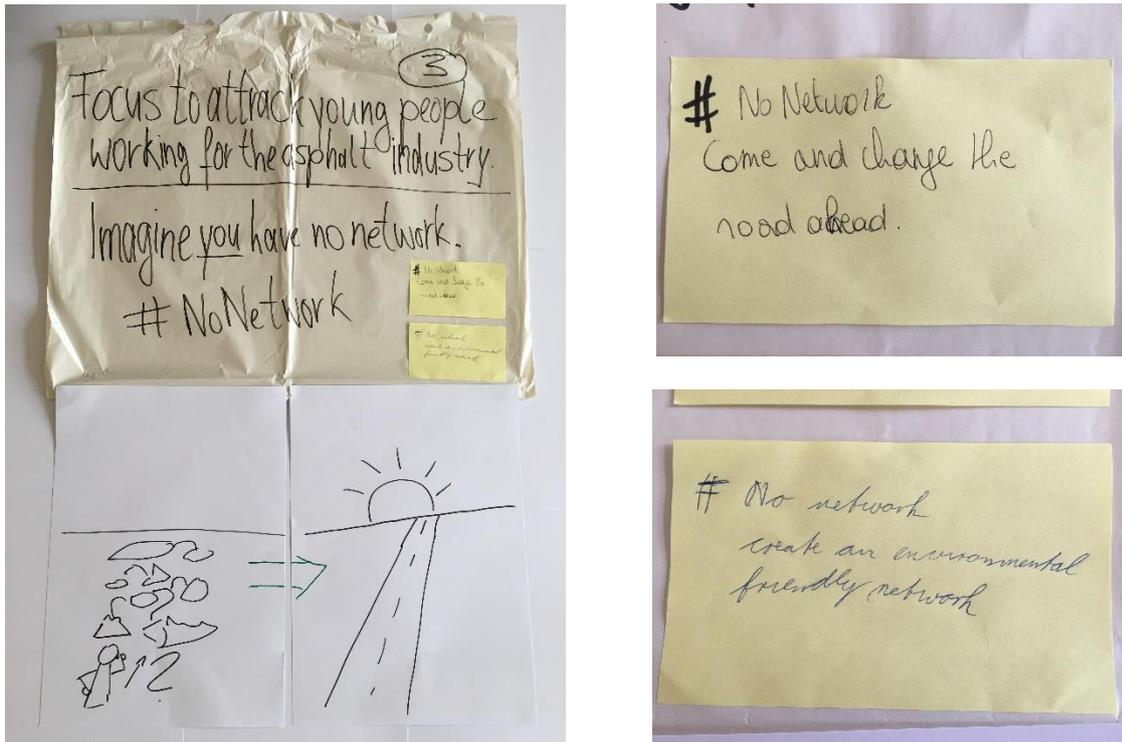- Message : No (bad) Network, link road network to date network/internet

Figure 4: Outcome of Task 4 to develop theme & programme for a stakeholder event