



“Communicating In An Era of Change”
September 25–27, 2008
Marriott Marina del Rey, California

Dear Communications Forum Invitee:

I am excited to announce that the 2008 NHTSA National Strategic Communications Forum will be held September 25-27 in Marina del Rey, CA. I hope you are able to join us and many of your highway safety counterparts from across the nation for this fun, informational gathering.

Jointly hosted by NHTSA and the Governors Highway Safety Association (GHSA), the 2008 Forum will incorporate a variety of issues and topics to help you create effective, individualized communications plans and programs utilizing both new and traditional communication tools. Throughout the Forum, the plenary and interactive breakout sessions will highlight fundamental communication topics such as: strategic communications planning, market research, earned media, paid and interactive media, partnerships and co-branding, outreach to minorities, and how to maximize support from your local agency, among several other topics.

We are also excited to announce that registration for this year’s forum is FREE for all participants! To register for the Forum, please complete the attached registration form and follow the instructions for submitting forms to Mackenzie Carter at AkinsCrisp Public Strategies. Once your registration has been received, a confirmation packet will be sent to you along with additional logistical information.

We hope that each state’s Governor’s Highway Safety Representative or Program Coordinator and the primary communications or marketing person for their highway safety office will attend. Additionally, we would also like you to consider inviting a representative from your advertising agency/public relations firm to attend. The activities will begin with an opening plenary session in the afternoon, followed by a welcome reception on Thursday September 25th, with all sessions concluding by Noon on Saturday, September 27th. To make the most of your Forum experience, please plan your travel to allow for participation at all Forum sessions.

The Forum will take place at the Marriott Marina del Rey where a block of rooms has been reserved for Forum participants at the special conference rates of \$118.00 per room, per night for government employees and \$209.00 per room, per night for ad/pr agency representatives. Please be sure to make your hotel reservations soon as the limited number of discounted rooms will be available on a first come, first serve basis! All hotel rooms must be reserved by September 10, 2008.

To make reservations, please call the Marriott Marina del Rey at (310) 301-3000 or visit www.marriott.com/laxmb. **To receive the discounted rate, you will need to provide the reservation agent with the respective reservation code (as listed below) or for online reservations, include the code listed below under "Group Code" on the reservations page.**

Reservation Codes

Government Rate (for state highway safety representatives and their staff members):

\$118.00 per room, per night Registration Code: NHTNHTA

Non-government Rate (for ad agency/pr firms/other):

\$209.00 per room, per night Registration Code: NHTNHTC

Should you have any questions related to the 2008 Strategic Communications Forum, please contact Erin Koshut with AkinsCrisp Public Strategies at (256) 539-5776 or via e-mail at ekoshut@akinscrisp.com.

We look forward to seeing you in Marina del Rey in September!

Sincerely,



Susan Gorcowski
Associate Administrator
Office of Communications and Consumer Information
NHTSA