

RSS Seminar Programme

08:45-09:25	Registration and Coffee	
09:30-09:40	Welcome	Neil Greig IAM RoadSmart
09:40-10:00	Keynote Address	Hugh Gillies Transport Scotland
10:00-10:20	Where We Are On Our Drive Towards Vision Zero	Donna Turnbull Transport Scotland
10:20-10:40	Road Safety Performance Indicators For The UK	David Davies PACTS
10:40-11:00	Eight Years of RITS: What's the Data Telling Us?	Catriona West Kantar TNS
11:00-11:20	All-Wales Fatal Review Board	Chris Grey South Wales Police
11:20-11:50	Morning Coffee	
11:50-12:10	Maintaining Professional Driver Mental Wellbeing To Improve Operational Performance	Paul Jackson Transport Research Laboratory
12:10-12:20	The Road Safety Framework Fund	Michelle Little Transport Scotland
12:20-12:45	Evaluation of Scottish Biker Magazine	May Johnstone Project Perspectives
	Rider Refinement North	Stewart Mackie Police Scotland
	Cycle Awareness Training For Learner Drivers	Valentin Jeanjean Cycling Scotland
	Working To Deliver Lower Speed Communities	Stuart Hay Living Streets
	The Community Speedwatch Programme: An Equality Focused Road Safety Project in Glasgow	Tara McGregor Research Scotland
12:45-13:45	Lunch	
13:45-14:05	Breathtaking Roads 2018: (Or How To Win Bikers Over)	Liz Rockley Scottish Government
14:05-14:20	How Advertising Can Help Make Our Roads Safer	Martin Wilson Republic of Media
14:20-14:35	Optimising Campaigns Through Smart Use of PR and Case Studies	Katrina Muir SmartsCommunicate
14:35-14:45	The Reinvention And Road Safety In Action	Angela McShane The Reinvention
14:45-15:00	Efficiency and Effectiveness: Road Safety Scotland online	Julian French The Gate
15:00-15:20	A New Audience-Led Strategy For Road Safety Marketing	Lisa Sutherland/Claire Prentice Scottish Government MIU
15:20-15:30	Ziggy Goes To A Seminar	Lynda Kennedy
15:30-15:40	Closing Remarks	Neil Greig IAM RoadSmart