

# GLOBAL SAFETY WORKSHOP AGENDA

## 9-11 March 2016



### Global Fleet Driver Management™ Workshop | 2016

As our guest, CEI will cover your expenses for all session meals, including two dinners, and any parking expenses. After you register, please call to reserve a room at the Sofitel Hotel (information below), where we have arranged for discounted accommodations.

Hotel Sofitel Philadelphia  
120 South 17th Street  
Philadelphia, PA 19103  
Phone: (215) 569-8300

Because space is limited, please register and make your reservation as soon as possible. We look forward to seeing you there!

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#### Wednesday, 9 March 2016

6:00 PM	<i>Reception</i>
7:00 PM	<i>Dinner / Welcome</i> Wayne Smolda, President and CEO of The CEI Group, Inc.

#### Thursday, 10 March 2016

7:30 – 8:45 AM	<i>Breakfast Buffet</i>
9:00 – 9:15 AM	<b>Overview, Agenda Review</b> Ken Latzko, CEI
9:15 – 10:15 AM	<b>Keys to Developing a Global Fleet Safety Solution with Interactive Driver Risk Assessment</b> Patrick Hekkert, VVCR Rosina Cammarota, CEPA
10:15 – 10:30 AM	<i>Break</i>
10:30 – 11:15 AM	<b>Scientific Background and Approach to Road Safety</b> Erik Roelofs, Cito (Dutch Assessment Institute)
11:15 – 12:00 Noon	<b>Driver Assessment in North America</b> Brian Kinniry, CEI
12:00 Noon – 1:30 PM	<i>Lunch</i>
1:30 – 2:15 PM	<b>Case Study: Implementation of AkzoNobel's Global Safe Driving Program</b>
3:00 – 3:15 PM	<i>Break</i>
3:15 – 4:30 PM	<b>Panel Discussion: Measuring Safety Program Success – Beyond ROI</b> Eliot Feldstein, Lytx
4:30 – 5:00 PM	<b>Dimensions of Distracted Driving</b> Ken Latzko, CEI
7:00 PM	<i>Dinner</i>

#### Friday, 11 March 2016

7:30 – 8:30 AM	<i>Breakfast Buffet</i>
8:30 – 9:30 AM	<b>Driver and Fleet Data Management, Johnson &amp; Johnson Case Study</b> Rosina Cammarota, CEPA
9:30 – 10:30 AM	<b>Case Study: Merck's Global Fleet Safety Program</b> Joe Simone, Merck
10:30 – 10:45 AM	<i>Break</i>
10:45 – 11:45 AM	<b>Answering Driver Messaging Issues</b> Eli Polak, BAZZ
11:45 – 12:00 Noon	<b>Workshop Summary</b> Ken Latzko, CEI

