



**Thursday, February 23  
11 am – 12:45 pm  
Salem-Keizer Transit Offices  
Senator Hearing Room  
555 Court St., Salem, OR**

Conference line: 541-682-3200  
Conference ID: 7125  
Password: 4444

## **ToGo Individualized Marketing Round Table Meeting Agenda**

- 11:00 Welcome and Introductions.....Derek Hofbauer and Hannah Crum, Alta
- 11:10 New Individualized Marketing Trends.....All
- 11:35 Individualized Marketing Success Stories.....All
- 12:00 Individualized Marketing Program Challenges and Lessons Learned.....All
- 12:25 The Future of Individualized Marketing: Ideas and Strategies.....All
- 11:45 Adjourn