



Recall Effectiveness Workshop

CPSC in cooperation with stakeholders

Agenda

- 8:30am Registration & Check-In (45 mins)
- 9:15am Opening Remarks - Chairman Buerkle (10 mins)
- 9:25am **Presentation:** Review of Recall Process and Standard Notifications – Blake Rose (35 mins)
- 10:00am **Presentation:** Intro to OCM and goals for CPSC Press Releases - Patty Davis (15 mins)
- 10:15am Break (15 min)
- 10:30am **Presentation:** Recall Data – Carol Cave (20 mins)
- 10:50am **Open Discussion:** What is an effective recall? – Carol Cave (50 mins)
- 11:40pm Lunch break and room reset (60 mins)
- 12:40pm **Open Discussion:** Communicating the Hazard – Tanya Topka and Celestine Kish (70 mins)
- General Discussion on Communication Issues
 - Social Media
 - In-Store Notifications and other forms of notice (push notifications, email, paid advertising, direct mail, etc.)
- 1:50pm Break (10 mins)
- 2:00pm **Open Discussion** Break-out sessions (50 mins)
- Consumer Motivation (Room 420C) – Tanya Topka and Shelby Mathis
 - Technological Advances to Improve Recall Effectiveness (420 A/B) – Christopher Nguyen and Pamela Chisholm
- 2:50pm Closing Remarks - Rob Kaye (10 mins)