



PRO TALKS SEMINAR SERIES

ATTENDEE EDUCATION TOPICS SURVEY
11.6.2023

MATS 2024



In the Business category, what topics would you be interested in?
Select all that apply

ANSWER CHOICES	RESPONSE PERCENTAGE
Equipment	62.12 %
Maintenance	49.61 %
Business	48.14 %
Technology	46.17 %
Government & Regulations	41.25 %
Safety	35.77 %
Operations	32.89 %
Emissions & Efficiency	29.57 %

Submit your speaking request here, truckingshow.com/request-speaking-opportunity/

Pro Talks Sponsorship inquiries contact Adam Weckman at adam.weckman@truckingshow.com

In the Equipment category, what topics would you be interested in?
Select all that apply

ANSWER CHOICES	RESPONSE PERCENTAGE
Aftermarket Products	66.70 %
Supply chain issues and updates	43.86 %
Spec'ing the correct equipment for your operations	43.63 %
The future of truck rental/leasing	33.30 %
Managing inventory	25.95 %
Hotshot operations	25.03 %
Speed limiters	23.65 %
Alternative Fuel/Zero-emission vehicles	22.39 %

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In the Maintenance category, what topics would you be interested in?
Select all that apply

ANSWER CHOICES	RESPONSE PERCENTAGE
Maintenance (best practices)	82.18 %
Roadside Inspections	58.48 %
Seasonal Maintenances	57.47 %
Developing a successful maintenance program	57.33 %
Securing Loads	44.68 %



In the Business category, what topics would you be interested in?
Select all that apply

ANSWER CHOICES	RESPONSE PERCENTAGE
Business tips to run a successful operation	71.47 %
Fuel Prices/Savings	52.94 %
Reducing insurance costs	48.09 %
Driving revenue	39.56 %
US economy	39.12 %
Driver pay	33.38 %
Driver training standards	31.03 %
Driver Retention/Loyalty Programs	30.29 %
Partnering with Brokerages/ Broker issues	29.71 %
Financial goal setting	29.26 %
The importance of data analytics	20.88 %
Electronic billing	18.53 %
Factoring	15.74 %
Technician shortage	15.29 %
Mergers and acquisitions	12.65 %

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In the Technology category, what topics would you be interested in?
Select all that apply

ANSWER CHOICES	RESPONSE PERCENTAGE
ELDs and ECMs	48.30 %
Implementing new tech in old trucks	44.89 %
In-cab cameras	41.64 %
Freight hauling market trends	39.16 %
Cargo theft protection	37.15 %
Trailer connectivity	37.15 %
Best mobile apps for load securement	36.53 %
Tech to recruit the next generation in trucking	29.88 %
Video telematics making the industry safer	27.24 %
AI/Autonomous Trucking	25.70 %
How to prevent a cybersecurity attack to your fleet	24.30 %
Effects of e-commerce	22.60 %

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In the Government & Regulations category, what topics would you be interested in?
Select all that apply

ANSWER CHOICES	RESPONSE PERCENTAGE
Hours of Service	66.84 %
Compliance	61.86 %
Future regulations roadmap	54.12 %
Speed limiters	47.42 %
Broker reform/double brokering	42.61 %
AEB (automatic emergency brake mandate)	40.03 %
Trucking Litigation/Lawsuit abuse reform	39.35 %
Human Trafficking	20.27 %

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In the Safety category, what topics would you be interested in?
Select all that apply

ANSWER CHOICES	RESPONSE PERCENTAGE
Driver training standards	60.08 %
Driver health and wellness	59.09 %
Why trucking accidents are on the rise	57.91 %
Driver distraction	54.94 %
The future of safety in trucking	54.15 %
Cargo Securement	42.89 %
CSA	41.30 %
How to build a safety first culture	39.33 %
Protecting your assets	39.33 %
Bottlenecks/Congestion	37.75 %
Speed limiters	28.66 %

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In the Operations category, what topics would you be interested in?
Select all that apply

ANSWER CHOICES	RESPONSE PERCENTAGE
Truck parking shortage and issues	70.29 %
Carrier/Shipper Relationship Building	61.20 %
Customer facilities drop off/pick up delays (detention)	49.22 %
Supply chain issues	46.56 %
Driver shortages and retention	44.12 %
Going from driver to carrier	32.59 %
Increased efforts for women drivers	26.83 %
Human Trafficking	20.27 %

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In the Emissions & Efficiency category, what topics would you be interested in?
Select all that apply

ANSWER CHOICES	RESPONSE PERCENTAGE
Oil/fuel additives	70.20 %
Alternative fuels in trucking	55.51 %
The importance of Aerodynamics	51.84 %
Zero emission trucking	44.49 %
Electrification of trucking	37.96 %
Impact of urbanization in trucking	24.49 %
Decarbonized Fuels	24.08 %
Carbon Neutral Fleets	20.82 %

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READY TO PLAN YOUR SUCCESS?

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