



# PRO TALKS SEMINAR SERIES

ATTENDEE EDUCATION TOPICS SURVEY  
10.5.2024

**MATS 2025**



**What categories of education are you interested in at MATS 2025?**  
Select all that apply

ANSWER CHOICES	RESPONSE PERCENTAGE
<a href="#">Equipment</a>	56.05 %
<a href="#">Maintenance</a>	47.03 %
<a href="#">Government &amp; Regulations</a>	44.77 %
<a href="#">Business</a>	44.57 %
<a href="#">Technology</a>	43.95 %
<a href="#">Safety</a>	39.14 %
<a href="#">Operations</a>	29.71 %
<a href="#">Emissions &amp; Efficiency</a>	20.80 %

Submit your speaking request here, [truckingshow.com/request-speaking-opportunity/](https://truckingshow.com/request-speaking-opportunity/)

Pro Talks Sponsorship inquiries contact Adam Weckman at [adam.weckman@truckingshow.com](mailto: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	<b>62.41 %</b>
Spec'ing new equipment for your operations	<b>42.96 %</b>
Supply chain issues and updates	<b>39.63 %</b>
Managing inventory	<b>27.41 %</b>
EV / alt-fuel trucks	<b>26.48 %</b>
Truck leasing and rental trends	<b>25.19 %</b>
Speed limiters	<b>17.22 %</b>

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

ANSWER CHOICES	RESPONSE PERCENTAGE
Maintenance (best practices)	<b>84.18 %</b>
Developing a successful maintenance program	<b>57.36 %</b>
Roadside inspections	<b>51.21 %</b>
Seasonal maintenances	<b>50.77 %</b>
Diagnostic trends	<b>43.74 %</b>
Securing loads	<b>34.29 %</b>

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

ANSWER CHOICES	RESPONSE PERCENTAGE
Compliance	<b>67.05 %</b>
Hours-of-Service (HOS)	<b>59.22 %</b>
Future regulations roadmap	<b>55.76 %</b>
Trucking litigation / lawsuit abuse reform	<b>42.86 %</b>
Broker reform / double brokering	<b>40.78 %</b>
Speed limiters	<b>37.10 %</b>
AEB (automatic emergency brakemandate)	<b>33.87 %</b>
Predatory towing	<b>28.34 %</b>
Human trafficking	<b>21.89 %</b>
Marijuana legalization	<b>17.97 %</b>

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**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	70.53 %
Reducing insurance costs	47.56 %
US economy	44.08 %
Driving revenue	33.87 %
Fuel cards & apps / payment processing	30.86 %
Independent contractor status	30.39 %
Driver retention / loyalty programs	30.16 %
Driver training standards	29.70 %
Financial goal setting	28.77 %
Driver pay	28.54 %
Partnering with brokerages / broker issues	27.15 %
The importance of data analytics	23.67 %
Electronic billing	20.65 %
Factoring	17.40 %
Technician shortage	15.08 %

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

ANSWER CHOICES	RESPONSE PERCENTAGE
Implementing new tech in old trucks	42.45 %
ELDs / electronic logging device	40.77 %
Dispatch / route planning & optimization	39.57 %
Freight hauling trends	37.17 %
Best mobile apps for spot freight (loadboards)	34.05 %
In-cab camera / video telematics	33.33 %
Cargo theftprotection	29.74 %
Trailer connectivity	28.54 %
AI / autonomous trucking	27.34 %
Asset tracking / telematics	27.10 %
TMS / safety tech integrations	26.62 %
How to prevent a cybersecurity attack to your fleet	24.46 %
Tech to recruit the next generation intrucking	23.50 %
Middle mile optimization	13.43 %

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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	60.05 %
Driver health and wellness	56.08 %
Compliance Safety Accountability (CSA)	55.82 %
The future of safety in trucking	55.29 %
Why trucking accidents are on the rise	54.23 %
Driver distraction	51.85 %
Cargo securement	43.12 %
How to build a safety first culture	41.27 %
Protecting your assets	37.83 %
Bottlenecks / congestion	31.75 %
Speed limiters	25.13 %

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

ANSWER CHOICES	RESPONSE PERCENTAGE
Carrier / shipper relationship building	<b>63.64 %</b>
Truck parking shortage and issues	<b>59.44 %</b>
Detention / delay at customer facilities	<b>50.35 %</b>
Equipment and parts shortages	<b>47.20 %</b>
Driver shortages and retention	<b>43.36 %</b>
Going from driver to carrier	<b>34.27 %</b>
Hotshot operations	<b>30.77 %</b>
Increased efforts for women drivers	<b>27.62 %</b>

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

ANSWER CHOICES	RESPONSE PERCENTAGE
Oil / fuel additives	<b>62.56 %</b>
Alternative fuels in trucking	<b>51.79 %</b>
The importance of aerodynamics	<b>37.95 %</b>
Zero emission trucking	<b>35.90 %</b>
Electrification of trucking	<b>33.33 %</b>
Carbon neutral fleets	<b>23.08 %</b>
Impact of urbanization in trucking	<b>19.49 %</b>
Decarbonized fuels	<b>18.97 %</b>

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# READY TO PLAN YOUR SUCCESS?

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