



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
Equipment	56.05 %
Maintenance	47.03 %
Government & Regulations	44.77 %
Business	44.57 %
Technology	43.95 %
Safety	39.14 %
Operations	29.71 %
Emissions & Efficiency	20.80 %

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	62.41 %
Spec'ing new equipment for your operations	42.96 %
Supply chain issues and updates	39.63 %
Managing inventory	27.41 %
EV / alt-fuel trucks	26.48 %
Truck leasing and rental trends	25.19 %
Speed limiters	17.22 %

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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)	84.18 %
Developing a successful maintenance program	57.36 %
Roadside inspections	51.21 %
Seasonal maintenances	50.77 %
Diagnostic trends	43.74 %
Securing loads	34.29 %

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

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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	63.64 %
Truck parking shortage and issues	59.44 %
Detention / delay at customer facilities	50.35 %
Equipment and parts shortages	47.20 %
Driver shortages and retention	43.36 %
Going from driver to carrier	34.27 %
Hotshot operations	30.77 %
Increased efforts for women drivers	27.62 %

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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	62.56 %
Alternative fuels in trucking	51.79 %
The importance of aerodynamics	37.95 %
Zero emission trucking	35.90 %
Electrification of trucking	33.33 %
Carbon neutral fleets	23.08 %
Impact of urbanization in trucking	19.49 %
Decarbonized fuels	18.97 %

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READY TO PLAN YOUR SUCCESS?

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