

Norcross Summit Agenda

7:30 – 8:30 | Breakfast & Networking

8:30 – 8:45 | Welcome and Vendor Intros

Join Georgia 811 as we kick off the 2025 Norcross Damage Prevention Summit. Vendors will have an opportunity to introduce themselves to attendees with a short intro of their company and product information.

8:45 – 10:15 | Georgia 811 Update and Q&A

Georgia 811 will provide an annual update to include information about ticket totals, operations, public education efforts, and IT developments and tools. In addition, attendees will have the opportunity to ask questions for Georgia 811 staff to answer. Attendees are encouraged to send questions in ahead of time by emailing Holly Files at HFiles@Georgia811.com.

10:15 -10:45 | Break

Attendees are encouraged to visit vendor booths during the break. Take the opportunity to learn about resources that may help your organization.

10:45 – 11:15 | Improving Communication Between Excavators and Locators

Effective communication is the foundation of successful damage prevention. This session will explore strategies for bridging the communication gap between excavators and locators, with a focus on fostering two-way communication that ensures clarity, efficiency, and mutual understanding. Topics will include practical tips for properly wording instructions, clearly filling out tickets, and exploring new and emerging communication tools—including the role of AI technology in streamlining processes. Attendees will leave with actionable insights to improve ticket accuracy, reduce delays, and build stronger collaboration across all stakeholders in the locate process.

11:15 - 11:30 | Georgia 811 Showcase – Technology and Tools

Take a look at some new technologies Georgia 811 is offering to stakeholders and participate in audience trivia for a chance to win a fabulous prize.

11:30 – 12:30 | Lunch

12:30 – 1:30 | Excavator/Locator Panel: Using Data to Drive Damage Prevention

Join us for an insightful panel discussion featuring experienced excavators and locators from across Georgia. Guided by real state ticket data, panelists will share their perspectives on common challenges, effective communication strategies, and field-proven practices aimed at reducing damages to underground utility infrastructure. Attendees will gain a deeper understanding of how data informs decision-making in the field and how both excavators and locators can work together to improve safety and efficiency.

1:30 – 2:00 | Liaison Education Session: Georgia 811's regional liaison will provide an engaging educational session focused on a current training topic relevant to the industry. This session will provide insights, updates, and practical guidance to support safe digging and effective communication across stakeholder groups.