



5th Marketing Summer Course Bilbao (Spain), 26-29 June 2008



metro bilbao



* If at least 8 Spanish-speaking participants registered

Training tomorrow's leaders



Foreword

Successful marketing measures can significantly increase PT ridership and lead to a better capacity utilisation of the existing PT network. That's a fact!

Today nearly all PT companies and authorities recognise the advantages of marketing and use a number of different measures. However the use of strategic marketing and communication plans is not common.

To be more cost efficient and result-oriented, a marketing approach and use must be enhanced with better professional techniques and tools. Performance and increase of the business will only be achieved if marketers integrate new working methods to share and disseminate their knowledge and arguments across all the company's levels to achieve a real customer focused action plan.

Aware of this challenge, the UITP Commission on Marketing and Product Development has developed a Marketing Summer Course that offers public marketing practitioners the opportunity to improve their practical knowledge and competences in the development, implementation and monitoring of marketing projects.

The initial project was thoroughly designed according to the results of the survey assessing the needs of UITP members in marketing training. The UITP Commission on Marketing and Product Development strived to improve the structure and content of the programme based on the evaluations made by the trainees at each edition. It is indeed of the utmost importance to UITP to better meet the members' expectations in terms of training.

The training is primarily targeted to marketing technicians and executives. The number of trainees in each language is limited for the whole training in order to give optimal conditions to the participants for exchanging and discussing among each other and interacting with the trainers.

It is a unique opportunity to have someone from your staff be amongst them. Do not miss it! First come, first served!

Susana Palomino
Chairperson of UITP Commission on
Marketing and Product Development
Host of the Marketing Summer Course

Hans Rat
Secretary General

Trainers

To ensure a high quality training programme, UITP has invited top level marketing professionals with extensive experience in strategic and operational marketing, coming from public transport organisations.

Objectives of the training

- To improve the practical knowledge on marketing strategies, plans and tools
- To present and discuss "hot" marketing topics
- To address public transport marketing issues from an international perspective, enriched by different cultural approach and points of views
- To favour exchange between marketing professionals



Bilbao – The city of Bilbao is the economic and industrial centre as well as the new cultural capital of north-western Spain. Since 1992, there has been a vast programme of urban renewal making it one of the most "in" places to visit in Spain. New, daring architecture and the fully accessible **Metro Bilbao**, local host to this event is central to this urban redevelopment. The polished outline of the Guggenheim Museum (1997) has become a monumental motif of the city. New bridges, public art installations along the river side and the metro have improved the quality of life for all citizens of Bilbao.

Methodology

Most of the working sessions will be given in each one of the four official languages of UITP, which is unique for an international training programme. The pedagogical approach is built upon 3 kinds of working sessions:

- Specific sessions in each language to ensure a concrete exchange of knowledge and learning on the issues of the training programme. They constitute the essential part of the summer course.
- Practical workshops based on case studies coming from real examples, allowing an operational exchange between participants.
- Plenary sessions in English to cover collectively and internationally the major stakes of each theme and ensure greater interaction and discussion amongst all the participants.

Interpretation into Spanish will be organised during the plenary sessions provided that there are at least 8 Spanish-speaking participants registered

Content of the programme

The programme has been thoroughly elaborated to cover the main issues and stakes related to marketing in public transport. These sessions will be carried out in each one of the official languages of the UITP (English, French, German and Spanish). All the topics will be addressed by marketing professionals (two for each language) and illustrated by practical examples not only of good practice, but also by less successful experiences.

Marketing strategies

The activity of public transport has for main characteristic to address in "real time" a massive quantity of customers but also of non customers.

There is indeed no stocking-up phase between the production and the consumption of service and what is more, this service is not only perceived by those who use it but also by all the citizens.

This creates some specific issues as regards marketing strategy.

Communication and promotion

Providing a good service, and an appropriate offer, identifying the potential clientele, developing a good marketing strategy, that is both approved and supported, all that is not enough to overcome the most important challenge: to achieve the predefined objectives.

In our profession, communication and promotion are sciences, tools which are often considered as costs instead of investments.

Moreover, we are evolving in a complex institutional environment which is turning around the sacrosanct rule: 1 message = 1 transmitter.

Megatrends

Anticipation is an important issue of marketing because anticipating is the only solution to combine more and more rapid societal evolutions with implementations which are generally too slow in our sector of activity. This slowness prevents us of being reactive.

In order to assess future needs and develop adequate services, it is essential to monitor and anticipate societal mega trends and underlying factors.

Marketing management

Our organisations are turning more and more into a customer culture, but it does not mean that marketers feel more comfortable in their activity. Two reasons for this: first because of the increasing financial pressure and secondly because of the difficulties to convince their environment of the relevance of their recommendations and actions.

Solutions depend of the following questions: How to overcome these barriers? How to convince the decision-makers to invest really in marketing and not to consider it as a budget of expense easy to decrease? How to mobilise the staff in your marketing policy?



	Morning			Afternoon			Evening
Thursday, 26 June 2008				Welcome of the participants	S1	Welcome reception	
Friday, 27 June 2008	S2	LG1		LG2	S3	Free	
Saturday, 28 June 2008	LG3	LG4	S4	S5	Social activity		Dinner
Sunday, 29 June 2008	LG5		Conclusions and evaluation	End of programme			

S = Session - LG = Language Group

S1: with keynote speaker

S2: Advantages and Challenges of Marketing in Public Transport

S3: Benchmarking of marketing strategies

S4: Benchmarking of communication and promotion plans

S5: Mega trends

LG1: How to make your marketing strategy?

LG2: Case study

LG3: How to elaborate your communication and promotion plan?

LG4: Case study

LG5: How to make the most of marketing inside your company?

UITP reserves the right to make amendments to the programme or any related activity and to cancel the whole event if there are not enough registrations

**For more information,
please contact:**

Sarah FOULON

Training Programme
Manager

International Association of
Public Transport - UITP

Rue Sainte-Marie, 6

B-1080 Brussels - Belgium

E Mail: sarah.foulon@uitp.org

Trainees Selection Process

18 April 2008

Candidates must register by this deadline.

One easy way to register:

On-line: www.uitp.org/marketingcourse

5 May 2008

Candidates will be informed of the decision of UITP and selected trainees will be invited to pay the subscription fees.

5 June 2008

The selected trainees must have paid their subscription fees to UITP.

Cancellation policy

- In case of cancellation, we will deduct 50% of the according registration fee (less applicable bank charges) provided that your cancellation is received **in writing by 6 June latest**.
Please note that no deduction can be made after this date and the registration fee is still due, even in case of no show.
- You may nominate another person from the same organisation at any time without penalty.

Participation Fees

Participation fees amount to:

UITP Member: 1750€

Non member: 2450€

Participation fees include:

- Training instruction
- Accommodation during the course (3 nights)
- Meals and coffee breaks as mentioned in the training programme
- All training documents:
 - *Before the course:* a reserved and dedicated marketing dossier including selected articles, UITP marketing reports, bibliographical references
 - *On the spot:* A binder including the working papers
 - *After the course:* a CD Rom will be sent to all participants including: all the presentations, selected study cases, UITP marketing best practices and participants database

Target audience & Selection criteria

- The *number of trainees will be limited* to ensure interactivity during the course
- Participants will be grouped by language: English, French, German and Spanish
NB: A language group might be cancelled if there are not enough participants. If this was the case, candidates would be allocated to another language group of their choice
- Plenary sessions will be in English only. (and Spanish if there are at least 8 Spanish-speaking participants)

Candidates will be selected on the basis of the following criteria:

- Technicians and other staff engaged actively in marketing activities and executives wishing to learn more of modern marketing applications
- Applicants must **understand and speak English fluently**. This is indeed crucial for participation in discussions during the plenary sessions
- If necessary, the number of trainees will be limited to **one per organisation**.
- Priority will be given to **UITP members**.

UITP will endeavour to select a **gender- and geographically balanced audience** according to the applications received. As UITP would like to ensure a better gender mix in future training programmes, we strongly encourage women to apply.