

"As a manager coming in from a totally different industry altogether, the UITP Management Course gave me a very comprehensive and satisfying overview of what the industry looks like today. This enabled me to grasp today's issues very quickly and broaden both my perspective, as well as my network of international contacts."
Gert STAAL, Reisinformatiegroep, The Netherlands – Participant, 6th edition

Target audience

- Middle management (more than 2 years experience in Public Transport).
- Applicants must be managers fulfilling daily responsibilities in the administration, operation or maintenance of a public transport network; preferably young talents with high potential to fulfil senior management responsibilities.
- Applicants must understand and speak English fluently. This is indeed crucial for participation in discussions and workshops.

Trainers and guest speakers

Top level mobility professionals with extensive experience in public transport organisation and operation. They represent *different regions of the world and various cultural approaches* to addressing mobility issues. This reinforces the international dimension of the course beyond the geographical diversity of the participants. The lessons are therefore given by transport professionals to transport professionals.

Objectives of the training

- To improve the understanding of global mobility issues
- To present and discuss "hot" topics in public transport
- To approach public transport issues from an international perspective
- To promote exchange between UITP members

Methodology

- Basic principles and conceptual approach
- State of the art development and innovations
- Good practice examples
- Interactive workshops to share experiences with other participants and instructors
- Half-day site visit at each module
- and **Team project workshop**

NEW

"This Training Programme for Public Transport Managers is a great opportunity to obtain knowledge of the latest developments in our sector. The training sessions are held by selected professionals with great experience and are seasoned with technical visits that demonstrate both bold and successful implementations of latest public transport concepts and workshops that facilitate the exchange of experience of the international participants. Networking is treated as an integral part of the programme and has proven to be of immense value for me already."

Martin JESSEN, Bombardier Transportation, Goerlitz – Participant, 6th edition





Module 1: Public Transport Policy and Organisation

Stockholm, 10-12 November 2008

Sunday

Evening: *Welcome reception*

Monday

Opening session

- Programme introduction
- "Get to know each other"
- What is UITP?

Session 1. Why public transport is indispensable

- Main public transport notions
- Performances and added-value of public transport
- External costs of transport
- Contribution to sustainable development

Session 2. Public transport and urban planning

- Land use planning
- Control of car traffic and parking
- Developing public transport
- Integrated public transport system
- Lessons learnt from the latest urban mobility indicators

Session 3. Pricing of urban journeys and financing of public transport

- Financing sources for public transport (internal and external)
- Financing of public transport operation
- Financing of public transport investments (incl. PPP)
- Pricing approach : social vs. commercial
- Economic impact assessment of public transport investments

Evening: *Dinner party*

Tuesday

Session 4. Contractual relations between organising authorities and operators

- Overview of organizational forms in local public transport
- PT actors: types of authorities, their role and competences
- Allocation of decision-making in public transport between various actors: Strategic –Tactical – Operational levels
- Type of contracts, levels of risk and sharing of risks and responsibilities between operator and authority
- Regulated vs. deregulated market

Session 5. Globalisation and impact on the public transport sector

- Emergence of global players
- Role of competition
- Main concepts related to competitive tendering in public transport
- Economic performance and service quality

Evening: *Free*

Wednesday

LOCAL HOST SESSION

Presentation of the public transport system in Stockholm

Technical visit

Conclusions & Evaluation of the training - End of programme

	Morning	Afternoon	Evening
Sunday	Arrival of the participants		Welcome reception
Monday	Introduction S1 - S2 PT & the city T1 Part 1 T1 Part 2	Lunch S3 Pricing & Financing T3 GS3	Dinner Project Workshop Workshop
Tuesday	S4 Contracts T4	Lunch S5 Globalisation T5 GS5 Workshop	
Wednesday	Project Workshop Local Host Evaluation	Technical visit	End of programme

S: Session • T: Trainer • GS: Guest Speaker

Module 2: Public Transport Management and Customer Relationships

Montpellier, 2-4 February 2009

	Morning	Afternoon	Evening
Sunday	Arrival of the participants		Welcome reception
Monday	S1 Corporate Management T1 S2 Quality T2 S3 Human Resources T3	Lunch Workshop	Project Workshop Dinner
Tuesday	S4 Marketing T4 GS4 S5 Travel info GS5 S6 E-Ticketing T6	Lunch Workshop	Project Workshop
Wednesday	Local Host	Technical visit	End of programme

S: Session • T: Trainer • GS: Guest Speaker

Sunday

Evening: *Welcome reception*

Monday

Session 1. Innovative corporate management tools

- Organisational structure of public transport companies
- Cost-efficient management
- Examples of innovative management tools
- How to translate a corporate strategy into operational terms: the added value of the balanced scorecard approach

Session 2. Quality management

- Definition
- Why and how to pursue a quality approach within a public transport system, the quality loop
- Implementation, measurement and reporting of quality results
- Certification

Session 3. Human resources management

- Human resources versus resources management
- Training of staff with focus on driving, motivation and presence at work
- Customer-oriented role of staff
- Communication

Evening: *Dinner Party*

Tuesday

Session 4. Marketing and communication

- Defining a marketing strategy
- Marketing to increase revenues and reinforce customer satisfaction
- Presentation of successful marketing approaches
- Branding and communication
- Marketing video clips

Session 5. Innovative travel information systems

Organisation, tools and technologies for the provision of travel information: before, during and after the trip; dynamic (real-time) and static information

- Why an efficient passenger information system?
- Benefits for the customer – benefits for the operator
- What tools for what needs? Static, dynamic, real time
- Examples of latest technologies

Session 6. Electronic ticketing

- Overview of the contactless market
- Advantages of electronic ticketing for operators, authorities and customers
- Problems
- Illustration with examples
- The business case for e-ticketing

Evening: *Free*

Wednesday

LOCAL HOST SESSION

Presentation of the public transport system in Montpellier
Technical visit - Conclusions & Evaluation of the training - End of programme





Module 3: Public Transport Modes and Operation

Singapore, 20-22 April 2009

Sunday

Evening: *Welcome reception*

Monday

Session 1. Planning and operation

- Typology and planning of routes
- Location and layout of stations and depots
- Vehicle scheduling and sta rostering (including examples from softwares)
- Fleet maintenance strategies and indicators

Session 2. Safety and security

- Security of passengers and sta (vandalism, terrorist attacks, etc.)
- Risk assessment procedure
- IT applications for improved safety and security for passengers and drivers (CCTV, gas detection, rail safety, intrusion in information systems)

Evening: *Free*

Tuesday

Session 3. Innovations in the bus sector

- Requirements for the bus of the future in terms of attractiveness, economy, environmental protection
- Modularity of the bus vehicle family
- The fuel choice (reduction of emissions, lower energy consumption)
- New maintenance and renewal strategies
- Added-value of innovations for operators and customers

Session 4. New bus systems

- Bus Rapid Transit, Guided systems, etc.
- Examples worldwide

Session 5. Innovations in light rail systems (incl. Tram-trains)

- Definition
- Overview of light rail systems worldwide
- Why is light rail such a successful mode of transport?
- Added-value of innovations for operators and customers (design, modularity, accessibility, alternatives for electrical power, tram-train, standardisation, etc.)

Session 6. Automation and innovations in metropolitan railways

- Definition of metro automation
 - Classification (APM, monorail, driverless light/heavy train)
 - Overview of (automatic) metro systems worldwide
 - Added-value of innovations for operators and customers
- Graduation ceremony and official dinner*

Wednesday

Final project presentation

LOCAL HOST SESSION

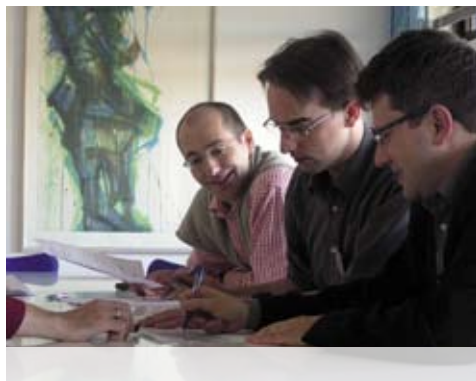
Presentation of the public transport system in Singapore

Technical visit - Conclusions & Evaluation of the training - End of programme

	Morning	Afternoon	Evening
Sunday	Arrival of the participants		Welcome reception
Monday	S1 Operation & Maintenance T1 Part 1 T1 Part 2 GS1	Lunch S2 Security T2	Project Workshop
Tuesday	S3 Bus S4 BRT S5 Light Rail T3 GS4 T5	Lunch S6 Metro T6 GS6	Workshop Project Workshop Diploma Ceremony and Dinner
Wednesday	Project Workshop Presentations Local Host	Lunch Technical visit	End of programme

S: Session • T: Trainer • GS: Guest Speaker

* UITP reserves the right to make amendments to the programme or any related activity



"UITP training sessions are the best way to gather information about actual and future operational and management trends within the passenger transport industry. It is also a unique opportunity to closely meet decision makers in an open and informal atmosphere combined with interactive workshops. The limited number of participants ensures an efficient approach of sensitive topics."

Michel QUIDORT, Director of External Relations, Veolia Transport - Trainer

Selection procedure

The number of trainees will be limited to a maximum of 25 persons who will be selected on the basis of the following criteria:

- Applicants should have the requested profile (see above);
- Priority will be given to UITP members;
- Priority will be given to applicants who subscribe to the full cycle of three modules;
- If necessary, the number of trainees will be limited to one per organisation.

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.

Trainees' selection process

31 July 2008

Candidates must register by this deadline.
One easy way to register:
On-line: <http://www.uitp.org/7training>

22 August 2008

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

22 September 2008

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

Cancellation policy

- In case of cancellation, UITP will deduct 50% of the according registration fee (less applicable bank charges) provided that your cancellation is received in writing by 22 September 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

	Until 15/07/08	Until 31/07/08	After 31/07/08
Member 3 modules	3,980	4,300	4,600
Member 1 module	2,000	2,150	2,300
Non-member 3 modules	5,700	6,000	6,400
Non-member 1 module	2,800	3,000	3,200

VAT not included

Participation fees include:

- Training instruction and technical visit at each Module
- Accommodation during the training periods (3 nights per module)
- Meals and coffee breaks as mentioned in the programme
- All training documents:
 - Before each module: a thematic dossier including selected articles, reports and bibliographical references on the module topics
 - On the spot: a binder including the trainers' and guest speakers' papers
 - After each module: a CD-Rom including trainers' and guest speakers' presentations as well as the thematic dossier

For more information, please contact:
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