



Loving Public Transport

6th Marketing Summer Course Florence (Italy)

24-27 June 2010



Foreword

Developing lifestyle services to make public transport become the mode of choice for citizens is the challenge of public transport organisations. Successful marketing measures can significantly increase PT market share, ridership, profit margins, stimulate demand as a whole and lead to a better capacity utilisation of the existing PT network. That's a fact!

The need is to ensure that people using public transport services are not just users but convinced customers, or even supporters and fans. Marketers are facing the challenge of developing new ways to approach customers or potential customers in order to convince them to make public transport their preferred mode of transportation.

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, and also to be part of the worldwide network of marketers in Public Transport.

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 programme is primarily targeted to marketing technicians and executives. The number of trainees is limited 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

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

- 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



Florence – Florence is one of the most beautiful cities in the world, a UNESCO recognised treasure of humanity. Florence was the birthplace of the Italian Renaissance.

Politically, economically, and culturally it was just about the most important city in Europe from around the 1300 until the early 1500s.

The city hosts some of the most famous works of art on the planet and the whole of the city centre is packed with stunning palaces, churches and monuments. In all, Florence has something over 80 museums, including art galleries, churches, palaces, buildings, not to mention the gardens. From the Palazzo Vecchio to the world-famous Uffizi gallery and the Cathedral with its magnificent dome and the tower designed by Giotto.

Methodology

- Basic principles and conceptual approach
- Good practice examples from different organisations worldwide
- Interactive workshops to share experiences with other participants but also with instructors

Important note: Participants may be asked to present good practice examples from their organisation and to share experiences during workshops. Therefore, it is of utmost importance to be fluent in English

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 English only**. All the topics will be addressed by marketing professionals 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?

	Thursday, 24 June 2010	Friday, 25 June 2010	Saturday, 26 June 2010	Sunday, 27 June 2010
9:00	Individual arrival of participants	Marketing Strategy	Communication and Promotion	Results of the case study
9:30				
10:00				
10:30		Coffee Break	Coffee Break	Coffee Break
11:00		Case Study - Part I	Case Study - Part III	Megatrends
11:30				Evaluation and hand-over of certificates
12:00				
12:30		Lunch	Lunch	Lunch
13:00				
13:30				End of programme
14:00	Welcome drinks	Branding	Marketing Management	
14:30	Opening of the MSC Keynote speaker			
15:00		Coffee Break		
15:30	Presentation of MSC Presentation of UITP Ice breaking activity	Case Study - Part II	Social Activity	
16:00				
16:30	Advantages of Marketing	End of the day		
17:00				
17:30				
Evening	International Cocktail	Official dinner	Free evening	

Trainees Selection Process

16 April 2010

Candidates must register by this deadline.

One easy way to register:

On-line: www.uitp.org/marketingcourse

23 April 2010

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

10 June 2010

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 27 May 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.

**For more information,
please contact:**

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Training Programme
Manager

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Public Transport - UITP

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Participation Fees

Participation fees amount to:

	Until 1/04/10	Until 16/04/10	After 16/04/10
Member	1980 €	2220 €	2460 €
Non-member	2640 €	2880 €	3120 €

20% Italian VAT Included¹

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

¹ Please note that all rates quoted are inclusive of VAT at a rate of 20% which is the prevailing rate in Italy at the time of going to print. UITP reserves the right to amend the charges quoted should the VAT rate change before invoicing.



Target audience & Selection criteria

- The *number of trainees will be limited* to ensure interactivity during the course

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 course.
- 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.