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3rd UITP International Marketing Conference:

Marketing: Improving quality, raising incomes, reducing costs
Vienna, 12-14 October 2005

Conference Papers and Powerpoint Presentations

Opening session : Welcoming remarks and introduction to the conference
Chairperson: Susana Palomino , Marketing Manager, Metro Bilbao S.A., Bilbao , Spain
and Vice-President of the UITP Commission on Marketing and Product Development

Official opening

- Roberto Cavaliere, UITP President, Amministratore Delegato, MET.RO S.p.A., Rome, Italy
- Hans Rat, Secretary General, UITP, Brussels , Belgium (Full text)
- Dr. Sepp Rieder, Vice Mayor and Deputy Governor, Vienna, Austria

Local speech (PowerPoint)

Michael Lichtenegger, Director Operation and Customer Care, Wiener Linien, Vienna , Austria

Very successful marketing strategy for the cultural promotion of the Danube region in Austria

Different interests - one vision (CV/Abstract/Full text - PowerPoint)

Bernhard Schröder , Geschäftsführer, Donau Niederösterreich Tourismus GmbH, Spitz/Donau, Austria

Brigitte Weiss , markenbüro weiss, Vienna, Austria

Session 1: Improving traffic.

Competition from other transport modes is more and more acute. The niche logic is developing in our mass activity to be provocative and proficient faced with competition
Chairperson: Alain Carle , Customer Strategy Director, STIB, Brussels , Belgium

Championing marketing in public transport

Why did public transport forget about traditional marketing? (CV/Abstract/Full text - PowerPoint)

Adam Goulcher, Consultant, Booz Allen Hamilton, London , United Kingdom

RATP 92: Specialised transport, diversified offer to adapt and create new profitable markets (CV/Abstract/Full text - PowerPoint)

Raymond Uger, Marketing Manager, RATP, Courbevoie, France
Jean-Louis Stauffert, Director RATP, Courbevoie, France

From a public transport company to a provider of mobility solutions: HANNOVERmobile (CV/Abstract/Full text - PowerPoint)

Partnership, alliance of technologies with the strength of the brand allow a global repositioning and an efficient public transport across the mobility market
Martin Röhrleef, Assistant to CEO, Hannoversche Verkehrsbetriebe, Germany

Achieving high performance tram operation in downtown Istanbul (CV/Abstract/Full text - PowerPoint)

Kaan Yildizgöz , Advisor, Istanbul Transportation Company, Istanbul, Turkey

Session 2: Improving quality.

No sustainable development without sustainable quality. This is just the foundation, we still need to rethink the offer to adapt it to the new requirements of our clients. This is not so easy

Chairperson: Pierre Giard, Directeur Général, Société de Transport de Laval, Laval, Canada

Metro lines in Berlin - a new service and its customers (CV/Abstract/Full text - PowerPoint)

A "packaging" of bus lines mixing a "product" approach and a clear promise to the customer allowing to reduce costs and to increase traffic and at the same time to tackle new objectives

Tom Reinhold, Executive Director Marketing and Sales, BVG, Berlin , Germany

Stayin'mobile. (CV/Abstract/Full text - PowerPoint)

Ageing of population is a marketing topic! Senior citizens will soon be the main customer target group. They love cars!! Their demand for great service forces us to start from the beginning on: acquisition of bus!

Angelika Gasteiner, Kundenservice, Salzburger Lokalbahn, Salzburg, Austria

Experience from Latin America (CV/Abstract/Full text - PowerPoint)

Alvaro Caballero Rey, Commercial Manager, Metro de Santiago, Santiago, Chile

Session 3: Investment.

Even with delay, our profession develops and adapts tools which allow to evaluate economic performance of marketing actions

Chairperson: Michael Lichtenegger , Director Operation and Customer Care, Wiener Linien, Vienna , Austria

Outstanding marketing strategy in high-level skiing

Success in sports depends on successful and creative marketing approach

Prof. Peter Schröcksnadel , President, Austrian Ski Team, Innsbruck , Austria

Can communication campaigns be measured? Can they be profitable? (CV/Abstract/Full text - PowerPoint)

TMB has adapted objective indicators to the context of our profession that allow to evaluate the impact of investments in communication. It shows that advertising can be profitable, including in the public transport sector!

Mirka Borachok, Responsible for Metro Marketing, TMB, Barcelona , Spain

Cristina Güell, Responsible for Bus Marketing, TMB, Barcelona , Spain

Integrated public transport: Listening to the market to increase revenue (CV/Abstract/Full text - PowerPoint)

Zoanne Morrissy, Marketing Projects Manager, Metlink Pty Ltd, Melbourne, Australia

Session 4: Raising incomes.

Marketing was "invented" to make money. Even if profit is not the only value of our profession, it is a responsibility for marketers to take the lead in this field

Chairperson: Flavia Audra Cutolo, Marketing Manager, Companhia do Metropolitano de Sao Paulo - Metro, Sao Paulo, Brazil

The MTR Club - Getting more from our valuable customers through CRM (CV/Abstract - PowerPoint)

The success of a true marketing programme making the most of Smartcard technology.

An example, some precise explanations on the profitability of this type of method.

Annie Leung, Marketing Planning Manager, MTR Corporation, Hong Kong, China

How to develop traffic and profit through satisfaction features? (CV/Abstract/Full text - PowerPoint)

In an unfavourable demographic and economic context, a middle-sized town builds its transport strategy from a real market study that anticipates and corrects the long term tendencies.

Jochen Bruhn, Managing Director, Rostocker Strassenbahn AG, Rostock, Germany

Wolfgang Angermüller Partner, AMCON GmbH, Bremen, Germany

Tariff policy, the experience of the operator in Bratislava from 1997 to 2005 (CV/Abstract/Full text - PowerPoint)

Jan Zachar, Vorstandvorsitzender und Generaldirektor, Dopravny Podnik Bratislava A.S., Bratislava , Slovak Republic

Session 5: Communication

Chairperson: Jorge Carles-Tolra , Customer Management Director, TMB, Barcelona, Spain

To add value to public transportation, look after those who will never use it (CV/Abstract/Full text - PowerPoint)

Juan Campmany, President, Group DDB, Barcelona , Spain

My other car is a bus - does marketing work? (CV/Abstract/Full text - PowerPoint)

In London , bus traffic must increase quicker than the offer. Here is a marketing challenge illustrated by a precise case study proving the efficiency of marketing to quickly modify the generally weak image of bus and to give financial value to it
Paul Amlani-Hatcher, Head of Marketing, Transport for London , London , United Kingdom
David Brant, Marketing Manager, Transport for London , London , United Kingdom

Local area maps (CV/Abstract/Full text - PowerPoint)
The fundamental principle of traffic increase via better information is again proved. This time, based on cartography and customisation.
Antonio Carlos Araujo, Engineer, Carris, Lisbon , Portugal

Dell'Arte: a marketing strategy that capitalizes on art (CV/Abstract/Full text - PowerPoint)
Many positive consequences with a weak investment by making the most of our massive and daily presence in the streets of our cities. A spectacular answer that became a true local event
G rard Choisie, Pr sident, Compagnie de Transport de la Porte Oc ane, Le Havre, France

MARKETING AWARDS

NOMINATED - Printed campaigns category

Copenhagen Metro, "Rush through town without stress", Copenhagen, Denmark (Video)

TMB, "New Year's Eve", Barcelona, Spain (Video)

Metro Bilbao, "Recycling", Bilbao, Spain (Video)

Z rcher Verkehrsverbund, "I am also...", Z rich, Switzerland (Video)

RATP, "Imagin'R", Paris, France (Video)

NOMINATED - Commercial campaigns category

LVB, "Blind passengers" ("Spatz auf dem Dach"), Leipzig, Germany (Video)

Metro de Madrid SA, 3 spots - "Shower, brush, Superman", Madrid, Spain (Video)

Copenhagen Metro, "Rush through town without stress", Copenhagen, Denmark (Video)

Metro de Madrid SA, "Desert", Madrid, Spain (Video)

Wiener Linien, "Disco", Vienna, Austria (Video)

E-TICKETING WORKSHOP

The e-ticketing development in Hong Kong (CV - PowerPoint - Video)
Annie LEUNG, Marketing Planning Manager, Mass Transit Rapid Corporation (MTR)
Ltd., Hong Kong, China

The VRR experience: a regional approach of e-ticketing (CV - PowerPoint)
Nils ZEINO-MAHMALAT, E-ticketing Dpt Vice-Head, Verkehrsverbund Rhein Ruhr
(VRR), Gelsenkirchen, Germany

The Danish Travel Card Program - focus on benefits and economic consequences (CV -
PowerPoint)
Bent LUND NIELSEN, Marketing Coordinator, Rejsekort A/S, Copenhagen, Denmark

Low cost smart tickets and their impact on the business case (CV - PowerPoint)
Trevor CROTCH HARVEY, Director, Innovision Research & Technology plc,
Wokingham, United Kingdom

London's Transport Smartcard – Adding value through intelligent prices (CV -
PowerPoint)
Malcom FAIRHURST, Fares and Ticketing Manager, Transport for London (TfL),
London, United Kingdom

E-ticketing as a tool in the transport integration process: Porto experience (CV -
PowerPoint)
João RUI MARRANA, Managing Director, Sociedade de Transportes Colectivos do
Porto, SA (STCP), Porto, Portugal

Using smartcards for targeted marketing: the RATP experience (CV - PowerPoint)
Fabienne LUQUET, Responsable Marchés/Produits RATP, Régie Autonome des
Transports Parisiens (RATP), Paris, France