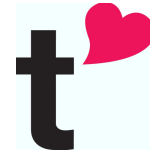


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4th International Marketing Conference
Malaga, 14-16 November 2007

The best of innovation in marketing



1. SPEAKERS' PRESENTATIONS ([TOP](#))

Opening session - Welcoming remarks and introduction to the conference ([Top](#))

Chairperson: Susana Palomino, Marketing, Quality & Environment Manager, Metro Bilbao S.A., Bilbao, Spain and Chairperson of the UITP Commission on Marketing and Product Development

Official opening ([Speech](#))

Hans Rat, General Secretary, UITP, Brussels, Belgium

Local host speech

Concepción Gutierrez del Castillo, Minister of Public Works and Transportation, Sevilla, Spain

Teófilo Serrano Beltrán, Director Gerente, Ferrocarriles de La Junta de Andalucía, Sevilla, Spain ([PowerPoint](#))

Enrique Urkijo Goitia, Malaga Metro Project Director, Ferrocarriles de la Junta de Andalucía, Sevilla, Spain ([PowerPoint](#))

Keynote speech ([PowerPoint](#))

Sustainable mobility as innovation for the city

Carlos Hernández Pezzi, Presidente del Consejo Superior, Colegios de Arquitectos de España, Madrid, Spain

Session 1 - Creation and extension of services ([Top](#))

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

Keynote speech: Public Transport Networks in an Integrated Mobility Model ([PowerPoint](#))

Salvador Rueda, Director of the Urban Ecology Agency, Barcelona, Spain

Integration, News Products and Image of Public Transport ([PowerPoint](#))
Patrick Vautier, Head of Marketing, RATP, Paris, France and Honorary Chairman of the UITP Commission on Marketing and Product Development

Pioneering car sharing in Spain: the experience of AVANCAR
([Biographical note/Abstract/Full text](#) - [PowerPoint](#))
Miguel Angel Dombriz I Lozano, Catalunya Carsharing, Barcelona, Spain

Session 2 - Added Values: Upgrading PT-Brands and Making Profits ([Top](#))

Chairperson: Michael Lichtenegger, Director Operation and Customer Care, Wiener Linien, Vienna, Austria and Vice-chairman of the UITP Commission on Marketing and Product Development

“Go by Metrô” project – increasing revenues through new Marketing Strategies ([Biographical note/Abstract/Full text](#) - [PowerPoint](#))
Maria Cecilia Martino, Public Relation and Event Coordinator, Companhia do Metropolitano de Sao Paulo – Metro Sao Paulo, Brazil

Metropolis - A future based on innovation ([Biographical note/Abstract/Full text](#) - [PowerPoint](#))
Francesc Triola Graupera, Network Commerce Responsible, TMB, Barcelona, Spain

Session 3 - How to respond to changing needs? ([Top](#))

Chairperson: Patrick Vautier, Head of Marketing, RATP, Paris, France and Honorary Chairman of the UITP Commission on Marketing and Product Development

Keynote Speech
Eustaquia Cortés Sillero, Directora Técnica – Enologa, Denominación Origen Montilla – Moriles, Cordoba, Spain

Going to green : customer care programme ([Biographical note/Abstract](#) - [PowerPoint](#))
Marielle Villamaux, Vice President of Marketing & Communications, Veolia Transport, Nanterre, France

Using in Leipzig to demonstrate new ways to communicate for shaping the Public opinion of customers, decision-makers, media and the man of the street ([Full text](#))
Wilhem Georg Hanss, CEO, LVB, Leipzig, Germany

Session 4 - How to make your staff customer orientated? ([Top](#))

Chairperson: Paul Amlani-Hatcher, Head of Surface Transport Marketing,

Transport for London, London, United Kingdom and Vice-chairman of the UITP Commission on Marketing and Product Development

Best Practices in streamlining the functioning of bus depots in developing countries using information ([Biographical note/Full text](#) - [PowerPoint](#))
Guduru Yugandhar, Deputy Chief Traffic Manager, APSRTC, Hyderabad, India

The marketing policy of a public transport company in Africa : case of the SOTRA ([Full text](#) - [PowerPoint](#))
Serge Coffie, Communication Manager, SOTRA, Abidjan, Ivory Coast

Session 5 - The implication of the Mobile phone in the PT sector ([Top](#))

Chairperson: Ciaran Rogan, Head of Marketing, Translink, Belfast, United-Kingdom

Keynote speech: ([PowerPoint](#) - [Video](#))

Javier Diaz Martin, Business Development Manager, Mobipay Espana SA, Madrid, Spain

A new service for mobility: "my RATP with me" ([Abstract](#) - [PowerPoint](#))
Fabienne Luquet, Product and Market Manager, RATP, Paris, France

Member card, for customer club, in Mobile phone ([Biographical note/Abstract/Full text](#) - [PowerPoint](#))

Angelique Blix, Marketing Director, Uplands Lokaltrafik, Uppsala, Sweden
Sture Jonsson, Information Director, Uplands Lokaltrafik, Uppsala, Sweden

2. MARKETING AWARDS ([TOP](#))

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Commercial campaign - [Metlink](#)

Commercial campaign - [Metro de Madrid](#) a **Marketing Awards**

Commercial campaign - [MTR](#)

Commercial campaign - [STIB](#) a **Public's Choice Awards**

Internet campaign - [BVG](#) a **Marketing Awards**

Internet campaign - [De Lijn](#) a **Public's Choice Awards**

Internet campaign - [RATP](#)

Internet campaign - [Transport for London](#)

Printed campaign - [Metlink](#)

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Printed campaign - [STIB/MIVB](#) a [Public's Choice Awards](#)

Printed campaign - [Transport for London](#)

Printed campaign - [Wiener Linien](#) a [Marketing Awards](#)