

**N Click here to order the publication:**  
<http://www.uitp.org/publications/index2.cfm?id=4#5IMC>



5<sup>th</sup> International Marketing Conference  
Successfully marketing public transport: changing  
attitudes, influencing demand, increasing  
performance

Lisbon, Portugal  
7-9 October 2009



[Opening Session](#) - [Session 1](#) - [Session 2](#) - [Session 3](#) - [Session 4](#) - [Session 5](#) -  
[Marketing Awards](#)  
[Seamless Mobility Workshop](#)  
[Pictures](#)

Final programme [EN](#) - [PT](#)

## 1. SPEAKERS' PRESENTATIONS

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

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

### Official opening ([Speech](#) - [PowerPoint](#))

Hans Rat, General Secretary, UITP, Brussels, Belgium

### Local host speeches

José Manuel Silva Rodrigues, President of the Board of Directors, Companhia Carris de Ferro de Lisboa SA, Lisbon, Portugal ([PowerPoint](#))

Joaquim José de Oliveira Reis, President of the Board of Directors, Metropolitano de Lisboa EP, Lisbon, Portugal ([PowerPoint](#) - [Video](#))

### Keynote speech: Excellence in Business Development ([Biographical note](#) - [PowerPoint](#))

Dr. Paulo Malo, President and CEO, Malo Group, Lisbon, Portugal

## Session 1: Different cities, different approaches, all the same goals? (Top)

Chairperson: Arnaldo Pimentel, Commercial and Marketing Director, Companhia Carris de Ferro de Lisboa, Lisbon, Portugal

Keynote speech: The public transport as competitiveness factor in a city (PowerPoint)

José Enrique Urkijo, General Director of Strategic Development. RENFE, Madrid, Spain

Increased traffic through STM's Environmental Image Re-branding and The « Gift of Air » Campaign (PowerPoint - Video)

Pierre Bourbonnière, Director of Marketing, Société de transport de Montréal, Montreal, Canada

Denise Vaillancourt, Executive Director, Planning, Marketing and Communication, Société de transport de Montréal, Montréal, Canada

Successfully positioning a new brand in a hostile South African market (PowerPoint - Video)

Barbara Jensen, Communication Executive, Gautrain, Johannesburg, South Africa

Wiener Linien and its customers – generating lifetime value (Full text - PowerPoint)

Gerghard Schillinger, Head of marketing, Wiener Linien, Vienna, Austria

Martin Kalab, Marketing Executive, Head of Advertising, Wiener Linien, Vienna, Austria

## Session 2: Reaching out to customers through new technology and strong branding (Top)

Chairperson: Michael Lichtenegger, Managing Director, Wiener Linien, Vienna, Austria and vice-chairman of the Marketing and Product Development Commission

Greater Izmir Municipality pricing and ticketing campaign (Biographical note /Abstract /Full text - PowerPoint - Video: "Eshot" - "Vehicle tracking" )

Guliz Ozturk, International Marketing Manager, Kentkart, Izmir, Turkey

Real Time Passenger Information Project – tramTRACKER (PowerPoint - Video: "tramTRACKER - iPhone" - "tramTRACKER - Latte" - "tramTRACKER - Marilyn" )

Paul Matthews, Head of Marketing, Yarra Trams, Melbourne, Australia

Public transport companies need to become strong brands (Full text - PowerPoint - Video)

Koen De Broeck, Research Manager, De Lijn, Malines, Belgium

### Session 3: Lifestyles, customer needs, behaviours (Top)

Chairperson: Jorge Carles-Tolra, Marketing and Non-Operating Incomes Manager, TMB, Barcelona, Spain

Quality and satisfaction: a missed opportunity? (PowerPoint)

Patrick Vautier, Head of Marketing, RATP, Paris, France

Bridging mobility gaps (Biographical note /Abstract /Full text - PowerPoint)

Anja Georgi, Chief executive officer, Local Passenger Transport Authority (LNO), Offenbach (Main), Germany

Marketing Public Transportation Services in Oman: People's perception towards introduction of a good Public Transport System (Biographical note /Abstract /Full text - PowerPoint)

Rakesh Belwal, Associate Professor, Faculty of Business, SoharUniversity, Sohar, Sultanate of Oman

JR East strategies to add value to railways' customers (PowerPoint)

Emiko Sayama, Manager of International Department, East Japan Railway Company (JR EAST), Tokyo, Japan

Fare Compliance - a campaign for social behaviour change (Abstract /Full text - PowerPoint)

Terese Scalise, Marketing & Brand Manager, Metlink, Melbourne, Australia

### Session 4: Re-positioning the transport offer to appeal to new markets (Top)

Chairperson: Paul Amlani-Hatcher, Head of Market Planning, Transport for London, London, UK and vice-chairman of the Marketing and Product Development Commission

Strategies and results of re-positioning a product in a competitive market (Full text - PowerPoint)

Germano Travassos, Consultant, Empresa Metropolitana LTDA., Recife, Brazil

21st Century Metropolitan Mobility (Biographical note /Abstract /Full text - PowerPoint)

Rick op den Brouw, Product Development Manager, Greenwheels, Rotterdam, Netherlands

Brand Positioning & leisure guide (Biographical note - PowerPoint)

Michaël Chopard, Marketing and Communication Manager, Transport Public Genevois (TPG), Genève, Switzerland

Mobility management for new citizens: A relationship Marketing Campaign in Munich (Biographical note /Abstract /Full text - PowerPoint)

Sabine Nallinger, Project Manager, Munich Transport Authority- Stadtwerke München GmbH/MVG, München, Germany

## Session 5: Round table (Top)

Chairpersons: Luis Ferreira Lopes, Economics editor, SIC (Television), Lisbon, Portugal

José Monteiro Limão, Director, Transportes em Revista (Magazine), Lisbon, Portugal

Introduction films ([Video 1](#) - [2](#) - [3](#) - [4](#))

Representatives from different countries:

- Rakesh Belwal, Associate Professor, Faculty of Business, Sohar University, Sohar, Sultanate of Oman
- Pierre Bourbonnière, Director of Marketing, Société de transport de Montréal, Montreal, Canada
- Viorica Sarman, Chief Editor and Marketing, URTP, Bucarest, Rumania
- Marcello Borg, Marketing and Communication Manager, Companhia do Metropolitano de São Paulo, Sao Paulo, Brazil
- Erzsébet Székelyné Pásztor, Director of Communication, BKV, Budapest, Hungary
- Jorge Jacob, Member of the Board, Metropolitano De Lisboa, Lisbon, Portugal

## Marketing awards (Top)

Printed Campaigns:

1. Transport for London – Oyster i-Tunes ([Video](#))
2. SMRT - Escape with SMRT ([Video](#)) a Public's Choice 2009
3. Yarra Trams - Did you know? ([Video](#))
4. Metro de Madrid - Metro ([Video](#)) a Marketing Awards 2009
5. Metro de Santiago - I got you under my skin ([Video](#))

Commercial Campaign:

1. Transport for London - Considerate Travel campaign ([Video](#))
2. TMB - Corporate Campaign ([Video](#))
3. LVB - Auf den Hund gekommen ([Video](#))
4. Wiener Linien - With Wiener Linien to the European Championships! ([Video](#))
5. De Lijn - Pinguins and Fireflies ([Video](#)) a Public's Choice and Marketing Awards 2009

## 2. SEAMLESS MOBILITY WORKSHOP ([TOP](#))

1st Session: The challenge of integrating new mobility solutions into public transport networks

Chair: Carlos Vieira de Sousa, Manager, Sociedade de Transportes Colectivos do Porto SA (STCP), Porto, Portugal ([Biographical note](#))

Introduction and projection of the film produced in the framework of the European momo project: "More options for energy efficient mobility through Car-Sharing" ([PowerPoint](#))

Didier Dumont, Directeur Bouquet de Transports, Société des transports intercommunaux de Bruxelles (STIB), Brussels, Belgium and Chairman of the Seamless Mobility Platform

How public transport profits from seamless mobility ([Biographical note /Abstract/Full text](#) - [PowerPoint](#))

Sonja Roos, Head of Strategic Projects, Mobility International, Lucerne, Switzerland

HANNOVERmobil: Turning public transport into a multimodal mobility provider ([Biographical note /Abstract/Full text](#) - [PowerPoint](#))

Martin Röhrleef, Geschäftsführer Landesgruppe Niedersachsen/Bremen, Verband Deutscher Verkehrsunternehmen (VDV), Hanover, Germany

## 2nd Session: Round table on seamless mobility

Moderator: Didier Dumont, Directeur Bouquet de Transports, Société des transports intercommunaux de Bruxelles (STIB), Brussels, Belgium and Chairman of the Seamless Mobility Platform

- David Van Kesteren, Coordinator Taxistop, Co-funder Cambio Belgium, Gent, Belgium ([Biographical note /Abstract](#) - [PowerPoint](#))
- Luud Schimmelpennink, Chairman, Foundation Ytech and Inventor of the white bicycle system in the 60s, Amsterdam, The Netherlands ([PowerPoint](#))
- Tiago Farias, Professor Engineer, Instituto Superior Técnico, Lisbon, Portugal ([Biographical note /Abstract](#) - [PowerPoint](#))
- Pierre Bourbonnière, Directeur Marketing, Société de transport de Montréal (STM), Montréal, Canada ([PowerPoint](#))
- Sonja Roos, Head of Strategic Projects, Mobility International, Lucerne, Switzerland
- Martin Röhrleef, Geschäftsführer Landesgruppe Niedersachsen/Bremen, Verband Deutscher Verkehrsunternehmen (VDV), Hanover, Germany

## 3. PICTURES ([TOP](#))

5<sup>th</sup> International Marketing Conference

Seamless mobility workshop

[Top](#) - [Opening Session](#) - [Session 1](#) - [Session 2](#) - [Session 3](#) - [Session 4](#) - [Session 5 - Marketing Awards](#)  
[Seamless Mobility Workshop](#)