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## **2nd UITP International Marketing Conference**

Beyond satisfaction: How to make Citizens proud of using Public Transport Services?

Paris, 12-14 November 2003

### **1. CONFERENCE PAPERS AND POWERPOINT PRESENTATIONS (TOP)**

**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**

Hans RAT, Secretary General, UITP, Brussels, Belgium (Text)

Anne-Marie IDRAC, Présidente Directrice Générale, RATP, Paris, France

#### **Keynote speeches**

**How to make partners and cast members (employees) be proud to work with Disney ? (PowerPoint)**

Yann CAILLERE, Directeur Général Délégué, Eurodisney SCA, Marne la Vallée, France

**Keynote speech: How can we make citizens proud of using public transport services and employees proud of providing this service ? (Powerpoint EN - Powerpoint FR)**

Bernard AVEROUS, Directeur du Pôle Commercial et Définition des Services, RATP, Paris, France

**The evolution of an industry: lessons from the project "New paradigms for local public transportation organizations" (Powerpoint)**

Matthew COOGAN, Consultant in Transportation, White River Junction, Vermont, USA

**Session 1: How can we give an image-enhancing picture of public transport?**

**Chairperson : Kirsti NØST, Marketing Director, A/S Oslo Sporveier, Oslo, Norway**

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**Creating community ownership of public transport in Northern Ireland (Text - Powerpoint)**

Lynda SHANNON, Communication Manager, Translink, Belfast, Northern Ireland

**Marketing plan for São Paulo metro's line 5 - LILAC (Text - Powerpoint)**

Flavia Audra CUTOLO, Head of the Marketing and Communication Department, Companhia do Metropolitano de Sao Paulo, Sao Paulo, Brazil

**The new trolleybus of Lyon: a practical example of a public transport policy targeting attractivity and service for users and citizens (Text FR - Powerpoint - Video)**

Yvette LARTIGAU, Manager of Operations, SYTRAL, Lyon, France

Jean-Marc BOUCHERET, Product Marketing Civis Cristalis Manager, IRISBUS, Vénissieux, France

**Session 2: How do we measure the satisfaction of clients and what steps do we take after?**

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

**Reliable measurements of customer satisfaction and successful implementation of effective service improvements (Text - Powerpoint)**

Eddie SO, Transport Planning Manager, MTR Corporation, Hong Kong

**Measuring bus passenger satisfaction and service quality. A combined approach to secure valid quality assessment (Text - Powerpoint)**

Nils VIBE, Chief Research Officer, Institute of Transport Economics, Oslo, Norway

**Customer satisfaction as an element of strategic business decisions (Text - Powerpoint)**

Werner BRÖG, Director, Socialdata, Munich, Germany

**Session 3: How can we involve clients in the process of designing transport supply ?**

**How can we make each company member a player in client supply ?**

**Chairperson: Alain CARLE, Directeur Stratégie Clients, STIB, Brussels, Belgium**

**"Customer workshops": Using customer knowledge quickly and directly (Text - Powerpoint)**

Heidmarie ARNHOLD, POP Partnerschaftsgesellschaft für Organisations- und Personalentwicklung, Berlin, Germany

**Our customer service delivery...(Text - Powerpoint)**

David PROFITT, Customer Programmes Implementation Manager, London Underground, London, United Kingdom

Peter JUKES, Station Assistant, London Underground, London, United Kingdom

**The market survey: An essential tool for the commerce and tariff policy of a public transport authority (Text - Powerpoint)**

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Vassilios PROFILLIDIS, Associate Professor, Democritus Thrace University, Xanthi, Greece

George BOTZORIS, Research Associate, Democritus Thrace University, Xanthi, Greece

**Session 4: Which strategy for the rational use of different modes ?**

**Chairperson : Ingemar LUNDIN, Managing Director, Jönköpings Länstrafik AB, Jönköping, Sweden**

**Down-sizing, optimising and re-branding: The A-bus concept (Text - Powerpoint)**

Claes NILAS, Executive Director, Greater Copenhagen Authority, Valby, Denmark

**Overcoming obstacles of car culture: Promoting an alternative to car dependence instead of another travel mode (Text - Powerpoint)**

Michael ROTH, Manager, Travel Demand Management, Queensland Transport, Brisbane, Australia

**Lessons in innovation from a Dutch case: What really moves the customer? (Text - Powerpoint)**

Hans SNEL, Managing Consultant, Berenschot B.V., Utrecht, The Netherlands

**Session 5: What is successful branding ?**

**Chairperson: Jorge CARLES-TOLRA, Commercial Director, TMB, Barcelona, Spain**

**The Buzzy Pazz: the success story of target group branding, a product of De Lijn (Text - Powerpoint)**

Jan PEUMANS, Directeur Marketing et Stratégie, De Lijn, Mechelen, Belgium

Jill SUYKENS, Responsable Market Research, De Lijn, Mechelen, Belgium

**Growing transit brand strength in a crowded field (Text - Powerpoint)**

Christopher FH ROBLING, Principal, Jayne Thompson & Associates Ltd, Chicago, USA

**Branding and public transport disaggregation: The Melbourne experience (Text - Powerpoint)**

Andrew WEAR, Ministerial Adviser, Minister for Transport, Government of Victoria, Melbourne, Australia

**Session 6: What is the future of public transport in "car countries" characterised by a high increasing number of vehicles ?**

**Chairperson: Patrick VAUTIER, Head of Marketing, RATP, Paris, France and President of the UITP Commission on Marketing and Product Development**

**Image as the key towards higher customer acceptance- The Dresden example (Text DEPowerpoint)**

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Reiner ZIESCHANK, Kaufmännischer Vorstand, Dresdner Verkehrsbetriebe AG, Dresden, Germany

**Compressed natural gas powered transit buses lead the fight against pollution in car loving China (Text - Powerpoint)**

Inness LIU, Senior Marketing and Government Relations Specialist, Cummins Westport, Beijing, China

**Judo theory as applied to public transit marketing in Montreal (Text FR - Powerpoint)**

Manon GOUDREAU, Directrice Communications et Marketing, Agence Métropolitaine de Transport, Montréal, Canada

## **2. VIDEOS (TOP)**

### **Commercial films (Video)**

**We all move Barcelona: Wherever you go, enjoy your journey (3 spots)**

TMB - Barcelona, Spain

**The Seller**

Orestad Development Corporation - Copenhagen, Denmark

**More time for life (2 spots)**

MTR Corporation Limited - Hong-Kong, China

**Buzzy Pazz**

De Lijn - Mechelen, Belgium

**The duel - WINNER**

Stor-Oslo Lokaltrafikk AS - Oslo, Norway

**Lanzamiento Tarjeta Multivia (3 spots) - SPECIAL MENTION OF THE JURY**

Metro Santiago - Santiago, Chili

### **Corporate films (Video)**

**Presentation of the Civia Train**

Cercanias - Madrid, Spain

**Metro Bilbao (since 1995)**

Metro Bilbao SA - Bilbao, Spain

**High Speed Train - WINNER**

Siemens Transportation Systems - Erlangen, Germany

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**Campagne Fraude 2003**

Sytral - Lyon, France

**The Opening of Central Station**

Translink - Belfast, Northern Ireland (UK)

### **Printed Campaigns (Video)**

**We all move Barcelona: Wherever you go, enjoy your journey**

TMB - Barcelona, Spain

**Transport with a Human Touch**

Budapest Transport Limited - Budapest, Hungary

**Metro - When you know the city - WINNER**

Orestad Development Corporation - Copenhagen, Denmark

**RER A Destination Disney Chessy**

RATP - Paris, France

**Die Stadt Gehört Dir**

Wiener Linien - Vienna, Austria

## **3. TECHNICAL DAY (TOP)**

### **Parallel Workshop 1: Information Technologies and Customer Services ?**

**The organisation of secure transactions via the Internet, payment, authentication, electronic signature. Possible applications in the field of public transport. (PowerPoint)**

**[Case studies: France and Europe]**

Gilles Kremer, Magicaxess

**Maintaining communication with the travelling public. Informing, Responding, Evolving. (PowerPoint)**

**[Case Study: Wales, Great Britain]**

Leighton James, Welsh Assembly Government, & Athol Hampson, Symons Group Ltd.

**Wireless Context-Aware Services in Public Transportation. (PowerPoint)**

**[Case study: Sweden]**

Xavier Aubry, Appeare Networks AB

**The future of M-ticketing within public transport. (PowerPoint)**

**[Case study: France]**

Thierry Rouyer, C3D

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**PrePaid Best Price : Successfully running in Austria for more than 2 years. (PowerPoint)**

**[Case study: Austria]**

Otto Schallaböck, B. I. M.

**CarSharing in Switzerland: Success Factors and Challenges. (PowerPoint)**

**[Case study: Switzerland]**

Conrad Wagner, Mobility

**Parallel Workshop 2: The latest marketing techniques to secure measures on quality and satisfaction ?**

**The study of misperceptions towards public transport and how to stop them; towards the creation of a "marketing toolbox". (Text - PowerPoint)**

**[Case study: Great Britain]**

Peter Bonsall & John Carr, Leeds University

**A customer-oriented measure of quality. (Text - PowerPoint)**

**[Case study: France]**

Jean-Philippe Lesne, BVA - KHI2

**The implementation of a consumer network in the Province of Noord-Brabant, The Netherlands. (Text - PowerPoint)**

**[Case study: Netherlands]**

Frans Gommers, xtnt

**New perspectives for public transport : Promoting public transport together with cycling and walking. (Text - PowerPoint)**

**[Case study: Germany]**

Werner Brög, Socialdata

**The Swedish Public Transport Barometer. (Text - PowerPoint)**

**[Case study: Sweden]**

Anita Stenhardt, SLTF

#### **4. CONCLUSIONS PUBLISHED IN "PUBLIC TRANSPORT INTERNATIONAL" (TOP)**

**How to make citizens proud of using public transport and make employees actors of successful service relations?**

**2nd UITP International Marketing Conference supported by RATP (Text)**

Cécile Sadoux, Manager, Programmes and Studies Department, UITP, Belgium

**Comment inspirer un sentiment de fierté aux usagers du transport public et permettre aux collaborateurs d'être acteurs de relations fructueuses avec la clientèle?**

**2e Conférence internationale du marketing de l'UITP, organisée avec le soutien de la RATP**

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**(Text)**

Cécile Sadoux, Manager, Programmes and Studies Department, UITP, Belgium

**Wie macht man aus Bürgern stolze ÖPNV-Kunden und aus den Mitarbeitern die Akteure erfolgreicher Dienstleistungsbeziehungen?**

**2. Internationale Marketingkonferenz der UITP mit Unterstützung der RATP (Text)**

Cécile Sadoux, Manager, Programmes and Studies Department, UITP, Belgium

**¿Cómo hacer para que los ciudadanos se sientan orgullosos de utilizar el transporte**

**público y hacer que los empleados participen en unas relaciones de servicio éxitosas ?**

**2ª Conferencia Internacional sobre Marketing patrocinada por la RATP (Text)**

Cécile Sadoux, Manager, Programmes and Studies Department, UITP, Belgium