MANAGERS IN PUBLIC TRANSPORT
DIPLOMA PROGRAMME

ADVANCING TALENT IN PUBLIC TRANSPORT

2017-2018 EDITION

AMSTERDAM 19-22 NOVEMBER 2017

MILAN 25-28 MARCH 2018

SINGAPORE 3-6 JUNE 2018

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3 TRAINING MODULES  
+8 E-LEARNING SESSIONS

UITP CENTRE FOR TRAINING

GVB

FNMTOWER TRANSIT
Who is it for?

- High-potential managers with daily responsibilities in administration, operation or maintenance
- Professionals looking to have a broader and international insight into the sector or who are new in public transport
- Applicants are persons eager to learn from others and share their knowledge and experience
- Staff from public transport operators, authorities and the industry

Programme Structure

<table>
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<tr>
<th>October-November</th>
<th>Introductory e-learning session</th>
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<tr>
<td>19-22 November 2017</td>
<td>Module 1 in Amsterdam</td>
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<tr>
<td>December-March</td>
<td>E-learning sessions with experts</td>
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<tr>
<td>25-28 March 2018</td>
<td>Module 2 in Milan</td>
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<td>April-May</td>
<td>E-learning sessions with experts</td>
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<td>3-6 June 2018</td>
<td>Module 3 in Singapore</td>
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<td>Until July</td>
<td>E-learning sessions with experts</td>
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A top level methodology

- Expert trainers with extensive experience in public transport management and operations from different regions of the world
- 3 interactive classroom modules with sharing of theory and practice
- Dynamic workshops organised in small groups on practical case studies
- Local host sessions and site visits with focus on innovation in each city: presentations by local operators and authorities, discovery of network, visit of control rooms, depot and maintenance centres
- 8 e-learning sessions with experts for each field
- Urban Mobility Lab: A group project on public transport and sustainable urban mobility to apply your learnings on a practical case study

Reach your objectives

- Broaden your knowledge and understanding of global mobility issues
- Gain an insight into the main challenges facing the sector
- Analyse and discuss the latest trends and developments in the sector with experienced public transport experts and professionals
- Develop your international network of professionals
- Facilitate exchange of experience with your peers

To ensure a fruitful exchange, the number of trainees is limited to about 25-30 persons.

PREVIOUS COURSES INCLUDE PARTICIPANTS FROM:


“This programme with high-level trainers represents the state-of-the-art combination of learning, experience sharing and networking. Immersion is rich and the varied local contexts stimulates enthusiasm for public transport.”

TPG, Geneva, Switzerland (Participant of the 2015 - 2016 edition)
Module 1
Policy, Planning, Regulating and Funding

SUNDAY | 19.11
Welcome reception (evening)

MONDAY | 20.11
Setting the scene: the indispensability of public transport
Economy - Environment and energy use - Space/congestion - Social inclusion

Delivering sustainable development through public transport
The three pillars: economy, society and environment - Sustainable futures: the challenges ahead - What business case: organisational development, resource use and cost-effectiveness, competitive advantage - Examples of achievements worldwide

Integrated policies for sustainable urban mobility in cities
Public transport and land use planning - Car traffic and parking management - Demand management & travel behaviour - Integrated urban mobility plans

Funding and financing public transport
The funding mix - Operating and investment expenditures - Revenue strategy and fare management - Earmarked taxes, charges and levies - Financing public transport: mechanisms & actors - Public private partnerships

Workshops and Urban Mobility Lab

WEDNESDAY | 22.11
Local host session and site visit

Module 2
Public Transport Modes and Modal Choice

SUNDAY | 25.03
Welcome reception (evening)

TUESDAY | 21.11
Regulatory frameworks and relations between operators and authorities
Deregulation, liberalisation, privatisations and types of regimes - Levels of decision-making, share of competences between operators and authorities - Types of contractual agreements, sharing of risks, incentives - Globalisation and impact on the public transport sector

Workshops and Urban Mobility Lab

WEDNESDAY | 28.03
Local host session and site visit

TUESDAY | 27.03
Automation and innovations in metropolitan railways
System typology - Control-demand - grades of automation - technology - benefits for operators and customers - implementation strategies - platform-train interface

Security in public transport

Workshops

WEDNESDAY | 28.03
Combined mobility & new mobility services
Public transport in synergy with car-sharing, bike-sharing, taxis, car pooling etc.

New mobility trends & description of mobility services - Benefits of combined mobility - Impacts of shared mobility - Public transport as the integrator of mobility services - Emergence of ride sourcing/TNC and autonomous vehicles

Local host session and site visit
Module 3

Customer-oriented Management

**SUNDAY | 03.06**

Welcome reception (evening)

**MONDAY | 04.06**

Corporate management and business strategies

From a production to a service industry: changing culture - From traditional functional structures to service-oriented structures - Quality and performance management - How to translate a corporate strategy into operational terms

Human resources management

Human resources in public transport: what does it mean? - Customer-orientation of staff - Current debates: recruitment, motivation, training, reward, diversity, absenteeism, performance management, etc.

Workshops and Urban Mobility Lab

**TUESDAY | 05.06**

Marketing and communication

Successful marketing strategies and approaches - Revenue management - Customer centricity - Branding and image - Innovative Communications tools - Product development

Electronic ticketing

The technology - Advantages and disadvantages - Open/closed systems, check-in/out and implications - Trends (NFC, EMV, ID-based ticketing) - Exploitation of data and big data

Travel information

Meeting travel information needs - Different types of users, services and information - From collective to individual travel information - Travel information design

Workshops

Evening: Graduation ceremony and networking dinner

**WEDNESDAY | 06.06**

Local host session and site visit

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8 e-learning sessions in the form of virtual classrooms are organised to complement each module: one introductory session before the first module in Helsinki and seven additional virtual classroom sessions throughout the course (including pre-defined and customised topics).

These additional sessions allow to gain more knowledge and to ensure a closer link between participants and UITP between the modules.

Each e-learning session will be conducted by a different mobility expert who will address best practice cases and the most innovative topics matching the interests of participants.

Topics of the e-learning sessions can include:

- Best practice on Strategic Urban Mobility Planning
- Best practice on Bus Rapid Transit (BRT) implementation
- Exploitation of data to increase efficiency
- Autonomous vehicles & connectivity: technology, regulation, impacts
- Mobility as a Service (MaaS): Concept and practice
- Best practice on Contract management, quality management & use of incentives
- Electric buses
- Ride sourcing/TNC & transport on demand

Join our urban mobility lab

The Urban Mobility Lab provides a unique opportunity to reflect on the key transport challenges and opportunities of a fictional city case. Composed of different stages throughout the course, it allows participants to:

- Conduct a comprehensive analysis of the transport problems of a city today
- Develop in small groups a (mini) Urban Mobility Action Plan

Think through its implementation and the design of a service contract.

This exercise requires from participants to reflect on the different transport policy approaches, consider the right stakeholder mix, identify concrete activities and anticipate results and feasibility.
Interested?

Participation fees (3 modules + e-learning)

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<th>Until 18/07/17</th>
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<tr>
<td>Member</td>
<td>3,890€</td>
<td>4,690€</td>
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<tr>
<td>Non-member</td>
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<td>5,790€</td>
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Registration deadline

► 15 SEPTEMBER 2017

Find more information and register online:
www.uitp.org/managerstraining

VAT not applicable for this programme