



# Public Transport Marketing Management Training Programme

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| Target Audience  | <ul style="list-style-type: none"><li>• Marketing and communication technicians and executives eager to learn more about the specific aspect of what is marketing and communication in public transport</li><li>• Professionals interested in obtaining a wider and international perspective on the topic and eager to learn more from international best practice</li><li>• The course is adapted to experienced marketing and communication senior professionals and newcomers</li><li>• The course welcomes participants from local transport authorities, public transport operators and the supply industry</li></ul>   |
| Duration         | 3 days  |
| Programme Topics | <ul style="list-style-type: none"><li>• Key trends:<ul style="list-style-type: none"><li>○ The design and implementation of a successful marketing and communication strategy</li><li>○ The development of information technologies and digitalisation and how IT literacy has become an indispensable skill for marketers</li><li>○ The development of new lifestyle services to make public transport, in combination of new mobility services, the mode of choice for citizens</li></ul></li><li>• Market research: Planning process PEST, SWOT, Market research methods and outcomes, Analysis of findings, Segmentation and targeting</li><li>• Customer centricity: Customer needs analysis, Customer acquisition and retention</li><li>• 4Ps of Marketing for Public Transportation: Product, Price, Place, Promotion</li><li>• Branding and Image in public transport</li></ul> |

*All training content, format, methodologies and length can be customized to the company's needs and interests.*



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|             | <ul style="list-style-type: none"><li>• Product Development: From Public Transport to New Mobility Services</li><li>• Pricing and Ticketing</li><li>• Communication Management and Innovative Communication Tools</li><li>• Engaging with customers through social media</li></ul>  |
| Objectives  | <ul style="list-style-type: none"><li>• A marketing approach must be enhanced with better professional techniques and tools which will be addressed throughout the course:<ul style="list-style-type: none"><li>○ the importance of building a strategy around the customer</li><li>○ the necessity of a strong brand and image</li><li>○ the development of an attractive mobility product</li><li>○ the use of effective communication tools which meet today's lifestyles, needs and expectations</li></ul></li><li>• This course will help you take a holistic approach to marketing by showing you:<ul style="list-style-type: none"><li>○ The internal and external factors to consider when building a marketing strategy</li><li>○ Key market research methods to segment your markets and understand customer needs</li><li>○ How to focus on the customer in your decision making processes to create loyalty</li></ul></li><li>• Integrate your marketing strategy into all of your business decisions</li></ul> |
| Methodology | <ul style="list-style-type: none"><li>• Get inspired by our trainers, understand the main principles of marketing and communication in public transport and learn from successful best practice</li><li>• Participate to interactive plenary sessions with introduction by course leaders, presentation by the trainer and open discussion with participants</li><li>• Challenge your practical knowledge on marketing strategies, plans and tools</li></ul>  |

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ADVANCING  
PUBLIC  
TRANSPORT

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|          | <ul style="list-style-type: none"><li>• Address the topic from an international perspective, enriched by different cultural approaches and points of views</li><li>• Participate to workshops allowing you to apply on a concrete case the main principles and tools learned</li><li>• Benefit from a unique exchange between marketing professionals</li></ul> |
| Trainers | <ul style="list-style-type: none"><li>• Our skilful trainers are composed of international marketing and communication experts and professionals active in the field of public transport with extensive experience in strategic and operational activities.</li></ul>   |

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