



ADVANCING
PUBLIC
TRANSPORT

Training Programme on Public Transport & Mega Events

Cities are the theatre of a growing number of mega events: sport competitions, concerts, cultural festivals, religious pilgrimages and business conventions, to name just a few. Such events are catalysts for city improvement and public transport is an essential ingredient for their success. While mega events represent an opportunity to showcase its strengths, they are also a test for public transport. Poor performance, delays or even accidents can affect not only the course of the event but also the image of public transport and of the city.

In this context, UITP is proposing this 3 days training programme on the **Planning and Operations** of Public Transport for Mega Events. The course is organised with the support of CITEC, a consulting company specialised in the organisation of transport and mega events, and the SYTRAL, the local transport authority in Lyon. The course is designed for professionals from transport authorities and operators **who are organisers** or eager to become organisers of mega events in their city.

Reach your objectives

:

- Provide participants with fundamental knowledge on event types, actors, roles and responsibilities
- Present basic definitions related to the organisation, administration and operations of an event
- Provide the necessary understanding of the challenges and process of development of an event organisation and what elements are impacting transport
- Anticipate the bidding and early planning needs and solutions to ensure a successful event delivery
- Introduce to transport services planning activities and touristic/promotional sphere related
- Organise a practical exercise on a common situation to apply the planning approach presented during the training programme
- Increase awareness on risk management for transport planning and approach
- Provide a conducive platform for networking opportunities and interaction among participants

Inspiring trainers

Our skillful trainers are composed of international experts and professionals with extensive experience and knowledge in public transport and event management.

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

Who is it for ?

The course is open to all transport professionals interested in mega event transport planning and in gaining the necessary background information to approach an early stage project in this field.

The programme is specifically designed for city administration, transport authorities and transport operators called to assist into a bid preparation, or called to co-organise an event.

In particular:

- Project managers working for transport operators and/or transport authorities
- Event organisers in charge of relations and co-organising activities with public transport authorities and/or operators
- Consultants and transport specialists interested i in event management
- The course welcomes professionals with limited experience in the field but also more experienced staff willing to keep abreast of best practice and willing to learn from international experience.

A top-level methodology

Each theme will be approached as follows:

- Basic principles and conceptual approach
- State of the art development and innovations
- Good practices examples and site visits, feedback of people “who made it”
- Lessons learnt from most recent transport management for Olympic Games and UEFA/FIFA Cups
- Interactive exchange between participants and groups discussion with world class event strategic advisors (IOC, UEFA, FIFA, RCE, etc.) and event transport planning specialists.

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