MANAGERS IN PUBLIC TRANSPORT
2025 DIPLOMA PROGRAMME

UITP ACADEMY

ADVANCING TALENT IN PUBLIC TRANSPORT

Local hosts

HSL HRT

50 AÑOS CONECTANDO HISTORIAS

هيئة الطرق والمواصلات
ROADS & TRANSPORT AUTHORITY
RTA

The Diploma Programme for Managers in Public Transport is an advanced year-long course consisting of three modules. It integrates additional online e-learning sessions alongside each module and includes an urban mobility lab.

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.
- Persons **eager to learn** from others and **share their knowledge and experience.**

Urban Mobility Lab

The Urban Mobility Lab will tackle key transport challenges via a fictional city case study. Throughout the course, participants will:

- Analyse current urban mobility issues.
- Work in teams on a mini Action Plan.
- Plan implementation and draft a service contract.

This exercise prompts participants to explore transportation policy options, identify key stakeholders, outline initiatives, and assess outcomes and feasibility.

"The Programme provides the necessary insights to understand what it takes to deliver high level mobility services in a fast developing sector. The knowledge provided by expert trainers is highly relevant - and the insights provided by engaging in discussions with fellow participants is of no less importance"

Stalund, Ola Viken - Public Transport Norway.

Top level methodology

- **Expert trainers** with extensive global experience in public transport management and operations.
- **3 interactive classroom modules** integrating theory and practice.
- **Dynamic workshops** conducted in small groups, focusing on practical case studies.
- **8 e-learning sessions** facilitated through the UITP Academy Learning Management System, **MyAcademy.**
- **Urban Mobility Lab:** Collaborative group project on public transport and sustainable urban mobility, applying learnings to real-world case studies.

Reach your objectives

- Expand your knowledge and understanding of **global mobility issues**.
- Gain insights into the **main challenges** within the sector.
- Analyse and discuss the **latest trends and developments** with experienced public transport experts and professionals.
- Cultivate an **international network** of peers and professionals.
- Facilitate the exchange of experience among **your peers.**

"A great opportunity to connect with peers on an international level, learn about the mobility characteristics of other cities and exchange knowledge with UITP experts in workshops and interactive tutorials."

Caroline Haseke, RATP Dev Transdev Asia

Technical visit to EMT Valencia operations centre 2023

PREVIOUS COURSES INCLUDE PARTICIPANTS FROM:

STIB BRUSSELS – KEOLIS – WIENER LINIEN – RUTER OSLO – JR EAST – MTR HONG KONG – FGC – TPG GENEVA – ARRIVA – TFGM MANCHESTER – CENTRO BIRMINGHAM – MOVIA COPENHAGEN – ALSTOM – RTA DUBAI – BVG BERLIN – DPP PRAGUE – CITY OF JOHANNESBURG – RATP – FNM MILANO – HTM DEN HAAG – HSL HELSINKI – ATV VERONA – MTA NEW YORK – PLANET PROJECTS LAGOS – SYSTRA – TRANSPORT INFRASTRUCTURE IRELAND – METRO MEXICO – STM MONTREAL – İETT ISTANBUL – DVB DRESDEN – MTM TORINO – GVB AMSTERDAM – SHARJAH TRANSPORT – TMB BARCELONA – STADTWERKE MÜNCHEN – TPF FREIBURG – SBB SWITZERLAND – TL LAUSANNE – DOT ABU DHABI – EMT VALENCIA – CRTM MADRID – METRO DO PORTO – TRANSLINK BELFAST – DE LIJN – BKV BUDAPEST – ATM MILANO – BANGKOK METRO – HVV HAMBURG – DUBLIN BUS – SOLARIS – LTA SINGAPORE – SSB STUTTGART – RURA RWANDA – MALMÖ SKANETRAFIKEN – SHENZHEN METRO – SYDNEY METRO – OSLO VOGNSELSKAP – CARS TAXI DUBAI - MINISTRY OF TRANSPORT SINGAPORE – FERROCARRIL METROPOLITA DE BARCELONA – RATP DEV – SOCIEDADE DE TRANSPORTES COLECTIVOS DO PORTO – PTA RIYADH – DPB BRATISLAVA – INIT – KNORR BREMSE – MRT CORP. KUALA LUMPUR

HELSINKI 22-24 SEP 2025

Module 1

Policy, Planning, Regulation & Funding

MONDAY | 22 SEPTEMBER

Setting the scene: mobility trends and impact on public transport

Why Public Transport? | Main Challenges for Cities | Challenges and Opportunities at Global and Urban Levels | Contribution to Economic, Environmental and Social Policies | Trends and Impact on Urban Mobility and Public Transport.

Integrated policies to achieve sustainable urban mobility

Public transport and land use planning | Car traffic and parking management | Demand management and travel behaviour | Integrated urban mobility plans.

Funding and financing of public transport

The funding mix | Operating and investment expenditures | Revenue strategy and fare policy | Earmarked taxes, charges and levies | Financing public transport: Land value capture, Betterment taxes | Public private partnerships.

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.

"Excellent content, fabulous speakers and unforgettable moments experienced in this programme."

TMB – Barcelona

TUESDAY | 23 SEPTEMBER

Planning of public transport services

Overview of the public transport planning process | Data collection for network design | Main principles for network design | Essential parametres for public transport planning | Basics of a time-table design.

Fundamentals of contract management

Keys for PTCS: Scope, contract type, performance, financial agreement, duration, renewal monitoring, compliance and enforcement | Define clear roles, responsibilities, and service expectations | Establish key performance indicators (KPIs) to monitor service quality | Implement risk-sharing mechanisms for financial sustainability | Include incentives for high performance and penalties for non-compliance | Ensure flexibility for contract adjustments due to market or regulatory changes.

Workshop: Urban Mobility Lab I

WEDNESDAY | 24 SEPTEMBER

Technical Visit and Presentations

UITP reserves the right to make amendments to the programme or any related activity

Module 2

Public Transport Modes and Modal Choice

MONDAY | 24 NOVEMBER

Public transport modes and the modal choice

Public Transport Modes: Metro, LRT, Bus, BRT, Tram, Waterborne, Trolleybus | Non-conventional Modes: Cable Car, Funicular, Monorail | Non-urban Railways: Suburban and Commuter Rails | Basic Characteristics of Transport Modes | Comparison of Transport Modes | Key Modal Choice Criteria.

Bus system overview and innovation

Bus Architecture and Modularity of Buses | Green Transportation Strategies | ZEB and Clean Energy Vehicles: EVs, IMC | Benefits for Operators and Customers | Definition and Components of a BRT System | Comparison with other public transport modes.

Rail systems overview and innovation

Main Principles of Urban Railways | Comparison with Other Options | Railway Vehicles and Sub-systems | Integration of Many Different Technologies | Characteristics of Railways: Speed, Capacity, Headway, Dwell Time.

Public transport operations

TUESDAY | 25 NOVEMBER

Combined Mobility: Public transport in synergy with shared mobility services

Mobility Trends and Services (Car-sharing, Bike Sharing, Taxi, Ride-sharing, Pooling etc.) | Benefits of Combined Mobility | Impacts of Shared Mobility | Public Transport as the Integrator of Mobility Services | MaaS: Mobility as a Service | Autonomous Vehicles.

Demand Responsive Transport-DRT

Complementing the Public Transport Offer in Time and Space | Offering Additional Services | Replacement of Inefficient Public Transport Lines | Peak Shaving.

Power of Data and Impact on Public Transport

WEDNESDAY | 26 NOVEMBER

Workshops: Urban Mobility Lab II

THURSDAY | 27 NOVEMBER

Technical Visit

EMT Valencia – 2023 Technical Visit

GVB -2022 Amsterdam ferry operations visit

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Module 3

Customer-Oriented Management

THURSDAY | 16 APRIL

Human Resources Management

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.

Business Strategies and Management

Introduction to Strategic Management and Principles | Mission, Vision and Core Values | Goals and Objectives | Cascading Strategies from Corporate to Individuals | Leadership Strategy and Executions | VUCA World – the New "Normal" Business Environment | How to Build a Strategy and Translate it into Operational Terms.

Electronic Ticketing: Solutions, technologies and usage

Evolution of ticketing concepts | Ticket media and technology | Account-based ticketing | Open-loop and closed-loop systems | Understanding and meeting customer expectations.

Workshop on Strategy Management

FRIDAY | 17 APRIL

Innovative travel information systems

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

Security in Public Transport

Elements of a security concept | Security Challenges and good practices | Public transport security objectives | Security policy tools.

Marketing and Communication

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

Workshop: Urban Mobility Lab III

SATURDAY | 18 APRIL

Technical Visit & Presentations

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E-Learning Sessions
to complement your knowledge

Eight e-learning sessions are integrated into the course via our Learning Management System (LMS), complementing each module with pre-reading materials and Knowledge Papers.

These sessions enhance knowledge acquisition and strengthen the connection between participants and UITP throughout the programme.

Each e-learning session employs a self-learning approach, featuring interactive quizzes and questions.

"The course attracts participants with a wide range of expertise from different countries. This diversity and possibility to hear how things are done differently elsewhere is very inspiring."

Vojta Vlcek, Arriva

Topics covered in the e-learning sessions may include:

- The indispensability of public transport.
- Public transport and the city.
- Public transport regulation and organisation.
- Funding and financing.
- Public transport modes: Focus on Bus.
- Public transport modes: Focus on Rail.
- Safety and security in public transport.

Graduation ceremony of the 2022 Diploma Programme for Managers in Public Transport

CONTACT US

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UITP Academy

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Visit our programme web page here

Interested?

Registration fees (3 modules plus e-learning sessions)

	Until 22 July	From 23 July
Member	4,590€	5,390€
Non-member	5,390€	6,390€

VAT not applicable for this programme

Registration deadline
- 22 AUGUST 2025

Find more information and to register online:
Visit our programme web page

UITP Training Programmes and all related processes are certified for ISO 21001: 2018 – the standard for Educational organisations – Management systems for educational organisations.

UITP ACADEMY

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