

# BRINGING PASSENGERS BACK TO PUBLIC TRANSPORT

TUESDAY 8 JUNE & THURSDAY 10 JUNE



In partnership with: **accenture**

UITPANZ is excited to bring you our first digital masterclass as part of our CX series.

The Customer Experience Masterclass will bring together local and global perspectives from the UITP network so that members in Australia and New Zealand can learn about the top CX trends shaping the customer offer to retain and attract passengers back post-COVID-19.

The Masterclass will offer a total of six hours of live content, including a facilitated workshop component so that attendees can share challenges and opportunities to attract passengers to using public transport networks.

### REGISTRATION

Early Bird - UITP Members (closing date: Friday 14 May)	\$350 +GST
UITP Members	\$395 +GST
Non-Members	\$495 +GST
Group (Member Only - must buy 5 or more tickets)	\$325 +GST

REGISTER NOW

If you have questions about the CX Masterclass, please contact Cassandra Koudelka, Senior Events Manager, UITPANZ on +61 (0) 406 793 808.

## KEYNOTE SPEAKERS



**Tony Braxton-Smith**  
Chief Executive  
Department for Infrastructure  
and Transport



**Bronwyn van der Merwe**  
General Manager, Asia  
Pacific, Fjord  
Accenture Interactive



**Bernt Reitan Jenssen**  
Chief Executive Officer  
Ruter AS  
Oslo

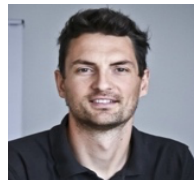


**Crissy Dittmore**  
Principal  
The Spartan Edge

## SPEAKERS



**Joost De Kock**  
Deputy Secretary Customer  
Technology and Strategy  
Transport for NSW



**Martin Kalab**  
Vice Head of Sales Marketing  
Wiener Linien  
UITP Chair of Marketing  
Committee



**Susan Kelso**  
Chief Customer Officer  
Victorian Department of  
Transport



**Kevin Leith**  
General Manager Marketing  
and Customer Engagement  
Auckland Transport



**Hallie Liao**  
Head of  
International Development  
Shenzhen Bus Group



**Rob Mayo**  
Director Human Experience  
Design  
cOlab



**Nathalie Sassen**  
Head of Customer Experience  
and Network Design  
Keolis Downer



**Michelle Batsas (Host)**  
Executive Director  
UITPANZ

*Further speakers to be announced soon.*

## PROGRAM DAY 1

Day One Tuesday 8 June 2021 10:00am – 1:00pm AEST		
Time	Session	Presenter
10:00am	Welcome & Overview	<b>Michelle Batsas</b> , Executive Director, UITPANZ
10:10am	Sponsor Remarks	Accenture
Session 1: Reshaping the Value Proposition of Public Transport		
10:15am	Keynote: Transforming the Customer Offer in Adelaide	<b>Tony Braxton-Smith</b> , Chief Executive, Department for Infrastructure and Transport
10:35am	Keynote: CX in Oslo: Preparing for Post-Pandemic Mobility Behaviour	<b>Bernt Reitan Jenssen</b> , Chief Executive Officer, Ruter AS
11:00am	Menti Polling	<b>Michelle Batsas</b> , Executive Director, UITPANZ
BREAK		
Session 2: Customer Profiles and Mindsets Post-Covid		
11:10am	Welcome back and poll results	<b>Michelle Batsas</b> , Executive Director, UITPANZ
11:15am	Mindset to Mode Shift: The Future of Customers in Mobility	<b>Bronwyn van der Merwe</b> , General Manager, Asia Pacific at Fjord, Accenture Interactive
11:35am	The New and Returning Customer: What's the Opportunity to Attract Passengers Post COVID-19?	Speaker information to follow
11:55am	Menti Polling	<b>Michelle Batsas</b> , Executive Director, UITPANZ
BREAK		
Session 3: Customer Strategy to Attract Passengers Back		
12:10pm	Panel: All Aboard: Personalising the Passenger Experience	<b>Susan Kelso</b> , Chief Customer Officer, Victorian Department of Transport <b>Joost De Kock</b> , Deputy Secretary Customer Technology and Strategy, Transport for New South Wales <b>Kevin Leith</b> , General Manager Marketing and Customer Engagement, Auckland Transport More speaker information to follow
12:55pm	Wrap Up and Close	<b>Michelle Batsas</b> , Executive Director, UITPANZ
End Day One		

## PROGRAM DAY 2

Day Two Tuesday 8 June 2021 10:00am – 1:30pm AEST		
Time	Session	Presenter
10:00am	Welcome	<b>Michelle Batsas</b> , Executive Director, UITPANZ
Session 4: Loyalty & Trust – Restoring Confidence		
10:05am	Campaigning to Get the Passenger Back: Global Perspectives	<b>Rob Mayo</b> , Director Human Experience Design, cOlab
10:35am	Customer Trust is Key: Unlocking the Case in Vienna	<b>Martin Kalab</b> , Vice Head of Sales Marketing at Wiener Linien, Chair of UITP Marketing Committee
10:50am	Menti Polling	<b>Michelle Batsas</b> , Executive Director, UITPANZ
BREAK		
Session 5: The New Realities of Data & Tech in CX		
11:00am	Panel: On the Bleeding Edge! Digital CX Transformation Using Data and Tech	<b>Nathalie Sassen</b> , Head of Customer Experience and Network Design, Keolis Downer <b>Hallie Liao</b> , Head of International Development, Shenzhen Bus Group More speaker information to follow
11:40am	Keynote: Expectations that Travel from First to Last Mile: What's MaaS Really Mean in the New Normal?	<b>Crissy Dittmore</b> , Principal, The Spartan Edge
12:00pm	Menti Polling	<b>Michelle Batsas</b> , Executive Director, UITPANZ
BREAK		
Session 6: Facilitated Workshop in Partnership with Accenture – CX Opportunities and Challenges		
12:15pm	Introduction and Guidelines	<b>Bronwyn van der Merwe</b> , General Manager, Asia Pacific at Fjord, Accenture Interactive
12:30pm	Facilitated Workshop	More speaker information to follow Facilitated by Accenture
1:20pm	Workshop Wrap Up	<b>Bronwyn van der Merwe</b> , General Manager, Asia Pacific at Fjord, Accenture Interactive
1:25pm	Close	<b>Michelle Batsas</b> , Executive Director, UITPANZ