



DIGITAL EVENT

# MOBILITY

DIALOGUE

# PARTNERSHIP PACKAGES



# Mobility Dialogue

26 October 2021

This event will take place as we are in the transition process out of the pandemic.

The leaders of the public transport sector will convene in this unique event with the whole UITP membership and urban mobility community to engage in a dialogue across the board with various communities on the challenges and opportunities of the sector in this transition period.

The past months have shown the need to reinforce the **resilience** of public transport systems to build better urban mobility for the future.

It's therefore necessary to reinforce the **financial sustainability** of public transport in the long term and to transform the business model.

This can only happen with **renewed and strengthened public transport experience** which inspires **trust in services and their ability to meet traveller expectations**.

We must embrace **generational aspirations** too, particularly by listening to the needs of young people.

Together, this will result in attractive transport services, as well as in the ability of public transport to further **diversify its workforce** to answer its ambition and the evolution of society.

## WHAT TO EXPECT

The event will bring leader of the public transport sector to dialogue among themselves and a diverse set of interlocutors on the evolution of the urban mobility and the coming opportunities for the sector in this transition period while we are moving away from the pandemics.

The event will be an opportunity to engage the discussion with the youth on their expectations for a better urban mobility, as well as with young professionals on the expected evolution of the workforce or the business model of public transport.

The audience will be invited to engage in the dialogue and offer the opportunity to send questions in advance to the panellists and participants, and will be providing live feedbacks.

The Mobility Dialogue will alternate animated dialogue and confrontations of views and opinions with video questions and animations illustrating recent developments.

Networking sessions will provide an opportunity to follow up each sessions

Happening around the clock, there will always be a session taking place at a convenient time for you, wherever you are around the globe. You can join any time, according to the topics discussed or the convenience of the timing.



# PROGRAMME

	GMT -7 (Los Angeles)	GMT-4 (New York)	GMT-3 (Sao Paulo)	GTM+0 (Abidjan)	GMT+2 (Brussels)	GMT+3 (Moscow, Turkey)	GMT+4 (Dubai)	GMT +5.5 (Delhi)	GMT+8 (Singapore)	GMT+11 (Melbourne)
Networking - Opening Chat	21:00	00:00	01:00	04:00	06:00	07:00	08:00	09:30	12:00	15:00
<b>Attracting and retaining passengers</b>	21:00	00:00	01:00	04:00	06:00	07:00	08:00	09:30	12:00	15:00
Networking 1a & 1b	21:50	00:50	01:50	04:50	06:50	07:50	08:50	10:20	12:50	15:50
<b>Fostering urban mobility innovation</b>	22:15	01:15	02:15	05:15	07:15	08:15	09:15	10:45	13:15	16:15
Networking 2a & 2b	23:05	02:05	03:05	06:05	08:05	09:05	10:05	11:35	14:05	17:05
<b>What if... the future of PT is conquering suburbs and rural areas to private cars?</b>	23:30	02:30	03:30	06:30	08:30	09:30	10:30	12:00	14:30	17:30
Networking 3a & 3b	00:20	03:20	04:20	07:20	09:20	10:20	11:20	12:50	15:20	18:20
<b>Evolving the business model of public transport with technological innovation</b>	00:45	03:45	04:45	07:45	09:45	10:45	11:45	13:15	15:45	18:45
Networking 4a & 4b	01:35	04:35	05:35	08:35	10:35	11:35	12:35	14:05	16:35	19:35
<b>Providing mobility for Life: public transport beyond the pandemic</b>	02:00	05:00	06:00	09:00	11:00	12:00	13:00	14:30	17:00	20:00
Networking 5a & 5b	02:50	05:50	06:50	09:50	11:50	12:50	13:50	15:20	17:50	20:50
<b>The people powering tomorrow's PT</b>	03:15	06:15	07:15	10:15	12:15	13:15	14:15	15:45	18:15	21:15
Networking 6a & 6b	04:05	07:05	08:05	11:05	13:05	14:05	15:05	16:35	19:05	22:05
<b>Addressing the financial health of operators from around the world</b>	04:30	07:30	08:30	11:30	13:30	14:30	15:30	17:00	19:30	22:30
Networking 7a & 7b	05:20	08:20	09:20	12:20	14:20	15:20	16:20	17:50	20:20	23:20
<b>In partnership with informal transport</b>	05:45	08:45	09:45	12:45	14:45	15:45	16:45	18:15	20:45	23:45
Networking 8a & 8b	06:35	09:35	10:35	11:35	15:35	16:35	17:35	19:05	21:35	00:35
<b>Building the resilience of the public transport system – lessons for tomorrow</b>	07:00	10:00	11:00	14:00	16:00	17:00	18:00	19:30	22:00	01:00
Networking 9a & 9b	07:50	10:50	11:50	14:50	16:50	17:50	18:50	20:20	22:50	01:50
<b>Urban mobility ecosystem, a brave new world</b>	08:15	11:15	12:15	15:15	17:15	18:15	19:15	20:45	23:15	02:15
Networking 10a & 10b	09:05	12:05	13:05	16:05	18:05	19:05	20:05	21:35	00:05	03:05
<b>Better urban mobility for all in changing cities</b>	09:30	12:30	13:30	16:30	18:30	19:30	20:30	22:00	00:30	03:30
Networking 11a & 11b	10:20	13:20	14:20	17:20	19:20	20:20	21:20	22:50	01:20	04:20
Networking - Closing Chat	11:00	14:00	15:00	18:00	20:00	21:00	22:00	13:30	02:00	05:00

## SESSION PARTNERSHIP PACKAGE\*

### Benefits

- Visibility on Mobility Dialogue dedicated event page on UITP.org including a Home Page logo
- Mention at the beginning of sponsored session
- Mention in the UITP post event report
- Branding throughout the virtual platform in the Navigation bar
- Utilisation of our partnership with news article of a global newsworthy story, including some social media actions
- Inclusion in pre- and post-event communications where possible.

### Sponsorship packages value

#### **ONE SESSION SPONSOR:**

Sponsoring one of the Mobility Dialogue sessions

**Package value: 5.000 Euro**

## **BANNER PARTNERSHIP PACKAGE\***

### Benefits

- Visibility on Mobility Dialogue dedicated event page on UITP.org including a Home Page logo
- Mention in the UITP post event report
- Branding on the Main page of the virtual event platform with a home page logo (**one sponsor only**)
- Utilisation of our partnership with news article of a global newsworthy story, including some social media actions
- Inclusion in pre- and post-event communications where possible.

### **Sponsorship packages value**

**Package value: 10.000 Euro**

**The application to sponsorship is subject to the acceptance of UITP.**