MANAGERS IN PUBLIC TRANSPORT
2023-2024 DIPLOMA PROGRAMME

ADVANCING TALENT IN PUBLIC TRANSPORT

ISTANBUL 25-27 SEPTEMBER 2023

VALENCIA 13-15 NOVEMBER 2023

FRANKFURT 18-20 MARCH 2024
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
- **Staff** from public transport operators, authorities and the industry worldwide

Programme Structure

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<th>Date</th>
<th>Module</th>
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<tr>
<td>25-27 September 2023</td>
<td>Module 1: Istanbul</td>
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<tr>
<td>October</td>
<td>Webinar series</td>
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<td>13-15 November 2023</td>
<td>Module 2: Valencia</td>
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<td>January/February</td>
<td>Webinar series</td>
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<td>18-20 March 2024</td>
<td>Module 3: Frankfurt</td>
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“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.
A top level methodology

- Expert trainers with extensive experience in public transport management and operations from different regions of the world
- 3 interactive classroom modules with sharing of theory and practice
- Case study teaching and workshops organised in small groups on practical case studies and based on public transport facts and situations
- Local host sessions and site visits with focus on innovation in each city: presentations by local operators and authorities, discovery of network, visit of control rooms, depot and maintenance centres
- Webinar series with experts for each field

Reach your objectives

- Broaden your knowledge and understanding of global mobility issues
- Gain an insight into the main challenges facing the sector
- Analyse and discuss the latest trends and developments in the sector with experienced public transport experts and professionals
- Develop your international network of professionals
- Facilitate exchange of experience with your peers

To ensure a productive exchange, the number of participants will be limited to approximate 30 persons.

“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

PREVIOUS COURSES INCLUDE PARTICIPANTS FROM:

Setting the scene: mobility trends and impact on public transport

Current societal trends | Implications for urban mobility in terms of demand, car usage, electrification, automation and combined mobility | The indispensability of public transport: Economy - Environment and Energy use | Space/congestion - Social inclusion

Integrated policies for sustainable urban mobility in cities

Public transport and land use planning | Car traffic, access restrictions, parking management, road user charging | Demand management and travel behaviour | Integrated urban mobility plans

Funding and financing public transport

The funding mix | Operating and investment expenditures | Revenue strategy and fare management | Earmarked taxes, charges and levies | Financing public transport: mechanisms and actors | Public private partnerships

Workshops

Networking reception

Planning of public transport services

Overview of the public transport planning process | Data collection for network design | Main principles for network design and route planning | Essential parameters for public transport planning | Basics of a timetable design

Regulatory frameworks and relations between operators and authorities

Deregulation, liberalisation, privatisation 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

Local host session and site visit

Presentation of public transport and sustainable urban mobility in Istanbul and a tour of the public transport infrastructure in the city.

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

TMB – Barcelona
Module 2

Public Transport Modes and Modal Choice: Bus, Rail, LRT & New Mobility Services

MONDAY | 13 NOVEMBER

Innovation in the bus sector

Bus architecture and modularity of buses | The fuel choice (reduction of emissions, lower energy consumption) | Standardised On-Road Test cycles (SORT) | Benefits for operators and customers | Electric buses: Battery technology, charging systems infrastructure, the fuel cell principle, trends and latest developments | New bus systems: Bus Rapid Transit

Innovation in light rail systems

Light rail renaissance: new and revamped systems | Key success factors of light rail and the question of cost | New trends and latest developments

BRT vs LRT

Advantages and drawbacks | Capacity | Design and operation philosophy | Urban integration/ regeneration | Quality/ride comfort | Environmental impact | Political engineering/ deliverability | Costs

TUESDAY | 14 NOVEMBER

Mass transit, automation and innovation in rail

System typology | Control-demand and CBTC - Grades of automation | Technology | Benefits for operators and customers | Implementation strategies | Platform-train interface | Fare evasion

Combined mobility: Public transport in synergy with new mobility services

New mobility trends and mobility 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 | Autonomous vehicles | Combined Mobility

WEDNESDAY | 15 NOVEMBER

Workshops

Local host session and site visit

Presentation of public transport and sustainable urban mobility in Valencia and a tour of the public transport infrastructure in the city.
Module 3

Customer-Oriented Management

**MONDAY | 18 MARCH**

**Corporate management and business strategies**

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

**Human resources management**

Human resources in public transport - what does it mean | Customer-orientation of staff | Current debates: recruitment, motivation, training, reward, diversity, absenteeism, performance management, etc.

**Service quality management**

Service Quality Management | EN 13816 International Public Transport Service Quality Standard | Customer Activity Cycle | Measurement or Service Quality | KPIs and monitoring

**Workshops**

Networking reception

**TUESDAY | 19 MARCH**

**Marketing and communication**

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

**Electronic ticketing: solutions technologies and usage**

From paper ticketing to e-ticketing | The technology: How does it work | Automated Fare Collection Systems, Smart Card Systems | Advantages and disadvantages | Open or closed systems | Examples of check-in systems and check-in/check-out systems | NFC, EMV, ID-based ticketing | Account Based Ticketing, blockchain, mobile | Interoperability / cross country / exchange rate etc. | Ticketing alliances

**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

**WEDNESDAY | 20 MARCH**

**Local host session and site visit**

Presentation of public transport and sustainable urban mobility in Frankfurt and a tour of the public transport infrastructure in the city.
A series of webinars is organised to complement each module: one introductory webinar before the first module and several additional webinars throughout the course (including pre-defined and customised topics).

These additional sessions enable participants to gain more knowledge and ensure a closer link between them and UITP between the modules.

Each webinar will be conducted by a different mobility expert who will address best practice cases and the most innovative topics matching the interests of participants.

“**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 of webinars can include:**

- Best practice on Strategic Urban Mobility Planning
- Best practice on Bus Rapid Transit (BRT) implementation
- Exploitation of data to increase efficiency
- Autonomous vehicles and connectivity: technology, regulation, impacts
- Mobility as a Service (MaaS): concept and practice
- Best practice on contract management, quality management and use of incentives
- Electric buses
- Ride sourcing/TNC and transport on demand

Graduation ceremony of the 2018-2019 Diploma Programme for Managers in Public Transport
Interested?

Registration fees (3 modules + webinar series)

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<tr>
<td>Member</td>
<td>4,290€</td>
<td>4,990€</td>
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<tr>
<td>Non-member</td>
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Registration deadline

► 31 AUGUST 2023

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

VAT not applicable for this programme