MANAGERS IN PUBLIC TRANSPORT
2024 DIPLOMA PROGRAMME

NEW JERSEY 24-26 JUNE 2024

MALMÖ 23-25 SEPTEMBER 2024

HONG KONG 11-13 NOVEMBER 2024

ADVANCING TALENT IN PUBLIC TRANSPORT

3 TRAINING MODULES + WEBINAR SERIES

Local hosts

UITP ACADEMY
The Diploma Programme for Managers in Public Transport is an expert-level yearlong course composed of three modules in three different countries. It includes additional webinars organised between the classroom modules.

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

<table>
<thead>
<tr>
<th>Date</th>
<th>Module</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>24-26 June 2024</td>
<td>Module 1: New Jersey</td>
<td>Classroom</td>
</tr>
<tr>
<td>July/August</td>
<td>Webinar series</td>
<td></td>
</tr>
<tr>
<td>23-25 September 2024</td>
<td>Module 2: Malmö</td>
<td>Classroom</td>
</tr>
<tr>
<td>October</td>
<td>Webinar series</td>
<td></td>
</tr>
<tr>
<td>11-13 November 2024</td>
<td>Module 3: Hong Kong</td>
<td>Classroom</td>
</tr>
</tbody>
</table>

“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

Workshops

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 | 23 September

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

Workshops
Networking reception

Tuesday | 24 September

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 | 25 September

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.

UITP reserves the right to make amendments to the programme or any related activity
Module 3

Customer-Oriented Management

**MONDAY | 11 NOVEMBER**

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 | 12 NOVEMBER**

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 | 13 NOVEMBER**

Local host session and site visit

UITP reserves the right to make amendments to the programme or any related activity.
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
CONTACT US
Ozlem TATAR | Senior Training Manager
UITP Academy
academy@uitp.org | +32 2 663 66 57
Visit our programme web page here

Interested?

Registration fees (3 modules + webinar series)

<table>
<thead>
<tr>
<th></th>
<th>Until 31 March</th>
<th>After 1 April</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member</td>
<td>4,590€</td>
<td>5,390€</td>
</tr>
<tr>
<td>Non-member</td>
<td>5,390€</td>
<td>6,390€</td>
</tr>
</tbody>
</table>

Registration deadline
► 31 MAY 2024

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

UITP is certified for ISO 29990:2010, the standard for learning services for non-formal education and training.

© UITP - All rights reserved