



SMART TRANSPORT INTERACTIVE MASTERCLASS

Monday, 23rd September 2019

[Bristol Marriott Royal Hotel, College Green, Bristol BS1 5TA](#)

AGENDA

No	Start	End	Topic/Content	Session leader candidates
	10.00am	10.15am	Arrivals, registration and refreshments	
1	10.15		Scene-setting	
1.1			Introduction to the workshop	Richard Poynder, Smartex
1.2			Overview	Trevor Crotch-Harvey, Fenbrook Consulting
1.3			Mobility trends - the big picture	Dr Ian Shergold, UWE
2	11.15		MaaS	
2.1			Maas commercial complications	Richard Rowson, F17
	12.00	12.15	Refreshment break	
2.2			The MaaS Engine Room	Glenn Needham, touché
2.3			"It's Not Business as Usual"	Beate Kubitz, Travelspirit
	1.45	2.15	Luncheon	
3	2.15		Emerging technology	
3.1			cEMV: experience to date and future plans	Martin Hancock, National Express
3.2			ABT and Mobile Services – "The Next Fight?"	Richard Moore, Rambus
3.3			The Disruptors: Apple, Google, Uber, Amazon...?	Mike Burden, The Human Chain
	4.30	4.45	Refreshment break	
3.4			Innovation and the Future of Mobility	Patrick Warner, Head of Innovation Strategy, Go-Ahead
3.5			Integration of Ticketing with Other Mobile Apps	Geoff Bunce, Silverrail
4	6.15	6.45	Q&A, summary and close	
4.1			Q&A	All
4.2			Closing remarks	Trevor Crotch-Harvey and Richard Poynder
5	6.45		Private meetings by appointment	
	From 8.00		Dinner (AYOC)	

Attendance fees per delegate (including course material, refreshments and lunch):

- Smartex members: **£275** + VAT
- Non-member transport operators: **£325** + VAT
- Other non-members: **£375** + VAT

To register, contact Richard Poynder on +44 7973 963015 or at richard@smartex.com