

Supported by:



THE JOURNEY TO INTEGRATED MOBILITY

Conference and Exhibition Agenda: 24th & 25th September 2019

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

| DAY 1 | | TUESDAY, 24 th SEPTEMBER 2019 | |
|--|---------|---|--|
| No. | Time | Session | Speaker |
| | 9.30am | Arrivals, registration, refreshments and exhibition preview | |
| OPENING STATEMENTS | | | |
| 1 | 10.00 | Introduction and explanation of event structure | Richard Poynder, Smartex |
| 2 | 10.15 | Chairman's introduction | Simon Ardron, DfT |
| 3 | 10.20 | Where are we now on the journey? | Andrew Seedhouse, SAM |
| WHAT DO TRAVELLERS WANT? | | | |
| 4 | 10.50 | Reasons for travel: traveller types: choice of mode | Louise Coward, Transport Focus |
| 5 | 11.10 | Journey planning across a range of modes | Julie Williams, Traveline Information |
| | 11.30 | Refreshment break and exhibition | |
| 6 | 12.00pm | Paying for the journey: how/when? | Martin Hancock, National Express |
| 7 | 12.20 | From Robin Hood PAYG to Nottingham Contactless multi-operator ticketing evolved | Jens Mullak, INIT |
| 8 | 12.40 | In-journey activities e.g. ordering coffee on the go | Tom Dewhurst, Ordoo |
| 9 | 12.55 | The future end-to-end journey: TCF WG27 findings | John Elliott, Consult Hyperion |
| 10 | 1.15 | Driving mobile motoring services | Neil Akass, DVLA |
| | 1.35 | Luncheon and exhibition | |
| CENTRAL ROLE OF MOBILES IN THE FUTURE | | | |
| 11 | 2.30 | The journey to mobile ticketing | Trevor Crotch-Harvey Fenbrook Consulting |
| 12 | 2.50 | Commercial aspects: are mobiles the real answer? | James Gooch, Masabi |
| 13 | 3.10 | Commercial challenges of MaaS | Beate Kubitz, Travelspirit |
| | 3.30 | Refreshment break and exhibition | |
| 14 | 3.45 | The technical challenges & realities of mobile deployments | Richard Moore, Rambus |
| 15 | 4.15 | How mobile-based frictionless travel boosts ridership and reduces fraud | Paula Ruoff, FAIRTIQ |
| 16 | 4.45 | Panel-led debate: migrating to mobile? | Moderator: Beate Kubitz, Travelspirit |
| | 5.30 | End Day 1 and Cocktail Reception - kindly sponsored by FAIRTIQ - in exhibitor room | |
| | 6.30 | Planned MetroBus tour | |
| | 7.30 | Informal dinner at Browns Bristol | |

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| DAY 2 | | WEDNESDAY, 25 th SEPTEMBER 2019 | |
|---|---------|--|--|
| No. | Time | Session | Speaker |
| 9.00am | | Arrivals, registration, refreshments and exhibition | |
| 17 | 9.30 | Introduction to the day's proceedings | Simon Ardron, DfT |
| WHAT OPERATORS CAN/WILL DO IN THE REAL WORLD | | | |
| 18 | 9.35 | Operator's view of innovation | Patrick Warner, Go Ahead Group |
| 19 | 10.00 | The plight of small operators and how it should be resolved | Andrew Seedhouse, SAM |
| 20 | 10.20 | Bristol case study: MetroBus | Edward Hopkins, WECA/South Glos Council |
| 21 | 10.40 | Bristol case study: Further deployment of smart ticketing on rail | t.b.c. |
| 11.00 | | Refreshment break and exhibition | |
| 22 | 11.30 | Innovative ways of providing transport for less-served areas | David Stewart, Esoterix |
| 23 | 11.50 | ITSO strategy | Steve Holden, ITSO |
| 24 | 12.05pm | The journey to ABT for ITSO transport schemes | Dave Spillett, ACT, A Fujitsu Company |
| 25 | 12.20 | The role of Government: steer, support? The Williams Review | Mike Forrest, DfT |
| 12.45 | | Luncheon and exhibition | |
| WHAT INNOVATIONS SHALL WE SEE? | | | |
| 26 | 1.30 | The impact of disruptive players | Carlos Gonzalez, Google UK |
| 27 | 2.00 | Waiting for good MaaS schemes | James Datson, Connected Places Catapult |
| 28 | 2.30 | What data will be available, to whom, and how will they use it? TCF WG29 findings | Vicky Williams, Trent Barton ; Pippa Dickinson, ACT, A Fujitsu Company |
| 2.45 | | Refreshment break and exhibition (exhibition closes) | |
| 29 | 3.00 | Other global trends: driverless cars, changing mobility patterns, etc. | Neil Isaacson Liberty Global |
| 30 | 3.30 | Panel-led debate and Q&A | All |
| 31 | 4.00 | Closing statement | Richard Poynder, Smartex |
| 4.10 | | Event closes | |

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