

2nd Working Group Meeting Agenda

WG2: Marketing & Customer Relations



11:30 – 13:00

Lunch

13:00 – 14:00

Plenary Session

WG Meeting Agenda

October 4th Working Session – Part I

14:00 – 14:15

Welcome, introduction, objectives

14:15 – 14:45

Presentation of questionnaire outcomes

14:45 – 15:45

Open round: Analysis of public transport image and awareness of public transport I

15:45 – 16:00

Coffee break

16:00 – 17:00

Open round: Analysis of public transport image and awareness of public transport II

17:00 – 18:00

Identification and discussion of deficits

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October 5th Working Session – Part II

09:00 – 09:15	Introduction and goals for the day
09:15 – 10:00	Presentation of good practice examples by Wiener Linien, TMB, and experts
10:00 – 11:00	Discussion of good practice examples Identification of goals and targets for public transport image and awareness improvement
11:00 – 11:15	<i>Coffee break</i>
11:30 – 12:30	Teamwork in Groups – ‘Development of approaches to improve public transport image and awareness’
12:30 – 13:45	<i>Lunch break</i>

October 5th Working Session – Part III

13:45 – 14:00	Presentation of Team results
14:00 – 15:30	Discussion and further development of approaches to improve public transport image and awareness
15:30 – 16:00	Conclusions
16:00 – 17:00	Plenary Session

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