

4th Working Group Meeting Agenda

WG2: Marketing & Customer Relations



October 9th

10:00 – 11:00

Opening Session (Plenary)

Working Group Session – Part I

11:15 – 11:30

Welcome, introduction, objectives

11:30 – 12:00

Franz Barta (Socialdata): Presentation of questionnaire outcomes

12:00 – 13:00

Open round: Importance of the monitoring and analysis of the public transport market

13:00 – 14:00

Lunch

Working Group Session – Part II

14:00 – 14:30

Erhard Erl (Socialdata): Monitoring and analysis of the public transport market

14:30 – 15:00

Questions and discussion

15:00 – 16:00

Open round: Instruments for the monitoring and analysis of the public transport market

16:00 – 16:15

Coffee break

16:15 – 17:00

Identification and discussion of deficits

17:00 – 17:15

Expert presentation: Topic to be decided

17:15 – 17:30

Questions and discussion

WG Meeting Agenda



4th Working Group Meeting Agenda

WG2: Marketing & Customer Relations

October 10th Working Group Session – Part III

09:30 – 09:35	Introduction and goals for the day
09:35 – 10:15	Hannes Wutzel (Wiener Linien): Monitoring and Analysis of the Public Transport Market by the Wiener Linien
10:15 – 11:00	Open round: Good practice examples
11:00 – 11:15	<i>Coffee break</i>
11:15 – 12:30	Teamwork in Groups – 'Evaluation of instruments for the monitoring and analysis of the public transport market'
12:30 – 13:30	<i>Lunch break</i>

Working Group Session – Part IV

13:30 – 14:00	Presentation of team results
14:00 – 14:30	Expert presentation: Topic to be decided
14:30 – 15:30	Identification of goals and targets for the monitoring and analysis of the public transport market Discussion and further development of approaches to improve the monitoring and analysis of the public transport market
15:30 – 16:00	Conclusions (Statements of Experts)
16:30 – 17:30	Closing Session (Plenary)

WG Meeting Agenda