



INTEGRATING PASSENGER INFORMATION 2014

GLOBAL MULTI PLATFORM COMMUNICATIONS SUMMIT

26th-27th March 2014 | London | UK

Automating & Integrating Real Time Passenger Information Across Smartphones, Social Media, Stations & On Board To Increase The Speed, Accuracy & Accessibility Of Data Delivery To The Customer:

Ensuring Consistency Of Data Delivery Across All Communication Platforms

Key Issues To Be Discussed Include:

- **SYSTEMS INTEGRATION:** Ensuring consistency of information through integration of communication platforms
- **AUTOMATION:** Speeding up the delivery of real time and consistent information through the automation of control centre processes
- **COSTS:** Evaluating the business case for investment in integration, automation and emerging communication platforms such as social media
- **CUSTOMER EXPECTATIONS:** Reviewing what information to deliver through each delivery medium to meet customer demands
- **SMARTPHONE:** Enabling seamless multimodal digital integration and understanding the impact of smartphones upon customer expectations
- **SOCIAL MEDIA:** Balancing resource requirements with customer satisfaction improvements to assess the business case for social media
- **INFORMATION DURING DISRUPTION:** Leveraging technology such as PIS and GPS train tracking and harnessing the full potential of staff to provide accurate information
- **ON BOARD:** Providing connectivity to passengers through Wi-Fi and integrating systems to deliver consistent and accurate real time information on board
- **PERSONALISING INFORMATION:** Using smartphones and open data to enable rail operators and 3rd parties to push personalised information to customers
- **STAFF QUALITY:** Delivering a step change in customer satisfaction through transferable cross-industry lessons alongside training and technology for staff

Expert Insight From 20+ Industry Leaders Including Major TOCs & Infrastructure Managers



Chris Scoggins
CEO
National Rail Enquiries



Vernon Everitt
Managing Director Of Customer Experience,
Marketing & Communications
Transport For London



Kuldeep Gharatya
Head Of Railway Systems
London Underground



Mohammed Bhanji
Director Of Marketing Technologies
Via Rail Canada



Debbi Stone-Wulf
Chief Of Sales Distribution & Customer Service
Amtrak



Peter Williams
Commercial & Customer Services Director
East Coast Trains



Emma Toms
Head Of Marketing & Customer Experience
Southern & Gatwick Express



Jan Bergstrand
Head Of Logistics & ITS
Trafikverket (Swedish Transport Administration)



THE FIRST CONGRESS FOCUSING ON THE END GOAL EVERY TOC IS DRIVING TOWARDS;
THE DELIVERY OF ACCURATE, CONSISTENT, REAL TIME, MULTI PLATFORM INFORMATION

Dear Colleague,

Integrating Passenger Information 2014: Global Multi Platform Communications Summit is the first conference to focus on the needs of TOCs aiming to deliver **consistent real-time information** across smartphones, social media, stations and on board in order to meet customer expectations in an increasingly connected world.

As well as **integrating systems and data** across communications platforms to ensure consistency across all communication platforms, TOCs and Infrastructure Managers must leverage technology such as GPS train tracking, Wi-Fi on board, control automation and tablets for staff to **improve the accuracy, accessibility and speed of delivery** of passenger information during disruption.

This conference will deliver case studies from European and North American TOCs on the **business case** for systems integration, technology applications and strategies for delivering **personalised information**, utilising **open data** and enabling a step change in frontline customer service quality.

Day 1 will focus on systems integration, understanding **customer expectations for information delivery through each platform** including social media and smartphones and optimising information during disruption.

Day 2 will focus on delivering real-time information and Wi-Fi on board, **improving accuracy of information** through GPS tracking and infrastructure manager relations and improving **staff interaction with customers** through training and technology.

Please take a look through the enclosed agenda and visit www.passenger-information-2014.com for the fastest way to register:

We look forward to welcoming you to London in March.

Kind regards,

The Rail Innovation Team



"Excellent Conference. This was the first time passenger information professionals from around the world have had a chance to network and share experiences. I particularly liked the breadth of experience from delegates."

CEO, National Rail Enquiries

"Excellent conference, it provided a great variety of speakers and a real international feel."

I specifically liked the focus on Social Media and Passenger Information."

Project Manager, Network Rail

"A fantastic way to benchmark best practice with international colleagues."

This conference was overdue and very much appreciated."

Programme Manager, Southeastern Railway



Venue Information:

The Summit Will Be Held At:

ILEC Conference Centre

Ibis London Earls Court
47 Lillie Road
London SW6 1UD

Tel: +44 (0) 20 7610 0880

Web: www.ileconferencecentre.co.uk



8.30 Chair's Opening Remarks**Chris Scoggins, CEO, National Rail Enquiries****KEYNOTE: SYSTEMS INTEGRATION****8.40 How Network Operators Are Integrating Real Time Passenger Information Into Control Structures To Provide A Seamless Experience Across Smart Phone Apps, Social Media, In Station And On Board**

- Hearing how operators are integrating rail systems seamlessly into what the customers have in their pockets and on their desks
- Assessing whether operators are integrating embedded or external systems into control structures
- Understanding the potential for integrated control to provide real-time and consistent information across all communication platforms including stations, on-board, social media and smartphone
- Evaluating the constraints of working with individual datasets for each system and the costs associated with data sharing
- Assessing the business case for developing a single bespoke platform with common datasets versus the on-going integration of many individual systems
- Revealing plans for the future of real-time information sources (such as the UK's Darwin) to ensure consistency of information across all train operating companies

Kuldeep Gharatya, Head Of Railway Systems, London Underground & Director Of Engineering, Transport Systems Catapult**Vernon Everitt, Managing Director Of Customer Experience, Marketing & Communications, Transport For London****David Hytch, Information Systems Director, Transport For Greater Manchester****9.50 Question & Answer Session****AUTOMATION AT CONTROL****10.00 Automation: How To Get More Accurate, More Timely Information To Customers Across Different Mediums, Wherever They Are**

- Reviewing the speed and accuracy of existing manual control centre processes during disruption
- Assessing the speed and accuracy of automated control software to rapidly provide accurate communication from the cause of disruption to passengers
- Quantifying the business case for investment and deployment of automated systems
- Highlighting Network Rail plans for a traffic management strategy and reviewing future timetable for roll-out following prototypes

Adam Cousins, Control Communications Manager, Northern Rail**10.30 Question & Answer Session****CUSTOMER EXPECTATIONS****A: ON-BOARD****10.40 Assessing The Latest Passenger Expectations For Information Delivery: What Information They Want, When They Want It, And In What Medium**

- Revealing customer preferences for delivery of on-board information, across PIS, voice, smartphone and social media while on-board: increasing accessibility without increasing costs
- Comparing PIS, verbal announcements and direct interaction with staff
- Assessing trends towards social media and smartphone use while on-board and implications upon traditional communication platforms
- Understanding what information to provide passengers during delays to enable them to adapt to their multimodal travel plans
- Comparing the consumer confidence created by automated and live voice as means of rapidly delivering accurate information to passengers that they can trust

Emma Toms, Head Of Marketing & Customer Experience, Southern & Gatwick Express**11.10 Question & Answer Session****11.20 Morning Refreshments In Exhibition Showcase Area****B: PRE-JOURNEY****11.50 Determining What Information To Deliver Through Each Platform From Booking To Station To Enable Seamless Communication And Aid Customer Decision Making**

- How to optimise information delivery to customers from their homes, to journeys to the station, in the station and on the platform
- Achieving seamless communication with customers through multimodal integration, such as pushing train information to local buses and customer cars
- Optimising which information to provide through each communication method at stations from staff and voice to CIS
- Revealing future technology and customer trends to keep the rail industry ahead of societal changes in information delivery preferences

Jan Bergstrand, Head Of Logistics & ITS, Trafikverket (Swedish Transport Administration)**Clas Roberg, Project Coordinator, Trafikverket (Swedish Transport Administration)****12.20 Question & Answer Session****DELIVERY PLATFORMS**

Evaluating how to optimise the role of smartphones and social media in delivering simplified ticketing and real time information to the digital customer

SMARTPHONES & TRAVEL APPS**12.30 Understanding The Impact Smartphones Are Having On Customer Behaviour And How Digital Identities Can Be Leveraged To Enhance Passenger Relations**

- Evaluating the affect of smartphones and instant connectivity upon customer behaviour and expectations on information delivery
- Revealing the ability of smartphones to provide a constant and seamless digital connection to the customer and deliver personalised information across their multimodal journey
- Assessing the use of smartphones to provide digital identities to develop relationships and predict future journey information preferences
- Developing apps to provide information on station services navigation and guidance for train boarding and seat reservation details

Debbi Stone-Wulf, Chief Of Sales Distribution & Customer Service, Amtrak**1.00 Question & Answer Session****1.10 Networking Lunch In Exhibition Showcase Area****SMART & MOBILE TICKETING****2.10 Leveraging Technology To Simplify Ticketing Options Across Europe And Provide Customers With Rapid, Accessible Booking Systems**

- Creating flexible and simple ticketing schemes to enable customers to rapidly access and perform bookings from any location using any device
- Using smartphones to provide simple multimodal ticket bundling across all transports including rail, bus, tram and automotive
- Integrating European ticketing systems to ensure passengers receive consistent fares and information for cross-border journeys regardless of nationality
- Understanding the potential for automation technology at stations such as near-field to reduce congestion and enable seamless transitions across transport modes

Mohammed Bhanji, Director Of Marketing Technologies, Via Rail Canada**2.40 Question & Answer Session****SOCIAL MEDIA****2.50 Assessing How Operators Are Integrating Social Media Into Existing Control Structures And How It's Being Used To Vastly Improve Information Delivery To Customers**

- Analysing the benefits of integrating social media with control systems versus acting as an external, manual service
- How to use social media as a crisis management tool: Developing data management processes

capable of coping with a step-change in volume during disruption

- Evaluating methods to measure success using social media, from number of twitter followers to actual customer satisfaction improvements
- Optimising the tone of social media communications - achieving the correct balance between friendly and professional advisor
- Understanding the resource requirements, including training, to balance quality of communication with the costs of manning social media operations
- Assessing the value of 2-way versus 1-way communication and whether to operate only during exceptional circumstances or as a 24/7 customer service platform

Nick Wood, Social Media Manager, East Coast Trains**Richard Shilton, Customer Relations Real Time Response Manager, Virgin Trains****3.30 Question & Answer Session****3.40 Afternoon Refreshments In The Exhibition Showcase Area****INFORMATION DURING DISRUPTION**

Leveraging technology and optimising staff to provide accurate real time information and enable customers to plan around disruption

UNPLANNED DISRUPTION FOCUS**4.10 How Operators Are Managing Information Delivery Specifically During Unplanned Disruption To Provide Customers With The Real Time, Accurate Information Needed To Re-Evaluate Travel Plans**

- Reviewing current compliance with the Passenger Information During Disruption (PIDDD) code of practice and identifying key areas of improvement
- Developing robust organisational structures to enable additional staff to engage with passengers during disruption and improve resiliency during unexpected increases in information demands
- Revealing results from trials to remove delayed and cancelled trains from station CIS during extreme service disruption to enhance the visibility of information on available services
- Improving the accuracy of disruption estimations using lessons from previous events such as storms
- Achieving consistent descriptions of the root cause of disruption across real-time communications to reduce the threat of confusion for passengers

Guy Dangerfield, Passenger Issues Manager, Passenger Focus**4.40 Question & Answer Session****PLANNED DISRUPTION FOCUS****5.10 Delivering Personalised And Timely Information To Customers Across Different Platforms To Reduce Inconvenience Caused By Engineering Works And Other Expected Disruption**

- Reviewing all communication platforms to prepare passengers about cancellations and alternative travel options including dealing with the media, smartphones and social media
- Evaluating the optimal time to warn the public and what information to provide through each communication platform
- Delivering personalised information to customers when planned or expected disruption interferes with their existing booking

Lars Toft Krag, Operations Manager, Copenhagen Metro Service**5.40 Question & Answer Session****5.50 Chair's Closing Remarks****6.00 - 7.00 Networking Drinks In The Exhibition Showcase Area**

8.30 Chair's Opening Remarks**THE INDUSTRY'S CUSTOMER INFORMATION STRATEGY****8.40 Developing A Core Industry Information****Architecture To Provide Consistent Information Across All Communication Platforms In The UK**

- Reviewing the role of Darwin as a national real-time database for the UK to integrate data across journey planners, smartphones, personalised alerts and stations
- Assessing the benefits of real time information to CIS at Virgin & Chiltern stations and plans to roll out to all other stations by 2015
- Revealing the plans for central delivery of the Core architecture and the innovation this opens up for the industry and 3rd Party developers

Jason Durk, *Head Of Passenger Information, National Rail Enquiries*

9.10 Question & Answer Session**ON BOARD CONNECTIVITY**

Enabling digital customers to remain connected throughout their journey and integrating on-board systems to ensure consistent real-time information

WIFI ON BOARD**9.20 Improving Wi-Fi To Bring Digital Customers' Connected Life On-Board: Keeping Passengers And Staff On The Train Continually Informed**

- Comparing business cases and functionality of Wi-Fi with cellular connectivity on-board: assessing costs, signal strengths and impact upon smartphone use cases
- Balancing the provision of Wi-Fi between staff and passengers to enable consistent real-time information delivery across all communication platforms
- Assessing the business case for on-board connectivity: comparing functionality benefits and customer satisfaction with costs to train operating companies
- Reviewing the role of customers and mobile telecommunication carriers in financing on-board connectivity and the extent to which carriers consider on board Wi-Fi as a worthwhile loss leader

Sven Westgaard, *Manager Traffic Information, NSB*

9.50 Question & Answer Session**REAL TIME INFORMATION ON BOARD****10.00 Managing Driver Announcements And Integrating Embedded On-Board PIS Technology To Rapidly Provide Consistent Information For Passengers**

- Assessing schemes to automatically update on-board information from a centralised real-time databank, such as Darwin
- Reviewing methods to update Passenger Information Systems (PIS) following a train departure to ensure consistency across on-board and off-board communication platforms
- Optimising information flows to and from drivers when they are the only staff on-board: balancing their responsibility to provide real-time passenger information alongside primary concerns of driving and safety
- Benchmarking approaches to deliver information to passengers regarding disruptions from initial indications of the problem to estimating time to restoration

Ruetger Fenkes, *Head of Project & Programme Management Passenger Transport Division, Deutsche Bahn AG*

10.30 Question & Answer Session**10.40 Morning Refreshments In The Exhibition Showcase Area****DATA MANAGEMENT**

Leveraging technology and open data to push personalised information to customers and enable 3rd party involvement in service provision

PERSONALISED, PUSHED INFORMATION**11.10 Determining The Appetite Of Passengers For Personalised Information**

- Pushed To Their Smart Devices: Balancing Ease Of Use With Costs Of Implementation
- Understanding the value that passengers place upon 1 on 1 communications such as through social media
- Achieving the optimal balance between pushing personalised information to customers and allowing them to pull information when required
- Assessing the role of train operating companies in predicting the implications of disruption upon a passengers' future journey and automatically re-book alternative travel routes when appropriate
- Evaluating the bespoke requirements of core passenger groups such as commuters versus irregular customers to prioritise which information to push to each group
- Establishing the business case for providing personalised information to minority groups such as the disabled and passengers without smartphones to enhance passenger information across all customers
- Reviewing the potential to develop personalised push communications based upon GPS tracking and customer booking data

Christian Lindberg, *Head Of Online Services, VR Group*

Mark Evers, *Director Of Customer Strategy, Transport For London*

11.40 Question & Answer Session**OPEN DATA****11.50 Evaluating The Financial And Operational Implications Open Data Would Have On Train Operating, 3rd Party App Developers And Information Owners**

- Benchmarking European perspectives towards open data of real-time traffic information across train operating companies, infrastructure managers and passenger information sources
- Reviewing the range and scope of apps available across Europe and the implications of open data upon 3rd party involvement in providing passenger information
- Understanding the technical details of open data and overcoming the lack of interoperability across data formats
- Revealing semantic interoperability to provide a step-change in digital integration and personalised information

Riccardo Santoro, *Chief Architect & Innovation Officer, FS Italiane*

12.20 Question & Answer Session**12.30 Networking Lunch In The Exhibition Showcase Area****ACCURACY OF INFORMATION**

Developing GPS and strong infrastructure manager relations to improve understanding of disruption and provide accurate information to passengers

GPS TRAIN TRACKING**1.30 Reviewing The Business Case For Fitting GPS On Trains To Enhance Tracking And Improve The Accuracy Of Real-Time Information During Disruption**

- Evaluating the reliability of GPS coverage across the country and the costs associated with expanding functionality to every mile of the network
- Comparing the accuracy of GPS to existing signalling methods in regards to locating trains and providing real-time traffic information
- Revealing the timetable for Network Rail's GPS gateway and train operating companies appetite for investment in enhanced tracking technology
- Understanding how control centres rapidly translate GPS data from trains into real-time information ready for communication to passengers

Tony Bispeskov, *Manager Of The Traffic Information*

Department, DSB**2.00 Question & Answer Session****INFRASTRUCTURE & RAIL OPERATOR COMMUNICATIONS****2.10 Evaluating The Role Of Infrastructure Managers And Train Operating Companies In Rapidly Processing Information Regarding Disruption To Customers**

- Understanding the role of infrastructure managers in estimating time to resolve the root cause of disruption and keep train operating companies up to date with progress
- Benchmarking experiences of train operating companies across Europe with infrastructure manager relations to identify opportunities for streamlining the communication from the problem source to customers
- Developing procedures at control for translating technical, engineering language from infrastructure managers into information suitable for passengers to assist with decision making

Peter Collins, *Operations Development Manager, Network Rail*

2.40 Question & Answer Session**2.50 Afternoon Refreshments In The Exhibition Showcase Area****STAFF TRAINING & TECHNOLOGY**

Creating a step-change in customer satisfaction through improved staff training, prioritising and using technology to deliver real-time information directly to staff

CULTURAL CHANGE IN CUSTOMER SERVICE**3.20 Facilitating A Cultural Change In Customer Service By Leveraging Best Practice Within And Beyond The Rail Industry And Developing Strong Relations With Frontline Staff**

- Reviewing transferable lessons from airlines and retail to bring about a step-change in customer service standards
- Understanding the daily problems faced by frontline staff and their perspective on improvements that can be made to develop customer relations
- Identifying the key specifications for staff demanded by customers to aid future recruiting decisions
- Developing first class training processes to aid the transition from operationally focused staff to proactive staff with customer service at the heart of every action

Peter Williams, *Commercial & Customer Services Director, East Coast Trains*

3.30 Question & Answer Session**TECHNOLOGY FOR STAFF****3.40 Using Technology To Integrate Staff With The Real-Time Information Directly Available To The Digital Customer**

- Evaluating the business case for providing staff at stations with Wi-Fi enabled tablets to provide real-time information to customers upon demand
- Integrating staff operated technology with control centres to ensure consistency with information provided to customers through smartphones and social media
- Reviewing data management processes and filtering information pushed to staff during disruption to simplify the user experience and enable staff to rapidly access relevant information on behalf of customers

Matthew Bromley, *Station Manager, Chiltern Railways*

4.10 Question & Answer Session**4.20 Chair's Closing Remarks****4.30 End Of Congress**

Sponsorship Opportunities

Integrating Passenger Information 2014 offers a truly unique platform for you to deliver your message, raise awareness and network with TOCs and infrastructure managers across the UK, Europe and North America.

Achieving Your Marketing And Business Objectives At The Summit:

DEMONSTRATE THOUGHT LEADERSHIP

Providing consistent and accurate real time information to passengers is one of the biggest challenges facing the railways today. You may be pioneering advances in these areas, but do your customers know what differentiates you from your competitors? Use targeted, editorially reviewed keynotes and case studies to demonstrate thought-leadership to your target audience.

RAISE BRAND AWARENESS AND INCREASE YOUR PROFILE

Any solutions selected by manufacturers must be subjected to careful comparative cost-benefit analysis. Of course, TOCs take into account the profile, credibility and market leadership of potential suppliers to support their passenger information strategies. Your organisation must be at the forefront when these decisions are made. Engage with your audience with targeted branding and profiling campaigns directed at leading manufacturers.

MEET AND NETWORK WITH DECISION MAKERS

Thought-leadership, branding and profiling are converted into contracts through extensive face-to-face relationship building. As an industry-focused event dedicated to the needs of TOCs and infrastructure managers, this interactive forum enables you to meet key decision-makers in one place at one time, giving you the best possible chance of influencing them.

To secure your booth or discuss tailor-made sponsorship packages, contact:

Andrew Barrett

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sponsorship@london-business-conferences.co.uk

Who You Will Meet?

TOCs & Infrastructure Managers With The Following Job Titles:

CEO's, Directors, Heads, Chiefs & Managers Of...

- Passenger Information
- Customer Experience
- Commercial & Customer Services
- Information Systems
- Customer Relationship Management
- Real-Time Information
- Marketing
- Service Delivery
- Social Media
- Control Communications
- Railway Systems
- Customer Operations
- Traffic Information
- Customer Service

Plus:

- Systems Integration Solution Providers
- App Developers
- On Board PIS Suppliers
- Station CIS Suppliers
- On Board Wi-Fi Solution Providers
- Wireless Carriers
- GPS Tracking Providers
- Staff Training Consultants
- Control Automation Software Suppliers
- Data Management Solution Providers



FULL SPEAKER FACULTY:

- ✓ **Chris Scoggins**, CEO, **National Rail Enquiries**
- ✓ **Vernon Everitt**, Managing Director Of Customer Experience, Marketing & Communications, **Transport For London**
- ✓ **Kuldeep Everitt**, Head Of Railway Systems, **London Underground**
- ✓ **Mohamed Bhanji**, Director Of Marketing Technologies, **Via Rail Canada**
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- ✓ **Riccardo Santoro**, Chief Architect & Innovation Officer, **FS Italiane**
- ✓ **Ruetger Fenkes**, Head Of Project & programme Management Passenger Transport Division, **Deutsche Bahn AG**
- ✓ **David Hytch**, Information Systems Director, **Transport For Greater Manchester**
- ✓ **Richard Shilton**, Customer Relations Real Time Response Manager, **Virgin Trains**
- ✓ **Peter Collins**, Operations Development Manager, **Network Rail**
- ✓ **Adam Cousins**, Control Communications Manager, **Northern Rail**
- ✓ **Tony Bispeskov**, Manager Of The Traffic Information Department, **DSB**
- ✓ **Sven Westgaard**, Manager Traffic Information, **NSB**
- ✓ **Nick Wood**, Social Media Manager, **East Coast Trains**
- ✓ **Jason Durk**, Head Of Passenger Information, **National Rail Enquiries**
- ✓ **Lars Toft Krag**, Operations Manager, **Copenhagen Metro Service**
- ✓ **Clas Roberg**, Project Coordinator, **Trafikverket**
- ✓ **Matthew Bromley**, Station Manager, **Chiltern Railways**
- ✓ **Guy Dangerfield**, Passenger Issues Manager, **Passenger Focus**

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Enquiries And More Information

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