

# Conference Schedule

Wednesday, 20 May	12.30 - 13.30	<b>Registration</b> With coffee/tea and optional quick lunch from 12.30 till 13.30 hr.
	10.00 - 12.00	<b>Excursions</b>
	13.30 - 15.45	<b>Opening Session</b> <b>Moderator:</b> Erik Peekel <b>Welcome speech:</b> Lot van Hooijdonk, Alderman City of Utrecht <b>Introduction Beter Benutten Programme:</b> Jan Bert Dijkstra, Director Beter Benutten programma <b>Opening Presentation EPOMM:</b> Robert Thaler, President EPOMM <b>Keynote speaker:</b> Paul Mijksenaar, Information design professor <b>Keynote speaker:</b> Marcel Rommerts and Nikolaus von Peter, European Commission
	15.45 - 16.00	<b>Coffee Break</b>
	16.00 - 17.30	<b>Moving Sessions A</b> A:1 Understanding the user: applying needs and preferences A:2 Effective mobility management in a changing society: the young, the old, the e-mobile A:3 Moving the business sector: change of workplace change in mobility? A:4 Integrating mobility management and land use planning: restrict parking and then what?
	17.30 - 18.00	<b>Coffee Break</b>
	18.00 - 19.30	<b>Welcome Reception</b> Welcome by the Mayor of Utrecht: Jan van Zanen at the City Hall (Stadskantoor)
Thursday, 21 May	09.00 - 10.30	<b>Moving Sessions B</b> B:1 The role of cycling in mobility management strategies: bike to school, bike to shop, bike everywhere B:2 Understanding the user: what can we learn from evaluation studies B:3 Moving the business sector: connecting interests B:4 Events and construction works as opportunities B:5 Designing public space and buildings for optimal mobility: from an eastern Europe perspective
	10.30 - 10.45	<b>Coffee Break</b>
	10.45 - 12.00	<b>Plenary Session</b> <b>Moderator:</b> Erik Peekel <b>Travel style test results</b> <b>EPOMM award for Best international transfer of good practice</b> <b>Keynote speaker:</b> Stephanie Akkaoui Hughes, Founder & lead architect of AKKA Architects
	12.00 - 13.00	<b>Lunch</b>
	13.00 - 14.00	<b>Meet the Dutch</b>
	14.00 - 14.30	<b>Coffee Break</b>
	14.30 - 16.00	<b>Moving Sessions C</b> C:1 Effective mobility management in a changing society: opportunity for car sharing C:2 Understanding the user: comprehensive strategies for mobility management C:3 Moving the business sector: employer offers & employees incentives C:4 How can online media and ICT influence user choices? C:5 Designing public space and buildings for optimal mobility: from a western Europe perspective
	16.00 - 16.30	<b>Coffee Break</b>
	16.30 - 18.00	<b>Moving Sessions D</b> D:1 Integrating mobility management and land use planning: tools explained D:2 Understanding the user: psychology in transport D:3 Good examples for better mobility patterns D:4 The role of cycling in mobility management strategies: different approaches
19.00	<b>Dinner</b> Welcome by Jacqueline Verbeek-Nijhof (Member of the Provincial Executive) at the former Post Office	
Friday, 22 May	09.30 - 11.00	<b>Moving Sessions E</b> E:1 The role of cycling in mobility management strategies: stimulating cycling to work E:2 Understanding the user: dialogue & segmentation E:3 Effective mobility management in a changing society E:4 Driverless cars: what are the implications for mobility management
	11.00 - 11.30	<b>Coffee Break</b>
	11.30 - 13.00	<b>Final Session</b> <b>Keynote speaker:</b> Ronald van Oeveren, director for Business Development & Innovation at Strukton Rail <b>ECOMM 2016:</b> Stratos Papadimitriou <b>Closing Presentation EPOMM:</b> Odette van de Riet, Vice President EPOMM <b>Final closure by moderator:</b> Erik Peekel
	13.00 - 14.00	<b>Lunch</b> Optional packed lunch for excursion or journey home
	13.30 - 15.30	<b>Excursions</b>