

Martin Foessleitner

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Speaker Qualifications

Martin Foessleitner has a 10 years management background in a Japanese company of the digital imaging business, as a Product Manager in Eastern Europe and as Marketing Director in Austria before he founded High- Performance-Vienna GmbH in 1999. The company's work applies information design as a bridge to link the gap between the disciplines of marketing and sales in multinational corporations.

He was speaker at the Expert Forum in 2007 and 2009 in Vienna and is a board member of IIID and designaustria.

Real Time Information in Case of Irregular Services

Under the effect of a little mountains behaviour in Iceland and its impact on European transport we investigated hubs in case of irregularity: either in a situation of "out of Service" or in atypical transport situations by replacement services or any other substitutional solutions. We had a closer look at five hubs/entities: an international railway station, a bus terminal, a ferry, an airport and a rescue unit in case of emergency. The focus is on the contribution and the benefit of information flow and design. As well, we will present the strategy, communication policy, available resources, employees behaviour and access to various media, and the integration of dialogue communication with the passenger, to not only master the irregular situation, but to derive even more benefit from it due to outstanding handling and excellent customer treatment.