

8/9 September, Tech Gate Vienna,
Wien/Vienna, Austria

Programme

6th International Expert Forum Traffic & Transport Information Systems

IIID Traffic&Transport 2011

In cooperation with  



Traffic, Transport and Social Media

**How transport providers and mobility enablers can use
social media to better communicate with their customers**

Social media facilitates the generation and communication of ideas and information in a much more convenient way than traditional platforms, i.e. regulars' tables, daily newspapers, etc.

Moreover, social media makes market research obsolete by providing public opinion at little or no cost.

Thus, transport providers and mobility enablers (e.g. companies that build and maintain passenger terminals/roads/motorways/parking garages) would be well advised to adjust their Customer-Relationship-Management efforts.

The 2011 IIID Expert Forum sets out to discuss and answer five questions:

- How to draw conclusions from discussions in social media?
- How to adjust policies?
- How to (re)design services?
- How to communicate improvements?
- How to evaluate users/customers reactions?



www.iiid-expertforum.net


▼ Thursday, 8 September

- 9:00  Registration and refreshments sponsored by BMVIT
- 10:00
 - **Welcomes**
Peter Simlinger, International Institute for Information Design (IIID), Wien, Austria
Walter Wasner, Federal Ministry for Transport, Innovation and Technology (BMVIT), Wien, Austria
- 10:15
 - **Chairman's opening remarks**
Prof. Clive Richards, IIID President, Principal Clive Richards & Associates, Coventry, UK
Diana Frank, Büro für Konzeption und Gestaltung, Frankfurt am Main, Germany
- 10:30
 - **Key note: Exploring the potential of social media for designing future traveller information systems**
Margarita Marie Köhl, University of Vienna: Department of Communication, Vienna, Austria

11:00 Session 1: Social Media: Putting users first

- **SKUZME – A social media service that connects commuters with commuters and better transport choices**
Arno Hart, the RNO Group, Columbia, USA
- 11:25  Refreshment break sponsored by Wiener Linien
- 11:55
 - **The importance of users and crowd sourcing systems for the creation and the operation of traffic information services**
Michael Kieslinger, M.A., Fluidtime Data Services GmbH, Vienna, Austria
 - **From participative information to real time user co-creation in transportation systems**
Christophe Tallec, Uinfoshare, Paris, France
 - **Standardisations for information exchange in public transport and its benefits using the example of IP-KOM-ÖV**
Anselmo Stelzer, TU Darmstadt, Institute of Traffic, Chair of Railway Engineering, Darmstadt, Germany
- 13:10  Lunch sponsored by ARGE VLZ



14:15 Session 2: Making use of social media

- **Social Networks meets journey planners – New developments**
Dirk Esters, HaCon Ingenieurgesellschaft mbH, Hannover, Germany
 - **The involvement of mobile social software in cooperative traffic systems and dynamic ridesharing. A comparative view**
Dr Oana Stefana Mitrea, IFZ- Inter-University Research Centre for Technology, Work and Culture, Klagenfurt, Austria
 - **Impactful communication that makes meaningful changes**
Myles Miller, LeadUP & LearningBreaks.com, Harrisburg, USA
- 15:30  Refreshment break sponsored by HaCon
- 16:00
 - **GreenCityStreets.com – tools for improving citizen involvement in public transportation**
Andrew Nash, Vienna Transport Strategies, Vienna, Austria
 - **Focus groups concerning passenger behaviour and travel experience as a basis for creating an infoconnectivity system**
Kilian Jaeger, Stuttgart Media University (HdM), Stuttgart, Germany
- 16:50 ▲ **Summary of the day, instructions for social event 2**
- 20:00
 - **Social event at Cobenzl, hosted by the mayor of Vienna**

▼ Friday, 9 September

- 9:00
- **Chairman's opening remarks**
Prof. Clive Richards, IIRD President, Principal Clive Richards & Associates, Coventry, UK
Diana Frank, Büro für Konzeption und Gestaltung, Frankfurt am Main, Germany

9:15 Session 3: In times of crisis and uncertainty

- **The sound of the crowd - how social media can complement traditional information systems**
Niall Gardiner, Tayside and Central Scotland Transport Partnership (Tactran), Perth, UK
Dr Craig Nelson, Steer Davies Gleave, London, UK
 - **From version 1.0 to version 2.0 – Theses about challenges for the rail terminal management from a Swiss perspective**
Luca Steinmann, Schweizerische Bundesbahnen (SBB), Kloten, Switzerland
 - **The use of Twitter in public transport in Norway when traffic problems arise**
Bent Flyen, Empatix AS, Norway
- 10:30  Refreshment break sponsored by BMWIT
- 11:15
- **Use of Facebook and Twitter by public transport operators and authorities in a time of crisis: experience from the UK and Ireland**
John Austin, Austin Analytics, Cambridge, UK
 - **How information design and social media impacted railway use, mobility and life in the wake of the recent disasters in Japan**
Keiichi Koyama, i Design inc., Tokyo, Japan
Makoto Takeuchi, Takeuchi Design Inc, Tokyo, Japan
- 12:05
- **Policy Panel**
John Austin, Austin Analytics, UK
Niall Gardiner, Tayside and Central Scotland Transport Partnership (Tactran), UK
Arno Hart, the RNO Group, USA
Ing. Roland Krpata, Barrier free station planning & visual and tactile orientation systems, Wiener Linien, Austria
Prof. Clive Richards, IIRD President, Principal Clive Richards & Associates, UK
Michael Schacherhofer, Director Corporate Online and Social Media Communication, Austrian Federal Railway, Austria
Diana Frank, Büro für Konzeption und Gestaltung, Germany (Moderator)
- 12:35
- **Chairman's closing remarks**
Prof. Clive Richards, IIRD President, Principal Clive Richards & Associates, Coventry, UK
Diana Frank, Büro für Konzeption und Gestaltung, Frankfurt am Main, Germany
- 13:00  Lunch sponsored by BMWIT

Innovations in Traffic & Transport Information Systems


- 14:15
- **Opening remarks**
Prof. Clive Richards, IIRD President, Principal Clive Richards & Associates, Coventry, UK
Diana Frank, Büro für Konzeption und Gestaltung, Frankfurt am Main, Germany
- 14:25
- **Passenger reactions and passenger actions: Improving public transport**
Leonard Verhoef, Human Efficiency, Utrecht, The Netherlands
 - **TellMeTheWay - A speech-based travel-companion for intermodal routes in public transport**
Sven Leitinger, Salzburg Research Forschungsgesellschaft m.b.H., Salzburg, Austria



▼ Session continued

- **Integrated airport signage planning for better passenger experience and higher revenues**
Nicolai Okkels, Triagonal Information Design ApS, Copenhagen, Denmark

15:25

☕ Refreshment break sponsored by BMVIT 

16:00

- **The Austrian federal railways routing system – a project experience from the Vienna central station**
Alfred Ritter, Arch. DI Alfred Ritter, Vienna, Austria
- **ITS Vienna Region / AnachB.at / GIP – status quo and the next challenges**
Marianne Leitgeb-Zach, Verkehrsverbund Ost-Region VOR GmbH / ITS Vienna Region, Vienna, Austria
- **MSc Traffic&Transport Information Design**
Peter Simlinger, International Institute for Information Design (IIID), Wien, Austria

17:00

- ▲ **Closing remarks and end of Traffic&Transport 2011**
Prof. Clive Richards, IIID President, Principal Clive Richards & Associates, Coventry, UK
Diana Frank, Büro für Konzeption und Gestaltung, Frankfurt am Main, Germany

▼ Poster Presentations

- **Traffic, transport, social media and psychology**
Silvia Mihokovic, Sigmund Freud University, Vienna, Austria

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