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**Personal mobility & the mobile phone *-*** Using smart technology to deliver Sustainable Mobility

**Hosted by CIVINET UK & Ireland, MobiWallet and Centro**

10am – **Tuesday 24 November 2015**

Centro House, Summer Lane, Birmingham

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| **Programme** | | |
| 10.00-10.25 | Registration, networking and coffee/tea | |
| 10.25-10.30 | Welcome | Chris Hadfield, Chair  National Network Manager, CIVINET UK & Ireland |
| 10.30-10.50 | Using mobile apps to encourage active travel | Greg Smart, 500more.com |
| 10.50-11.10 | Converting mobility events into media assets | Mebs Loghdey, GoMoMo |
| 11.10-11.30 | The success of the itravel smart app | Lynne McKie,  Team Leader, Information, Concessions & Travelcard  **Cheshire West & Chester Council** |
| 11.30-11.50 | Coffee/tea break | |
| 11.50 -12.10 | [MyAccessibleEU](http://myaccessible.eu/) and Wheelmap - A European perspective to delivering sustainable mobility | Louise Francis,  Co-founder & Chief Executive, Mapping for Change |
| 12.10 -12.30 | Discussion and Q&A on morning session | With all speakers. |
| 12.30-13.30 | Lunch & Demonstration of selected apps | |
| 13.30 13.50 | Intelligent Mobility - Centro’s perspective | Andy Page,  Smart Mobility Manager, Centro |
| 13.50 -14.10 | Gamification and modal shift | Scott Davidson,  Technical Manager – Smarter Travel Transport & Travel Research |
| 14.10-14.25 | Discussion and Q&A on afternoon session | With all speakers. |
| 14.25 -14.30 | Conclusion | Chris Hadfield  National Network Manager, CIVINET UK & Ireland |
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