

SEGMENT expert seminar

Market segmentation for more effective mobility campaigns



16 April 2013
Scandic Crown Hotel, Gothenburg
Room Polhem 3

Agenda

Time	Session		
16.00 - 16.15	Arrival and registration of participants		
16.15 - 16.30	Welcome and introduction to the mobility market segmentation methodology Mark Degenkamp, Mobility department, Utrecht, the Netherlands		
16.30 - 16.55	From segmentation to a successful marketing campaign Hans Blauwendraat, O-Utrecht, the Netherlands		
16.55 - 17.20	Segmentation based marketing campaigns in Gdynia Katarzyna Sierpińska, Mobility management unit, Gdynia, Poland		
17.20 - 18.15	Break-out sessions <i>Please pick one session per round</i>		
Round 1: 17.20 - 17.50	Sustainable mobility for new residents	Targeting parents and children	Mobility campaigns aimed at employees
Round 2: 17.50 - 18.15	Sustainable mobility for new residents	Targeting parents and children	Mobility campaigns aimed at employees

The seminar will be held at the Scandic Crown Hotel, Polhemsplatsen 3, Gothenburg.

