

## Stakeholder Engagement in Smarter Travel Initiatives

**Date:** Wednesday March 26<sup>th</sup> 2014

**Venue:** Ashling Hotel Parkgate St. Dublin 8.

### Agenda

- 10:45 Registration and refreshments
- 11:15 Welcome Address – *Michael Aherne, Head of Transport Development Division, National Transport Authority*
- 11:30 Using Social Media Engagement Online to Drive Smarter Travel Offline  
*Noel Davidson, Director QED Training*
- 13:00 Demonstrating Community Building and People-Powered Media  
*Naomi Panter, Multimedia Coordinator, Limerick Smarter Travel*
- 13:20 Mini-break
- 13:30 Topical Tables Lunch
- 14:45 Topical Tables Summaries
- 15:15 Break
- 15:30 Establishing and Managing Parking and Travel Planning in NUI Galway  
*Greg Power, Planning & Projects Officer, NUI Galway*
- 16:15 Closing Address - *Arlene Finn, Smarter Travel Workplaces and Campus Coordinator*

### Topical Tables Lunch

During lunch, participants will be able to gain and share insight to their most pressing questions via facilitated luncheon discussions. Each Topical Table will last for the duration of lunch, ensuring that all participants have a chance to comprehensively interact with their peers.

### About the Speakers

#### Noel Davidson

Noel Davidson is a business owner, mentor and trainer and General Manager of QED Training. He is an expert in social and digital media. Noel has worked with QED Training since early 2010 and has proven highly successful in bringing business owners through the challenges of marketing, sales and

digital media for the benefit of their business. Noel has conducted Idea Generation, Marketing and Social Media Workshops such as social media and digital marketing, social media for business, getting Irish business online, beginners and advanced social media workshops, small business websites, business apps, E-marketing, etc. to organisations all over Ireland.

#### Naomi Panter

Naomi Panter qualified as an architect from SAUL with a strong interest in sustainable design and creative media. She joined Limerick Smarter Travel at the beginning of the Demonstration City implementation programme and has since become responsible for developing and driving a creative marketing and communications programme for the team, with a focus on social media. Naomi will speak about the lessons she has learned using social media to promote smarter travel in Limerick and also the development of a new website for Limerick Smarter Travel which, once launched will be strongly driven by online community building and community sourced content.

#### Greg Power

As Planning & Projects Officer in NUI Galway, and previously as Planning Officer in Trinity College, Greg has more than 20 years' experience in the Buildings and Estates area, and since 2003 has led the execution of the very large capital building programme in NUI Galway. Having worked on travel and parking matters in Trinity, Greg was given the significant project of preparing a parking system and mobility management strategy for the busy Galway city campus community of approximately 20,000. Greg will speak about this 'journey', including Travel Planning, mobility initiatives, planning, unions, legal, procurement, permitting, enforcement and the results from Travel Planning actions in NUI Galway.