

SmartMove Seminar: Rural Sustainable Mobility and a Proactive Marketing Approach

Wednesday, 21st October 2015, 09:00-17:00 EEST – ELECTRA Palace Hotel, Thessaloniki, Greece

Public transport services in many rural and peri-urban areas are threatened by increasing private car use, changing demographics and reduced budgets.

Join the SmartMove seminar to learn how the Active Mobility Consulting (AMC) marketing approach, combined with proactive mobility measures, can help to reverse a trend of declining public transport use.

As part of the SmartMove project, eight rural and peri-urban regions in Europe are in the process of implementing and evaluating local AMC campaigns. This approach to promoting public transport seeks to establish a dialogue with customers, providing public transport operators with insight into the demands of current passengers and the views of those who do not use public transport. Several successful campaigns will be presented by project partners from Austria, Germany and Portugal.

At the SmartMove seminar, you will find more about:

- **Active Mobility Consulting (AMC)** – a proactive marketing approach. Don't wait for customers to approach you; approach them with tailored mobility advice.
- **Feeder System promotion** – enhance and promote the transport feeder systems that enable customers to travel that “first mile” to access main public transport services.
- **Active Measures** – help potential customers to overcome barriers to sustainable mobility choices.

The seminar will be of interest for public transport operators, local authorities and municipalities, universities as well as political stakeholders dealing with the topic, among others.

More information can be found on the project website and in the seminar agenda!

Please visit us at <http://smartmove-project.eu/news/35/83/SmartMove-Seminar-Rural-Sustainable-Mobility-and-a-Proactive-Marketing-Approach.html> to register.