

AGENDA 2024

📅 MAY, 22ND, 2024

📍 CHORUS HALL, 30 OTIS ST., SAN FRANCISCO, CA 94103



TIME	TOPIC	DURATION
09:00 am	ARRIVAL, NETWORKING AND COFFEE	60 MIN
10:00 am	WELCOME AND INTRO	15 MIN
10:15 am	QUO VADIS MAAS: DISCOVERING USE CASES AND THEIR RELEVANCE Alexander Wehmeyer, Siemens Mobility, VP Software MaaS North America	30 MIN
10:45 am	CUSTOMER INSIGHTS - SESSION WITH CONTRA COSTA Tim Haile, Contra Costa Transportation Authority, Executive Director	30 MIN
11:15 am	INNOVATIVE PERSPECTIVES: DRIVING YOUR BUSINESS WITH DYNAMIC PRICING AND (SEAT) RESERVATION Wout Meutstege, Sqills, Consultant & Business Development	20 MIN
11:45 am	BREAKOUT SESSION - ROUND 1	45 MIN
12:30 pm	LUNCH BREAK	75 MIN
01:45 pm	MAAS REAL TALK: LESSONS LEARNED Bibiana Kamler McHugh, TriMet, Mobility & Location-Based Services IT Manager Angela West, BART, Director of Information Technology	45 MIN
02:45 pm	BREAKOUT SESSION - ROUND 2	45 MIN
03:30 pm	COFFEE BREAK	30 MIN
04:00 pm	PANEL DISCUSSION Moderation: Brian Thompson, Siemens Mobility, MaaS Business Development Jeremy Dalton, Xentrans, Chief Strategy Officer Ian Griffiths, Seamless Bay Area, Co-Executive Director & Policy Director Mollie Cohen D'Agostino, ITS-Davis, Executive Director	30 MIN
04:30 pm	RECAP & CLOSING	15 MIN
04:45 pm	NETWORKING AND DEPARTURE	

OVERVIEW BREAKOUT SESSIONS

For the BREAKOUT SESSIONS, you can choose from the following topics for ROUND 1 and ROUND 2:

1 Global perspectives on MaaS: Connected journeys abroad




Alexander Wehmeyer
Siemens Mobility
VP Software MaaS North America



Brian Thompson
Siemens Mobility
MaaS Business Development

2 Expect the unexpected

How to effectively manage disruptions & keep riders on track




Jasmin Kaya
Hacon
Project Manager

3 Uniting for Mobility: Increasing ridership through collaboration – from first click to lasting loyalty

Identifying service gaps with the right data – Closing them with the right partners




Fiona Peter
Siemens Mobility
Lead MaaS Partnership Network



Dmitriy Vanchugov
Uber
Head of Transit Partnerships

4 NextGen: The future of mobile trip planning

Revolutionizing journeys with user-friendly frontend designs



Jan Füllemann
Hacon
Project Manager