

ebus – the smart way to promote trolleybuses?

TROLLEY Marketing Symposium

Wednesday, 29 June 2011 &
Thursday, 30 June 2011
Leopolis Hall at Opera Passage, Lviv, Ukraine



Wednesday, 29 June 2011

08.30 *Registration & Reception*

Welcome & Introduction

09.30 **Address of Welcome**

Borys Kolesnikov, Vice Prime Minister of Ukraine (tbc)

09.45 **Introduction & Course of Symposium**

Siegfried Rupprecht, Moderator, Director Rupprecht Consult

10.00 **Why Lviv? – From history into future with trolleybuses!**

- Lviv municipal enterprise "Lvivelectrotrans" marketing -

Volodymyr Budzan, Head of Transport Office, Lviv City Council

10.15 **New trolleybuses for EURO 2012 in Lviv**

Ihor Churkin, Head of Board, Lviv Bus Plant

10.30 **Development of trolley production**

Volodymyr Hunchyk, Director Lutsk automotive plant

10.45 **Introduction of the TROLLEY Project and the new ebus Image Campaign**

Gunter Mackinger, Director Salzburg AG, Project Lead Partner

11.15 *Coffee break*

Trolleybuses – Status Quo

11.45 **Trolleybus – an international love - hate!**

Arnulf Schuchmann, TrolleyMotion, International Action Group to Promote Trolleybuses

12:15 **Push forward your trolleybus system – Development and Trends**

Arno Kerkhof, UITP, Bus Division

12.45 *Buffet Launch*

From Web 2.0 to Trolleybus Promotion

14.00 **Viral Marketing & Web 2.0 – Chances for Trolleybus Promotion?**

Wolfgang Backhaus, Rupprecht Consult

14.30 **Innovative promotion strategies in Central Europe projects**

Markus Stradner, Head of Communication Unit, Central Europe Programme

15.00 **Marketing for trolleybuses – best practice examples**

Marcin Wolek, University of Gdansk

15.30 *Coffee break*

16.00 **TROLLEY Marketing Award ceremony & Presentation of Award winning concept (tba)**

Gunter Mackinger, Director Salzburg AG & Markus Stradner, Central Europe Programme

16.30 **Ideas Workshop: To have a stake in the future – Innovative trolleybus promotion**

Open Space session with **Angelika Gasteiner**, Customer Relations and Marketing, Salzburg AG

17.30 **Summary of Day 1 & Outlook**

Siegfried Rupprecht, Moderator, Director Rupprecht Consult

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09.00 *Meeting Point at Symposium Reception*

Site visit in Lviv

09.15 **Exhibition of new trolleybus for EURO 2012**

09.30 **Site visit by trolleybus along newly extended trolleybus route to Syhiv**
Organisation by City of Lviv

10.45 *Coffee break*

EURO 2012 – Chances for trolleybus promotion in Ukraine

11.15 **Salzburg – Big events as opportunity for trolleybus promotion**
Angelika Gasteiner, Customer Relations and Marketing, Salzburg AG

11.45 **Development of tourist information infrastructure in Lviv - focus on public transport marketing**
Vasyl Kosiv, Deputy Mayor on social issues, Lviv City Council & **Olexander Topolinsky**, Lviv Politechnik

12.15 **The EURO 2012 in Gdansk – Chances for public transport?**
tbc, City of Gdansk

Conclusions of the TROLLEY Marketing Symposium

12.45 **Findings of the Ideas Workshop for Innovative Trolleybus Promotion**
Angelika Gasteiner, Customer Relations and Marketing, Salzburg AG

13.00 **Official Signing of the "TROLLEY Declaration"**
Introduction by **Gunter Mackinger**, Director Salzburg AG, Project Lead Partner

13.15 **Summary & Closing Words**
Siegfried Rupprecht, Moderator, Director Rupprecht Consult

13.30 *Buffet Launch & Close of Conference*

(Ukrainian/English translation available)

The TROLLEY Marketing Symposium is kindly supported by

