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5th annual

railrevenue

WORLD CONGRESS 2015

12-13 November 2015
Sheraton Brussels Airport Hotel
Brussels, Belgium

MANAGING REVENUE
AND NEW SERVICES
IN A COMPETITIVE
MARKET

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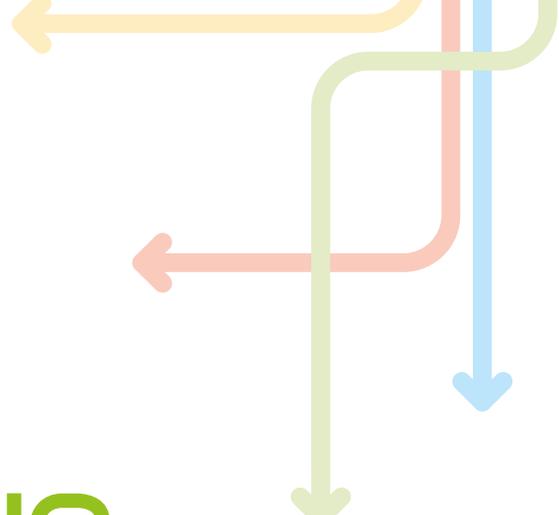
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**FREDERIC
VANDERMEULEN**
HEAD OF YIELD AND ROUTE
MANAGEMENT
THALYS INTERNATIONAL

"I LIKE THE PRINCIPLE OF 4 THEMES IN ONE CONVENTION, IT GIVES US THE OPPORTUNITY TO LEARN NEW ITEMS. AND OF COURSE FOR THE NETWORKING WITH INDUSTRY EXPERTS."



railrevenue

WORLD CONGRESS 2015

Rail Revenue World Congress is the largest meeting of senior commercial rail executives interested in improving commercial operations with a focus on boosting revenues, customer engagement and the door to door experience for passengers.

It's the ultimate meeting place for over 300 C-level executives of the rail industry where they can openly discuss their strategies, challenges, network, and find solutions to help move their rail operations forward.

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WORLD CONGRESS 2015

Managing revenue and new services in a competitive market

railcustomer

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Improving marketing communications, customer engagement, and door to door experience

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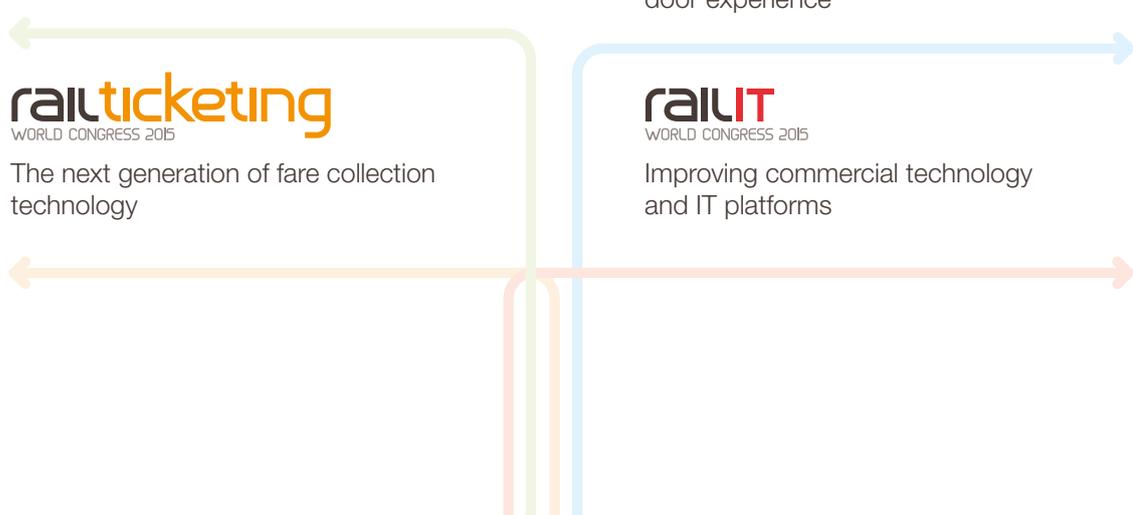
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The next generation of fare collection technology

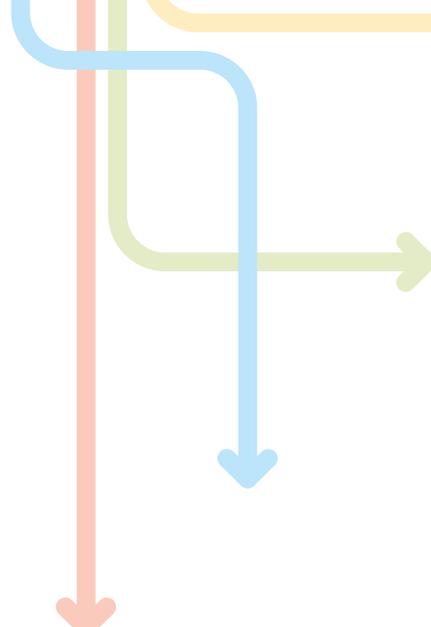
railIT

WORLD CONGRESS 2015

Improving commercial technology and IT platforms



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railIT

WORLD CONGRESS 2015

How can we overcome the huge amount of legacy infrastructure in rail to become more customer centric? The industry is undergoing a huge digital transformation but do we have the IT infrastructure or investment in place to support this transformation? This is just one of the big issues that CEOs, Heads of IT, Heads of Digital and other rail leaders are addressing at Rail IT this November in Brussels.

Join over 300 C-level rail executives at Rail IT and learn about improving global distribution capabilities, operational technology and IT platforms.

railIT

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The next generation of fare collection technology

railrevenue

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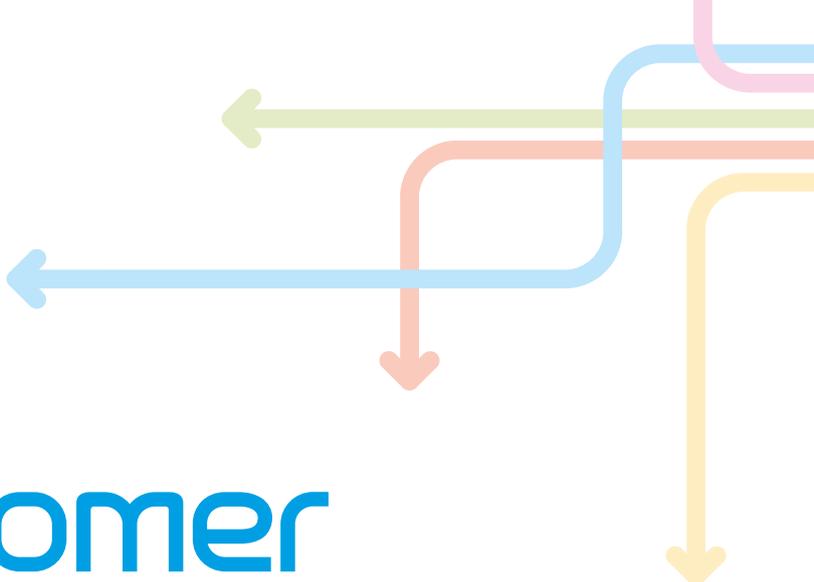
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Improving marketing communications, customer engagement, and door to door experience



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railcustomer

WORLD CONGRESS 2015

What is the future of passenger experience in rail and how can we match the needs of today's generation of passengers? These are the big issues that CEOs, Commercial Directors, Heads of Experience and other rail leaders are addressing at Rail Customer this November in Brussels.

At Rail Customer you will learn about marketing, customer engagement, loyalty and the door to door experience for passengers.

railcustomer

WORLD CONGRESS 2015

Improving marketing communications, customer engagement, and door to door experience

railticketing

WORLD CONGRESS 2015

The next generation of fare collection technology

railrevenue

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railIT

WORLD CONGRESS 2015

Improving commercial technology and IT platforms



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railticketing

WORLD CONGRESS 2015

What is the future of rail ticketing and how can we improve fare collection and ticketing technology to meet the needs of today's travellers? These are the big issues that CEOs, Commercial Directors, Heads of Ticketing and other rail leaders are addressing at Rail Ticketing this November in Brussels.

Rail Ticketing focuses on the next generation of fare collection technology which is helping to shape the future of the rail industry.

railticketing

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The next generation of fare collection technology

railcustomer

WORLD CONGRESS 2015

Improving marketing communications, customer engagement, and door to door experience

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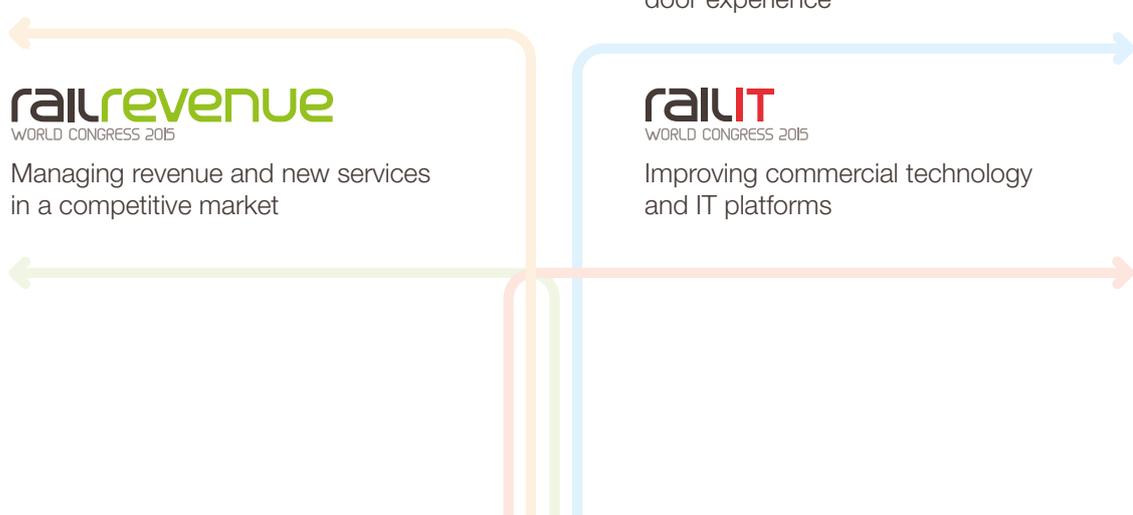
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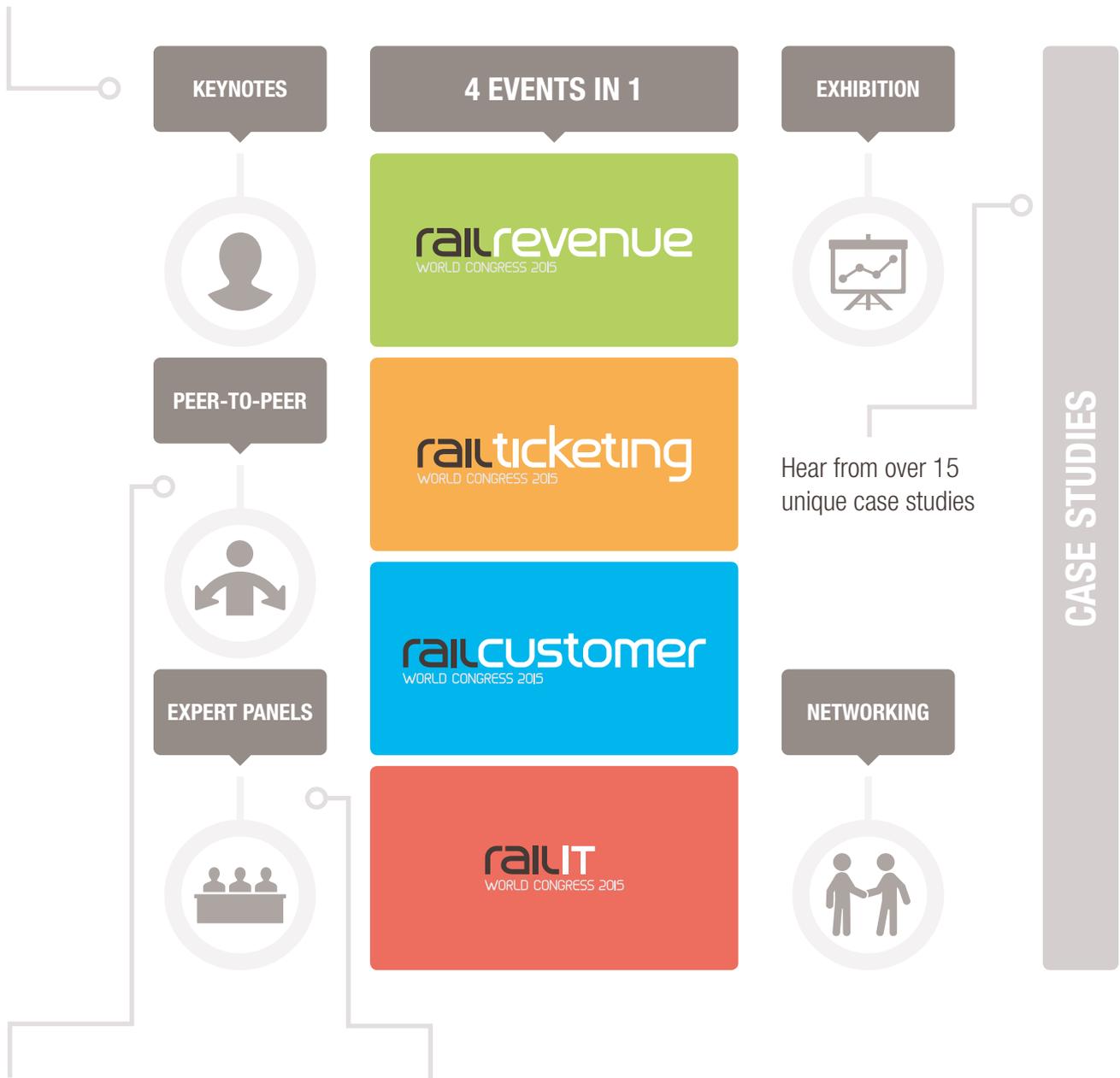


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New strategies and ideas for your network

Round table debates

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2015 SPEAKERS



Yves Tyrode
Chief Digital Officer, **SNCF**



Michel Jadot
Director General, **SNCB**



Fabrice Flottes de Pouzols
CIO, **I.D.T.G.V**



Franck Gervais
Managing Director, **SNCF Voyages**



Nicolas Brusson
Co-Founder and COO, **BlaBlaCar**



Danny Gonzalez
Marketing and Sales Director, **Virgin Trains East Coast**



Nick Mercer
Commercial Director, **Eurostar**



Lois Viellard
Commercial & Care Director, **IDBUS**



Dmitry Gorbatov
Director of Revenue and Loyalty, **JSC FPC**



Gaurav Agarwal
Director, Corporate Co-ordination, **Ministry of Railways, India**



Mark Alexander
Commercial Director, **Ethiad Rail**



Ichiro Takahashi
Executive director, **East Japan Railways**



Nicole Goebel
Managing Director, Travel Industry lead for Austria, Switzerland and Germany, **Accenture**



Michael Acosta
Director – Commercial Planning, **VIA Rail**



Jukka-Pekka Suonikko
CIO, **VR Group**



Maria Hofberg
Director of Revenue Management and Pricing, **SJ**



Leos Novotny
CEO, **Leo Express**



Birgit Wirth
Head of Innovation Projects, **Deutsche Bahn**



Alessandra Berto
Revenue Management and Analytics, **Trenitalia**



Anu Muurinen
Senior manager, Travel Industry, **Accenture**



Christof Zogg
Head of E-Business, **SBB**



Steve Warner
Commercial Systems Specialist, **Arriva**



Wouter Cassee
Managing Director, **Sqills**



Anne Pruvot
Managing Director, France, Belgium, Luxemburg and the Netherlands Lead for Travel, **Accenture**



Mark Elliott
Senior Principal, Transit and Tolling Services, **Accenture**



Ruetger Fenkes
Head of Project & Programme Management Passenger Transport Division, **DB**



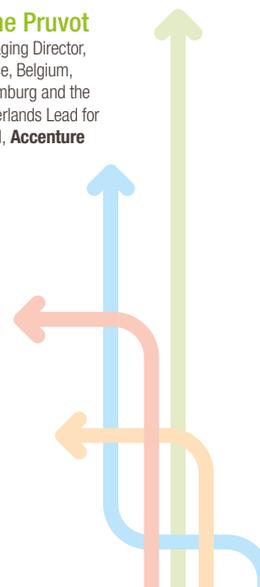
Diane Burke
Sales & Marketing Director, **First Great Western**



Elisabetta Garofalo
D.G. Move, **European Commission**



Lawrence Tache
Sales and Product Strategy Director, **Rail Solutions**



PAST ATTENDEES



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YVES TYRODE

Chief Digital Officer
SNCF

Hear exclusively from Yves Tyrode on how SNCF are transforming their business to become more customer centric and understand how this new wave of digital transformation will impact the rail industry

08:00 Registration

09:00 Chair's Opening Remarks

KEYNOTE SESSION: **TRANSFORMING THE PASSENGER RAIL INDUSTRY**

KEYNOTE INTERVIEWS

09:05

Michel JadotDirector General, **SNCB**

Michel joins us to discuss the latest passenger and ticketing innovations SNCB are developing to seize the big opportunity of cross-border travel. He also discusses the huge investment SNCB are making in improving distribution, the collaboration between rail operators and airlines and his thoughts on developing competition in the European rail market.



09:25

Franck GervaisDirector General, **Voyages-sncf.com**

Understand how SNCF Voyages are looking to further develop their global business to become the first stop for international travellers looking to explore Europe by rail. Hear also about their latest developments in online experience and customer engagement, including a new homepage and app that will include online community chat, a more seamless multi-channel experience and packaged offers.



Following their interviews, our keynote speakers will join a panel discussion, where they will debate some of the biggest challenges facing global rail operators. Key issues they will address include:

- What are we doing to adapt to the changing needs and expectations of passengers?
- Competing across borders – when will competition eventually take off?
- How can you utilise on board Wi-Fi to create a new revenue stream?
- What will the next generation of rail travel experience look like?

10:10

Creepy vs. Cool: Passenger Preferences in Personalization

- How can rail operators offer a more personalised digital experience without being too 'Creepy'?
- What can we do to offer more intuitive tailored suggestions without intrusion or pressure?
- Going beyond loyalty programmes: Thinking like an online retailer not a rail operator

Anne Pruvot, Managing Director, France, Belgium, Luxemburg and the Netherlands Lead for Travel & Transportation, **Accenture**



10:30 Networking refreshment break

11:30

Technology & Strategy Roundtables

With rising passenger expectations and rapidly-changing technology, how can we as an industry evolve to meet these challenges? Our roundtables are hosted by senior level topic specialists. Participants are asked to introduce themselves to the table, and then as a group, they brainstorm and produce their suggestions on what technology would work best for them. After 45 minutes, there is one rotation, so participants can join two tables during the session.

TABLE 1:

Is real time revenue management in rail possible?

TABLE 2:

How could network planning and revenue management help rail operators?

TABLE 3:

Making your product and price contextual in a multi-screen world

TABLE 4:

What is the future for Omni-Channel retailing in passenger rail?

TABLE 5:

Maintaining the customer experience both online and on board

TABLE 6:

What are the main challenges of digital transformation in rail and how can we overcome them?

TABLE 7:

Developing brand awareness to stimulate new passengers

TABLE 8:

Connecting with your customers through wi-fi on board

TABLE 9:

Global Distribution – Where will future international growth come from and how can we cater for it?

TABLE 10:

What technologies will impact your e-ticketing strategy?

TABLE 11:

Looking at the potential of big data and small data to improve customer experience

TABLE 12:

How do we need to change our culture to become more customer centric?

TABLE 13:

How can we develop a more customer centric IT infrastructure

TABLE 14:

How can you futureproof your ticketing technology?

TABLE 15:

What is the future of IT distribution systems in rail?

13:00

Networking Lunch

Executive private lunch hosted by [jda.](#) discussing latest PRM solutions and best practice

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Moderated by **Pieter Dorhout, Consultant**

railcustomer
WORLD CONGRESS 2016

Moderated by **Mark Elliott, Accenture**

railticketing
WORLD CONGRESS 2016

Moderated by **Ruetger Fenkes, Deutsche Bahn**

CRM & REVENUE MANAGEMENT**BRANDING AND MARKETING****FUTURE TICKETING AND PAYMENTS**

14:30

Effective revenue management and the benefits of the RZD loyalty programme based on the experiences of JSC FPC

- Adopting a more aggressive CRM policy
- Being more collaborative, connected and customer centric across departments within the business
- Creating more volume in first class – how can we bring more value or should it be removed?

Dmitry Gorbatov, Deputy Director general - Director of Marketing and tariff policy, **JSC Russian Railways**

Virgin Trains East Case Study: Challenges of launching a new rail venture and merging two well-known brands

- Developing a new brand quickly
- Generating the brand message through as many channels as possible
- Engaging with your new customers

Danny Gonzalez, Marketing Director, **Virgin Trains east coast**

Using biometrics to create a more seamless ticketing experience

- Simplifying the ticketing process
- How the system has been used to help distinguish between touts and genuine customers
- What are the benefits for other operators

Gaurav Agarwal, Director, Corporate Co-ordination, **Ministry of Railways, India**

14:50

Revenue Management and CRM: A conflict of strategies? – How SJ married together the two disciplines to create a more customer-centric offer

- What new shifts in customer interaction will impact CRM and RM?
- How can we be more collaborative to improve customer experiences?
- Economy is changing – how do we create more value for higher yields

Maria Hofberg, Director Revenue Management & Pricing, **SJ**

Sofia Edholm, Head of CRM, **SJ**

Building a Great West: First Great Western case study into building a culture and brand that has a positive impact on your customers

- Translating your new brand purpose and identity into the hearts and minds of colleagues and across the end to end customer experience.
- Challenges of culture transformation
- Future marketing plans

Diane Burke, Sales and Marketing Director, **First Great Western**

Case Study: Challenges and Opportunities of a mobile based Check-in/Check-out System - The evolution of Touch & Travel in Germany

- The evolution of mobile ticketing in Germany
- Challenges and opportunities from Touch & Travel
- Using a mobile ticketing app with other services effectively

Birgit Wirth, Head of Innovation Projects, **Deutsche Bahn**

15:10

Case Study: Presented by a Sqills customer on the integration of a new revenue management strategy

- Bringing ticketing, reservation and revenue management up to modern standards
- Offering a more customer centric sales and distribution platform
- Empowering customers to manage their travel needs

Wouter Cassee, Managing Director, **Sqills**

The customers world, personalized: The Internet of Me

- Engaging the digital consumer in the new connected world
- Understanding consumer habits and behaviours to drive loyalty
- Where is the consumer in your digital world?

Anu Muurinen, Senior manager, Travel Industry, **Accenture**

Arriva Case Study: Introducing the first smartphone based ticketing system to the UK rail industry

- Developing a bespoke ticketing system that offers passengers simplicity throughout the whole end-to-end journey
- Challenges of introducing a new solution to the market
- Opportunities for future technology developments

Steve Warner, Commercial Systems Specialist, **Arriva UK Trains Division**

15:30 Networking refreshment break


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NETWORK PLANNING AND REVENUE MANAGEMENT

GLOBAL EXPERIENCE

16:30

VIA Rail Case Study: How VIA Rail have developed a networking planning and RM strategy to boost capacity and stimulate new passengers

- Planning on a seasonal basis to maximise capacity
- What have we learn't from the airline model?
- Being nimble enough to adjust as demand changes

Michael Acosta, Director – Commercial Planning, **VIA Rail**

East Japan Railway Case Study: Delivering the rail passenger experience of the future

- Latest on board passenger innovations
- Futureproofing passenger technology to create a more sustainable experience
- Latest ticketing and travel initiatives

Ichiro TAKAHASHI, Executive director, **East Japan Railways**

16:50

Rail Solutions' business case implementation with one of its customer

- Customer business case
- Challenges in integrating inventory, revenue management and distribution
- Offering an agile and flexible commercial system

Lawrence Tache, Sales and Product Strategy Director, **Rail Solutions**

Launching a green field rail operation in the Middle East with the customer at the centre of it all

- Creating an attractive suite of products and services around customer demands
- Leveraging technology to develop products and services that will secure long term demand and profitability
- Understanding customer segments when you don't yet have any customers

Mark Alexander, Commercial Director, **Etihad Rail**

17:10

Networking Refreshment Break

17:30

Closing Keynote: Improving the end to end passenger experience through online innovation, on board design and customer interaction

- Aiming to offer the best service with a new fleet– Wi-Fi, real time passenger information, videos and music on demand
- Empowering staff to engage with customers through on board mobility
- Creating the ultimate VIP experience that reflects your brand identity

Nick Mercer, Commercial Director, **Eurostar**



18:00

Evening Drinks Reception



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NICOLAS BRUSSON
COO and Co-Founder,
BlaBlaCar

Discover how long distance car sharing companies like BlaBlaCar are disrupting the European ground transport market and understand the changing habits of your passengers

08:00 Registration

09:00 Chair's Opening Remarks

KEYNOTE SESSION: DIGITALISING THE RAIL INDUSTRY

09:05

Keynote Interview: Yves Tyrode, Chief Digital Officer, SNCF**Yves joins us to discuss the next wave of SNCF's digital transformations, themes include:**

- Putting digital at the centre of your business as a rail provider to drive change
- Creating a mobile app that unifies all existing travel apps
- Understanding how we can use digital to offer more convenience and personalisation to passengers
- The future for Wi-Fi and the impact connectivity will have on the SNCF network
- Using APIs to speed up innovation and the future of open data



09:25

How BlaBlaCar is disrupting the European ground transport market

- Changing the way passenger approach long-distance travel
- Tapping into empty car seats to adopt a new way of travel
- Creating loyalty and transparency in a new brand to take on the travel industry

Nicolas Brusson, COO and Co-Founder, **BlaBlaCar**

09:50

Keynote Panel: What digital transformation lessons can rail learn from other industries to improve customer satisfaction and generate more revenue?**themes include:**

- Understanding how industries such as aviation or retail are offering more convenience and personalisation to their customers
- What are the changing habits of our passengers based on destinations and demographics?
- Creating a 'digital state of mind' within a rail operator
- Who are the disruptive digital players we should be looking towards?

Moderated by: **Nicole Goebel**, Managing Director, Travel Industry lead for Austria, Switzerland and Germany, **Accenture****Yves Tyrode**, Chief Digital Officer, **SNCF****Nicolas Brusson**, COO, **BlaBlaCar****Cristof Zogg**, Head of E Business, **SBB****Jukka-Pekka Suonikko**, CIO, **VR Group**

10:30

Networking refreshment break

11:00

Rail Operator Roundtables

With rising passenger expectations and rapidly-changing technology, how can we as an industry evolve to meet these challenges? Our roundtables are hosted by senior level topic specialists. Participants are asked to introduce themselves to the table, and then as a group, they brainstorm and produce their suggestions on what technology would work best for them. After 45 minutes, there is one rotation, so participants can join two tables during the session.

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TABLE 2:

Modern Pricing Strategies

TABLE 3:

Customer centric distribution

TABLE 4:

Omni-Channel retailing

TABLE 5:

Maintaining the customer experience both online and on board

TABLE 6:

Digital Transformation Strategies

TABLE 7:

Smart Ticketing

TABLE 8:

Customer Engagement

TABLE 9:

Global Distribution

TABLE 10:
Contactless Ticketing

TABLE 11:
Big data and small data

TABLE 12:
CRM & Marketing

TABLE 13:
IT infrastructure

TABLE 14:
Innovative Ticketing Technology

TABLE 15:
Door to door experience

12:30 Networking refreshment break

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BIG DATA & RM

CUSTOMER CENTRIC IT

13:30

Why revenue management needs big data analytics

- How Amtrak approach big data
- Using optimal segmentation for analytics
- Results from recent deployments

Senior representative, **Amtrak**

SBB Case Study: Digital business in a mobile-first world

- How the digital transformation is changing the world for rail operators and why you have to be among the top 5 apps in your country.
- Key insights and success factors for selling tickets on the digital channels - or why mobile wins against online.
- New ways to do marketing for the digital channel shift and why 1:1 is more effective than broadcasting.

Christof Zogg, Head of E-Business, **SBB**

14:00

How do you bring together revenue management and CRM through the use of big data

- Bringing commercial agility to a new level
- Using advanced forecasting and optimisation to understand your customers behaviour
- What are the future big data implications for RM?

Carlos Triana, Commercial Director, **Expresio**

Innovation Case Study: How iDTGV launched the first unlimited travel ticket for high speed rail

- Overcoming legacy systems to offer more functionality
- Creating an unlimited ticket
- Connecting Marketing and IT to ensure a collaborative approach

Fabrice Flottes de Pouzols, CIO, **I.D.T.G.V**

14:30

Networking refreshment break

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MULTI-MODAL COMPETITION

15:00

Creating McDonalds for rail – Will the franchise model disrupt the industry?

- Creating the ultimate multi-modal offering
- Competing directly with the state
- Turning the traditional transport model on its head

Leos Novotny, CEO, **Leo Express**



15:20

How iDBUS are planning for huge growth in 2015 with a new mobile site, real-time customer information systems and new payment options

- Reinventing coach travel with new technology
- Modernising the long distance coach passenger experience
- Offering innovative ways to interact with passengers

Louis Veillard, Commercial and Care Director, **iDBUS**



15:40

Latest updates on the 4th Railway Package: How closer are we coming towards a single European Railway?

- How can we guarantee fair and open access to the network in different countries?
- Where are we in overcoming barriers to standardisation and interoperability
- What role are the national regulatory authorities playing?

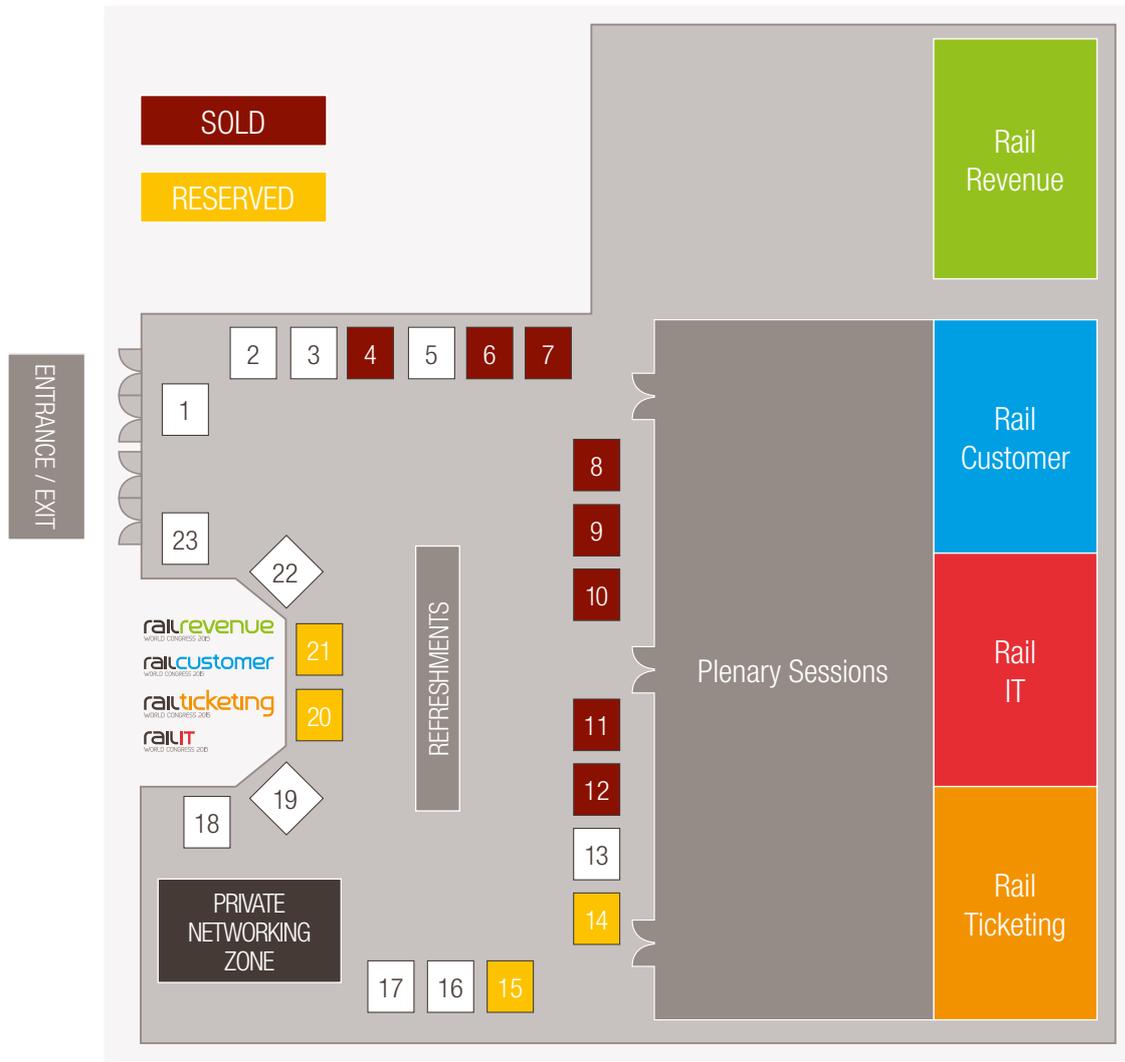
Elisabetta Garofalo, DG MOVE, **European Commission**



16:00

Close of congress

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4	RateGain
6	21Net
7	ITERSYS TRAVEL SOFTWARE SOLUTIONS
8	sqills
9	ExPretio

Stand Number	Company
10	IATA TIESS
11	accenture High performance. Delivered.
12	NAVITAIRE An Accenture Company

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DAN OLOFSSON
HEAD OF DRIVERS
SJ AB

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2 Day Conference Pass for rail Operators	€345 SAVE €450	€395 SAVE €400	€445 SAVE €350	€545 SAVE €250	€645 SAVE €150	€795

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