08:50  REGISTRATION, NETWORKING AND REFRESHMENTS  
ST GILES ROOM

09:20  SESSION 1: KEYNOTE PRESENTATIONS 1  
DUNEDIN ROOM

09:20  Welcome  
Dr Alastair McInroy, Senior Programme Manager, Technology Scotland

09:35  Cabinet Secretary Address  
Michael Matheson MSP, Cabinet Secretary for Transport, Infrastructure and Connectivity

10:05  MaaS Investment Fund  
Heather Cowan, (Acting) Assistant Director, Transport Strategy and Analysis, Transport Scotland and Juliet Bell, Commercial and Marketing Manager, Smart and Integrated Ticketing, Transport Scotland

10:20  Towards open MaaS and impact on (future) policy  
Eric Mink, Programme Manager, National Maas Pilots, Dutch Ministry of Infrastructure and Water Management

10:50  NETWORKING BREAK  
ST GILES ROOM

11:20  SESSION 2a: APPLICATIONS OF MAAS IN RURAL AREAS  
DUNEDIN ROOM

11:20  Integrated rural mobility - case Finland  
Jenni Eckhardt, Senior Scientist, VTT Finland

11:45  Rural MaaS: Where are we at?  
Jenny Milne, Owner, JLM

12:10  Activity based modelling for a sustainable introduction of new mobility services in rural areas  
Dr. Patrizia Franco, Senior Scientist, Connected Places Catapult

11:20  SESSION 2b: THE FUTURE RELATIONSHIP OF MAAS AND CAV  
HOLYROOD ROOM

11:20  CAV and MaaS - retrospective missing links?  
Ben Foulser, Associate Director, Transport Strategy, KPMG

11:45  The Oslo study: Measuring the impacts of shared mobility  
Paul Speirs, Director, Project Management and Services, PTV Group

12:10  An introduction to the Bicester MaaS:CAV Feasibility project  
Simon Young, Co-founder, forty two
Maas Scotland
ANNUAL CONFERENCE

ROOM INFORMATION

DUNEDIN ROOM
GROUND FLOOR/ENTRANCE LEVEL | USED FOR SESSIONS 1, 2a, 3a and 4

ST GILES ROOM
LOWER LEVEL (ACCESSIBLE VIA STAIRS OR LIFT) | EXHIBITION, NETWORKING AND CATERING AREA

HOLYROOD ROOM
GROUND FLOOR/ENTRANCE LEVEL (NEAR RECEPTION/CHECK IN) | USED FOR SESSIONS 2b and 3b

12:35 LUNCH
ST GILES ROOM

13:35 SESSION 3a: SUPPORTING MORE INCLUSIVE TRANSPORT
DUNEDIN ROOM

13:35 Making MaaS accessible
Sandra Witzel, Marketing Manager, SkedGo

13:35 How shared transport can offer low income and hard to reach groups access to services and promote health and wellbeing
Chris Slade, Director for Scotland, CoMoUK

13:35 Joining the dots on inclusivity and accessibility
Paul Everson, Product Manager, Trapeze Group

14:00 SESSION 3b: GOVERNANCE AND BUSINESS MODELS
HOLYROOD ROOM

14:00 How can MaaS fly?
Alex Stewart, General Manager, Siemens IMS

14:00 TBC
Oz Choudhri, Head of Future Mobility, Enterprise

14:00 Satisfying transport preferences or promoting sustainable choices? Potential pitfalls of MaaS design for developers and transport authorities
Dr. Kate Pangbourne, Academic Fellow, University of Leeds

14:50 NETWORKING BREAK
ST GILES ROOM

15:20 SESSION 4: KEYNOTE PRESENTATIONS 2 AND SME SHOWCASE
DUNEDIN ROOM

15:20 SME SHOWCASE: PART 1

15:40 MaaS: A win for the individual and a win for us all
Andy Taylor, Director of Strategy, Cubic Transportation Systems

16:10 SME SHOWCASE: PART 2

16:30 TBC
Graeme Scott, Director, IBI Group

17:00 SUMMARY AND CLOSE
** BREAK **

18:30 DRINKS RECEPTION AND CONFERENCE DINNER
CANONGATE ROOM AND ST GILES ROOM