



MAAS SCOTLAND ANNUAL CONFERENCE 2022 OFFICIAL PROGRAMME

THURSDAY 23RD JUNE | HILTON CARLTON EDINBURGH HOTEL

Sponsored by



- 08:45** REGISTRATION, NETWORKING AND REFRESHMENTS | **CALTON SUITE**
- 09:30** **SESSION 1: KEYNOTE PRESENTATIONS | HIGHLAND SUITE**
Alastair McInroy, CEO, Technology Scotland
Jenny Gilruth, MSP, Minister for Transport
Chris Hillcoat, Programme Lead for Personal Mobility, Future Transport Zone, Solent Transport
Deborah Paton, Head of Transport Strategy, Glasgow City Council
- 11:00** **COFFEE BREAK & NETWORKING | CALTON SUITE**
- 11:30** **SESSION 2: PANEL DISCUSSION - SCOTLAND'S MAAS INVESTMENT FUND | HIGHLAND SUITE**
Juliet Bell, Smart Programme Manager, Transport Scotland
Ross Basnett, Strategic Account Director, FOD Mobility
Oz Choudhri, Head of Mobility Solutions UKI, Enterprise
Gary McRae, Head of Electric Mobility, Urban Foresight
Andrew Ferguson, Consultant, SEStran
Steve Cassidy, Co-Founder, Fuse Mobility
Dan Langford, Mobility Consultant, Urban Foresight
- 12:30** **SESSION 3: SME SHOWCASE | HIGHLAND SUITE**
Confirmed participating companies:

FAIRTIQ
HiyaCar
LoveToRide
Mobli
Sustainable Environment Ltd
UrbanTide
Via
- 1300** **LUNCH, COFFEE & NETWORKING | RESTAURANT & CALTON SUITE**

- 14:00** **SESSION 4 – WORKSHOP – GOVERNANCE & BUSINESS MODELS | CRAIGLOCKHART ROOM**
Alan Murphy, Regional Manager, Smart Dublin
Kate Pangbourne, Associate Professor, University of Leeds
Hayden Sutherland, Founder, The Open Transport Initiative
- 14:00** **SESSION 5 – WORKSHOP – BEHAVIOURAL CHANGE | HIGHLAND SUITE**
Elena Alyavina, Lecturer in Transport, University of Huddersfield
Andrew Broadbent, Lead, Mobility System Lab, Hitachi
Jonathan Freeman, Professor of Psychology, Goldsmiths University London
Siobhan Eke, Director of Strategic Partnerships, Liftshare
- 15:30** **COFFEE BREAK & NETWORKING | CALTON SUITE**
- 16:00** **SESSION 6 – PANEL DISCUSSION – WHO PAYS FOR MAAS? | HIGHLAND SUITE**
James Lancaster, Head of European Mobility Innovation, Enterprise and Chair,
Urban Mobility Partnership
Georgia Yexley, General Manager UKI, TIER
James Datson, Chief Revenue Officer, Mobli
Chris Lane, Head of Transport Innovation, Transport for West Midlands
- 17:00** **CONFERENCE CLOSE**
- 18:30** **DRINKS RECEPTION AND CONFERENCE DINNER | MAIN BAR & LOUNGE | HIGHLAND SUITE**