

Wednesday 25<sup>th</sup> May 2011  
17:30 for prompt start at 18:00

## TPS Transport Nudge: Travel Planning and Smart Technology in the West Midlands

### Event Location:

**PBA Offices, Waterloo House, Victoria Square, Birmingham B2 5TB**

TPS West Midlands brings you the opportunity to participate in a lively discussion on the influences of smart technology in the west midlands.

**David Bull (Assistant Director of Development Strategy)** and **Mike Cooper (Travel Wise Officer)**

from **Birmingham City Council** will lead a discussion

on "Transport Nudge" and find out your views on promoting an evolution in information provision of services. Some of the questions and discussion points will be:

- ★ **Is information technology ready to take the leap to change behaviour?**
- ★ **Can a scheme which incorporates your payment for travel be linked to reward schemes at your destination?**
- ★ **Can smarter ticketing and promotion of sustainable travel be lead by businesses in the local economy and through a market lead reward scheme?**
- ★ **What is the potential for the region?**

The aim is to create the momentum for a new project with TPS participation. These are just some of the questions that will be discussed amongst many more taken from the floor at the event.

This event is free for TPS members (with membership card) and £5 for non-members.

**Refreshments will be available from 17:30.**  
**This event is open to both TPS members and non-members.**  
**Please confirm your attendance via email at the earliest opportunity.**

Register your place by emailing [amrit.mudhar@mottmac.com](mailto:amrit.mudhar@mottmac.com)

