

praktische kennis direct toepasbaar





WELCOME BY CROW, EPA AND POLIS





PROGRAM

- 13.30 Welcome by EPA, CROW and Polis
- 13.35 Why do we discuss parking and behaviour?
- 14.00 Parking as a tool to change the city, Roel Stessens (Leuven (BE))
- 14.30 First break out session (with Lille (FR) and Soutend on Sea (UK))
- 15.15 Coffee break
- 15.30 Second break out session (with Zwolle (NL) and Den Haag (NL)
- 16.15 Marketing, does it work? Group discussion, with an introduction of Martje Hoofs, Q-Park
- 16.50 Conclusions and wrap-up
- 17.00 Farewell cocktail



WHY DO WE DISCUSS PARKING AND BEHAVIOUR?

Wilma Slinger, CROW





BREAK OUT SESSION 1

- Parking regulations, Olivier Asselin, Lille (FR)
- Digital Context, Paul Mathieson, Southend on Sea (UK)









BREAK OUT SESSION 2

- There is always a parking space, Syb Tjepkema,
 Zwolle (NL)
- Social context, regulations and marketing: the effects of marketing and traffic management measures to influence parking behaviour for events and beach days in The Hague, Arjen Reijneveld, Den Haag (NL)





PARKING AS A TOOL TO CHANGE THE CITY

Roel Stessens, Leuven





MARKETING, DOES IT WORK?

Introduction Martje Hoofs, Q-park

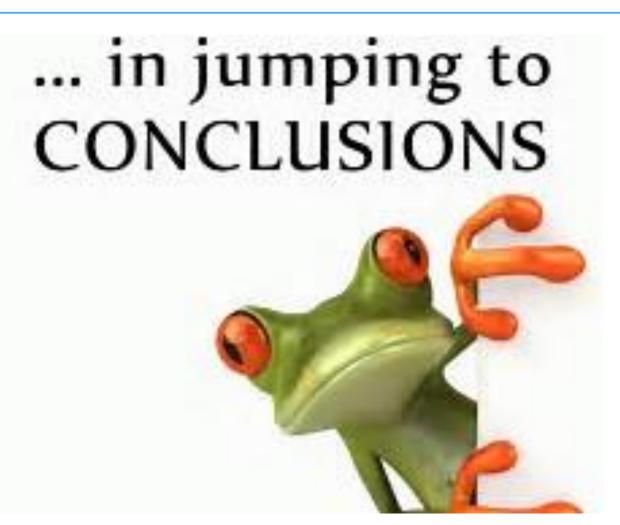




GROUP DISCUSSION









THANK YOU!





CONTACT





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