

New Techniques and New Life for Smarter Choices Through the Local Sustainable Transport Fund

The America Square Conference Centre, Tower Hill, London
18th May 2011

PTRC and The Centre for Transport and Psychology (CTP) are organising a one-day seminar which will cover Smarter Choices and its role in the Local Sustainable Transport Fund (LSTF). Smarter Choices needs to be central to any LSTF bid and this seminar seeks to encourage the transport planning industry to embrace new techniques in order to increase the impact of Smarter Choices.

The morning session will focus on 'Smarter Choices now and in the future'. A number of presentations will highlight how we can move Smarter Choices forward by using new psychology and social marketing techniques that will deliver significant and sustained behaviour change. The afternoon session will provide delegates with the opportunity to consider the value for money of Smarter Choices with a presentation on 'The Business Case of Smarter Choices' as well as a presentation from the DfT on 'Achieving Travel Behaviour Change through LSTF'

Speakers include;

Norman Baker MP (invited)

Lynn Basford (Director of CTP)

Dr Ian Walker

(University of Bath, Department of Psychology)

Prof Alan Tapp

(University of West of England, Social Marketing).

Annette Smith (Associate Director, JMP)

Jon Bunney (Associate Director, JMP)

Book now to get your early bird discount! - £199+VAT

Early bird offer ends on 18th April 2011.

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BOOKING FORM

The America Square Conference Centre, Tower Hill, London
18th May 2011

Title	Forename	Surname
Position	Department	
Organisation		
Address		
		Postcode
Telephone	Email	

Fees

- Standard Fee: £255 + VAT
- CILT/TPS Member Fee: £225 +VAT
- Early Booking Fee: £199 + VAT (Expiry 18/4/11)

Method of Payment

- Credit Card (Mastercard and Visa only)

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Please return to: PTRC Education & Research Services Ltd 1 Vernon Mews, Vernon Street, London W14 0RL
T: 044 20 7348 1970 F: 0044 20 7348 1989 E: info@ptrc-training.co.uk

Terms and Conditions

1 Registration Form

Applications should be made on the official registration form. Photocopies are accepted. One form should be completed for each delegate attending an event. Delegates are advised to retain a copy of the registration form for reference before sending.

2 Fees

Payment is due within 30 days of invoice date or before commencement of event, whichever is soonest.

3 Acknowledgement

On receipt of a registration form, delegates will be sent an invoice and an email of acknowledgement. Joining instructions, including a map, will be sent to each delegate by email approximately two weeks before the start of the event.

4 Cancellation

All cancellations, or alterations to a booking, must be received in writing. To avoid cancellation penalties, substitutes will be accepted at any time, if notified in writing and in advance of the event. Adjustments in fees will be made if there is any change in fee category. Cancellations received in writing up to 14 days before an event will be subject to an administration fee of £75 + VAT. Cancellation of a confirmed booking after this date, including non-arrival at an event, will be liable for the full fee.

5 Disclaimer

PTRC reserves the right to vary the programme and to cancel an event if it is under subscribed or for any other reason. In the event of cancellation, PTRC aims to give delegates at least two weeks' notice and the fee will be refunded in full. PTRC cannot be held liable for any pre-booked travel or accommodation costs.

6 Data Protection

Details will be held on a database in accordance with the 1998 Data Protection Act and the Privacy and Electronic Communications (EC Directive) Regulations 2003. Information will be used for internal marketing purposes only and will not be shared with any external organisations.

