



MELBOURNE
16 - 19 SEPT

SESSION DETAILS

MEMBERSHIP IN A
CONNECTED WORLD

TUESDAY

16 SEPTEMBER

OPENING PLENARY

INAUGURAL SESSION OF THE
MOBILITY CONFERENCE WEEK

11:00 – 11:45

LOCATION: LEVEL 17



THE NEW WORLD OF THE CONNECTED VEHICLE

11:45 – 12:30

LOCATION: LEVEL 17

SESSION CHAIR:

- Colin Jordan - RACV, Australia

SPEAKER:

- Eric Noble - Keynote Speaker, USA

Learn where vehicle design and technology is headed, especially in the field of connected vehicles. Eric Noble is founder of The CarLab, an automotive consulting firm which helps manufacturers and suppliers plan and design new vehicles. It is the most influential automotive development consultancy in North America and he'll outline the latest innovations and what is still to come.



TUESDAY

16 SEPTEMBER

CONNECTED VEHICLE, CONNECTED MEMBERS

KEYNOTE SPEECH
by Tom Vanderbilt

14:00 – 15:30

LOCATION: LEVEL 17

SESSION CHAIR:

- Terry Agnew - RAC, Australia

SPEAKER:

- Tom Vanderbilt - Keynote Speaker, USA

Technology has changed the way members interact with their vehicle and the world through which it travels, threatening the viability of traditional motoring clubs. The rapid increase in connectivity, however, also creates a base for new and sophisticated products and services for members. Learn about the opportunities on offer today and glimpse what's ahead in the future.



MOBILITY BEYOND MOTORING

PANEL DISCUSSION

16:00 – 17:15

LOCATION: LEVEL 17

SESSION CHAIR:

- Guido van Woerkom - ANWB, The Netherlands

PANEL MEMBERS:

- Eric Noble - Keynote Speaker, USA

- Tom Vanderbilt - Keynote Speaker, USA

- Jörg Beckmann - Mobility Academy, Switzerland

- Tim Shearman - CAA, Canada

- Alfredo Albornoz - ACC, Colombia

- Pasi Nieminen - AL, Finland

A panel of some of the world's foremost mobility experts will share, and debate, their views on mobility. They'll look at key influences on changing mobility needs in public transport, cycling and mobility aids and how member Clubs can address them.



WEDNESDAY

17 SEPTEMBER

A BRAVE NEW WORLD FOR MEMBERS

KEYNOTE SPEECH
by Bernard Salt

09:00 – 10:30

LOCATION: LEVEL 17

SESSION CHAIR:

- Ian Gillespie - RACQ, Australia

SPEAKER:

- Bernard Salt - Keynote Speaker, USA

Changes in global population demographics will dramatically impact members. Learn how Clubs need to evolve to continue to be relevant and valued. Bernard Salt is a trend forecaster and speaker, who stimulates thought provoking discussion on the impact of demographic change on organisations and the communities they represent.



WEDNESDAY

17 SEPTEMBER

WORKSHOPS

1. INNOVATION IN THE MEMBERSHIP SPACE

11:00 – 12:30

LOCATION: BOURKE ROOMS 1&2

Continuous innovation is needed if Clubs are to remain relevant to members. Learn how world leading membership organisations do it and how to benefit your Club in keeping pace and growing membership numbers.



SESSION CHAIR:

- Tony Stuart - NRMA, Australia

SPEAKERS:

- Susan Allen - RACV, Australia
- Katrin Saternus - Moovel (Daimler Group), Germany
- Karen Stocks - Twitter, Australia
- N.N. - Pirelli, Italy

2. ENHANCING MEMBER BENEFITS

11:00 – 12:30

LOCATION: BAYSIDE ROOMS 5&6

A look at new strategies and product innovations that leading mobility clubs are implementing to bring enhanced benefits to members.



SESSION CHAIR:

- Ian Stone - RAA, Australia

SPEAKERS:

- Scott Fitchett - NZAA, New Zealand
- Glenn Toms - RACQ, Australia
- Marga de Jager - ANWB, The Netherlands
- Jeff Walker - CAA, Canada

WEDNESDAY

17 SEPTEMBER

EXCURSIONS TO RACV RESORTS

OPTION 1 - RACV HEALESVILLE COUNTRY CLUB

13:00 – 21:30

Delegates will enjoy a tour of this tranquil country retreat, before choosing to spend an afternoon either at the world renowned Healesville Sanctuary and its wide variety of native Australian animals, playing a round of golf on the Country Club's expansive golf course, or relaxing in the One Spa, where for an additional charge, delegates can choose a rejuvenating body treatment. The evening will finish with dinner in the award winning fine dining restaurant, Blue Tree Grill.



OPTION 2 - RACV TORQUAY RESORT

13:00 – 21:45

Following a tour and presentation on the member value proposition of the RACV's newest resort, delegates can take the Great Ocean Road tour, where they will experience panoramic views as the road winds along cliff tops, breathtaking headlands, beaches and pristine rainforest. Alternatively, they can spend a relaxing afternoon in the One Spa. Dinner in the evening is at the Number One Restaurant.



OPTION 3 - RACV INVERLOCH RESORT

13:00 – 22:00

Following a tour and presentation on the member value proposition of the award winning eco-friendly RACV Inverloch Resort, delegates will have the opportunity to see the Phillip Island Penguin Parade and Nobbies Centre. Delegates can get up close to the parade of penguins and find out more about these adorable creatures. The Nobbies Centre, located at Penguin Parade, showcases Australian fur seals and marine life. (Dinner pack will be provided).



WEDNESDAY

17 SEPTEMBER

OPTION 4 - RACV CAPE SCHANCK RESORT

13:00 – 21:30

Delegates will learn about the redevelopment plans at the cliff top RACV Cape Schanck Resort, before taking part in a round of golf at RACV's most challenging coastal golf course. Delegates may also choose to take a trip to the Peninsula Hot Springs where the natural thermal mineral waters flow into pools, private baths, a cave pool, cold plunge pools, and a hilltop pool with 360 degree views. A relaxing day will conclude with dinner at Cape Schanck Resort restaurant.



OPTION 5 - RACV NOBLE PARK

13:00 – 17:00

RACV's service headquarters is in Noble Park, around 30 minutes from Melbourne's CBD. Delegates will tour the Member Contact Centre which provides response to Emergency Roadside Assistance and Emergency Home Assist' calls, and advice to members on a wide range of RACV products and services. They will visit an on-site RACV shop and experience RACV's range of emergency response vehicles, followed by afternoon tea.



THURSDAY

18 SEPTEMBER

OPPORTUNITIES & COMPETITIVE PRESSURES IN THE US MARKET:

A PERSPECTIVE FROM AAA

KEYNOTE SPEECH
by Robert Darbelnet

09:30 – 10:30

LOCATION: LEVEL 17

SESSION CHAIR:
- Colin Jordan - RACV

SPEAKER:
- Robert Darbelnet - American Automobile Association

Hear how the American Automobile Association, with more than 53 million members in the USA and Canada, has stood up over time. The session will detail the strength of AAA's constituent Clubs, the key trends in membership patterns and models, the areas of growth (and decline) in membership, products and services, and major areas of innovation.



THURSDAY

18 SEPTEMBER

WORKSHOPS

1. MEMBERSHIP IN A CONNECTED WORLD

11:00 – 12:00

LOCATION: BOURKE ROOMS 1&2

In this one-hour masterclass, learn how organisations are using new and imaginative channels to communicate with their customers. Explore best-practice communication tools and lessons learned in their implementation, along with practical tips on how clubs can bring this into play when communicating with members.



SESSION CHAIR:
- Emma Cornwell - NRMA

SPEAKERS:
- Lauren Anderson - Keynote Speaker

2. DATA OWNERSHIP

11:00 – 12:00

LOCATION: BAYSIDE ROOMS 5&6

Connectivity provides great potential for improving the safety and sustainability of personal mobility but also means a change in the nature of the relationship between the consumer, Club and manufacturer. Open access to vehicle data is vital for fair competition, innovation and consumer choice. This workshop will explore consumer principles for data protection and outline the global collaborative effort by Clubs.



SESSION CHAIR:
- Andrew McKellar - AAA, Australia

SPEAKERS:
- Ian Jack - CAA, Canada
- Johann Grill - ADAC, Germany
- Jacob Bangsgaard - FIA Region I, Belgium

THURSDAY

18 SEPTEMBER

WORKSHOPS

1. MARKETING THE MEMBER VALUE PROPOSITION

12:00 – 13:00

LOCATION: BOURKE ROOMS 1&2

Marketing the value of membership is a core operation of all Clubs. This session explores the 'power of the brand' and the highly successful marketing tactics of some of the world's leading loyalty programmes. It will inspire a new look at how to engage members in conveying the benefits and value of membership and how to build on the trust and loyalty generated by the auto club brand.



SESSION CHAIR:

- Harvey Lennon - RACT, Australia

SPEAKERS:

- Neil Thompson - Virgin, Australia

- Peter Moxon - NZAA, New Zealand

- David Rohrsheim - UBER, Australia

2. THE POWER IS IN THE DATA

12:00 – 13:00

LOCATION: BAYSIDE ROOMS 5&6

Learn how diverse membership-based organisations make use of the increasing availability of more detailed data on consumer preferences. Delegates will be challenged as to how to leverage strength in numbers to offer members greater choice and enhanced value.



SESSION CHAIR:

- Rod Chapman - RACV

SPEAKERS:

- Abhijeet Agarwal - Quantium

- Lachlan Harris - One Big Switch

- Vivek Vaidya - Frost & Sullivan Singapore

THURSDAY

18 SEPTEMBER

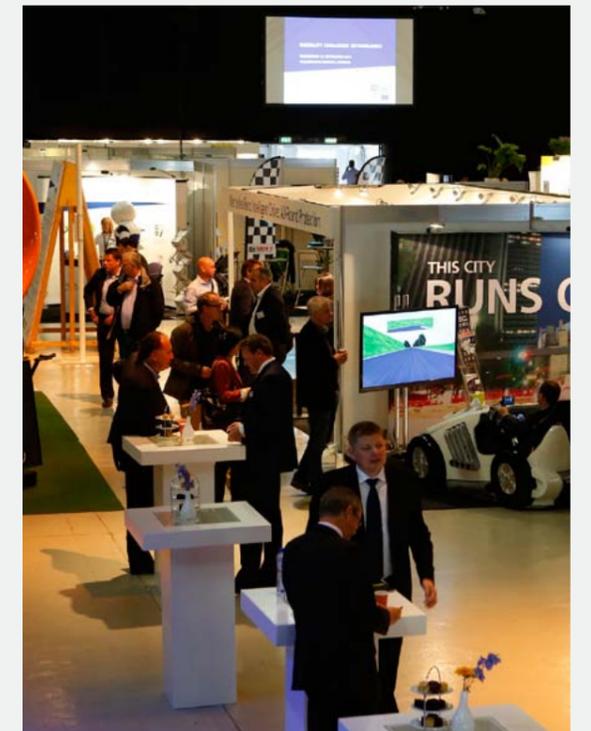
FIA SHARE FAIR

LEARNING FROM EACH OTHER

14:00 – 16:30

LOCATION: LEVEL 2 (PRE-FUNCTION AREA AND CLUB PAVILION)

Take advantage of the "FIA Share Fair – Learning from Each Other" to get an overview of FIA Mobility activities and opportunities through displays and presentations. Presentations cover an update on MyWorld 2015, the toolkit elements of a Walk to School and how to make the most of the Global Road Assessment Programme. Display booths will highlight the latest developments with FIA Connect, FIA Grants, the FIA University, UN MyWorld survey and CPD's and IPD's.



FRIDAY

19 SEPTEMBER

JOIN THE CLUB

KEYNOTE SPEECH
by Fredrik Härén

09:00 – 10:00

LOCATION: LEVEL 17

Fredrik Härén is an author and speaker on Business Creativity. His latest book "One World. One Company" addresses what it means to be a Truly Global Company. He will give an insight into the need for organisations to change and react to the rapid transformation and evolution of society. He will challenge delegates to look at our businesses in a new way, inspiring fresh ideas by sharing examples from other industries, including the evolution currently taking place in the automotive sector.



SESSION CHAIR:

- Professor Luis Vives - FIA University, Spain

SPEAKERS:

- Fredrik Härén - Keynote Speaker, Singapore



FRIDAY

19 SEPTEMBER

INTO THE FUTURE: CLOSING SESSION

11:00 – 11:45

LOCATION: LEVEL 17

Enjoy a preview of the 2015 Mobility Conference Week host venue, before the formal close of the 2014 conference.

