SESSION DETAILS

MEMBERSHIP IN A CONNECTED WORLD
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.

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.
A BRAVE NEW WORLD FOR MEMBERS

KEYNOTE SPEECH by Bernard Salt
09:00 – 10:30
LOCATION: LEVEL 17

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.

SESSION CHAIR:
- Ian Gillespie - RACQ, Australia

SPEAKER:
- Bernard Salt - Keynote Speaker, USA

WORKSHOPS

1. INNOVATION IN THE MEMBERSHIP SPACE
11:00 – 12:30
LOCATION: BOURKE ROOMS 1&2

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

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.

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

2. ENHANCING MEMBER BENEFITS
11:00 – 12:30
LOCATION: BAYSIDE ROOMS S&6

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**

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**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.

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**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.

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**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).

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**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.

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**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.
OPPORTUNITIES & COMPETITIVE PRESSURES IN THE US MARKET: A PERSPECTIVE FROM AAA

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.

KEYNOTE SPEECH by Robert Darbelnet
09:30 – 10:30
LOCATION: LEVEL 17

SESSION CHAIR:
- Colin Jordan - RACV

SPEAKER:
- Robert Darbelnet - American Automobile Association

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 McCallar - AAA, Australia

SPEAKERS:
- Ian Jasiak - CAA, Canada
- Johann Grill - ADAC, Germany
- Jacob Bangsgrain - 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 Mason - NZAA, New Zealand
- David Rohrheim - 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 - Quantum
- Lachlan Harris - One Big Switch
- Vivek Vaidya - Frost & Sullivan Singapore

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**

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**JOIN THE CLUB**

**KEYNOTE SPEECH** by Fredrik Hären

09:00 – 10:00

LOCATION: LEVEL 17

Fredrik Hären 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.

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**SESSION CHAIR**

- Professor Luis Vives - FIA University, Spain

**SPEAKERS**

- Fredrik Hären - Keynote Speaker, Singapore

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**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.