



Brave New World

15-17 September

The British Parking Association is proud to present an event unlike any other during its 50-year history.

This event, our first virtual conference, will attract parking professionals from across the UK, home and abroad, including leaders from both the commercial and local authority sectors.

Three days. Three internationally renowned keynote speakers. Three thought leadership workshops. The launch of three new initiatives. And three membership led sessions exploring the 'new now' and beyond.

The conference will include a focus on the practical day-to-day questions facing the industry right now, challenge previously accepted norms, and shed light on how to build a successful and sustainable future for the sector.

Take a virtual step, together, towards this Brave New World.

This year's conference is FREE to attend, but we ask, if you can, for [donations to BPA members' chosen charity Macmillan.](#)

A huge thank you to our sponsors



CONDUENT
Transportation



Tuesday 15 September

The Story of Parking: History, opportunities and what to do next

Professor James Woudhuysen

10:00-12:00

One of Europe's most forthright and invigorating speakers on technology, James Woudhuysen is also professor of forecasting and innovation at London South Bank University. In "The Story of Parking", he'll take us on a whistle-stop tour from the Model T Ford to EV charging points and beyond. With feet firmly on the ground, James thrives on fertile paradoxes: yes, there's a war on the car, but rumours of 'Peak Car' are greatly exaggerated...

121's with James

Professor James Woudhuysen

14:00-15:00

James' key sectors of expertise include transport, the High Street and cities – and IT. He brings an international but surprisingly pragmatic perspective. To have a confidential "surgery" with James about your organisation's problems and how to fix them, book one of 12 x 10-minute slots available

State of the Nations

14:00-15:00

The road to recovery is never straightforward and the effects of the global pandemic have been felt in many different ways. With no guidebook on how to navigate these testing times, we must continue to adapt, innovate and learn from each other. Having already overcome a multitude of challenges, hear how rural, costal and urban areas intend to help get the nation moving again, support high street regeneration and embrace active travel initiatives.



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Tangible Takeaways

15:00-16:00

Urban regeneration and the sustainable agenda. This session will bring you a series of speed presentations that will explore ways to capitalise on the unique opportunity we've been given to extend the role of parking into these areas.

Speakers have 5/6 minutes to address the following statement:

“In a post-COVID world, how will your product or service enable parking to be a part of urban regeneration and the sustainable agenda?”

Q&A with panel to follow.

Speakers:

Gareth Buchanan-Robinson, Growth Leader, RingGo

Tim Daniels, Director, Videalert

Carole Kenney, Director, Welfare & Customer Care, CDER

Graeme Middleton, Business Development Director, Cemplas

Waterproofing & Concrete Repairs

Alan O'Donnell, Country Director, Easee

Ross Simpson, Business Technical Sales Engineer, Easee

Alan Wood, Director, Penham Excel

Wednesday 16 September

Being 'Future-Ready': The big trends to drive personal growth and new revenue opportunities

Matt O'Neill

10:00-12:00

Futurist Matt O'Neill has worked with companies all over the world to help them make sense of rapid change. In this presentation, Matt will take you through key approaches to the commercial recovery from COVID. From office upheaval to automation, he will explain the economic and social trends our sector can expect on the near horizon. And you will discover how our businesses and their leaders can become more agile and even discover new revenue streams by thinking more openly.

Lunch and Learn with Conduent Transportation: Combining Cross-industry expertise to maximise the benefits of disruption in the Parking Sector

12:30-13:30

This session will be comprised of three sections:

Section 1: The future of Automotive Services, presented by Jean-Marie Vial

Jean-Marie is Conduent Transportation's Automotive Senior Expert, having previously worked with both Citroen and Peugeot, Jean-Marie provides automotive expertise in Conduent's Automotive Aerospace and Manufacturing Business leading on automotive solutions for clients and supporting digital transformation projects in this area.



Section 2: Customer Experience Expectations Are Changing, presented by Sharon Smith

Sharon is a Conduent Director of Multichannel Services in Europe, supporting organisations transform document related services into digital or multi-channel outcomes, by combining traditional document communications with modern digital techniques.

Section 3: Repurposing the kerb, presented by Matt Darst

Matt is a Conduent Transportation Director in kerbside and public safety solutions, managing their industry-leading analytics team to improve customer convenience, develop compliance management initiatives, and promote sustainability. Matt is an advocate of advanced analytics—the identification and communication of trends beyond simple reports and dashboards by data scientists—and that work has led to critical client insights and true data-driven decision-making.

Workshops with Matt

EVolve

14:00-16:00

14:00-17:00

Matt is also available in the afternoon for 4 x 30-minute workshops (maximum group of six), in which he will work with you through ways to escape the constraints of your current mindset to discover new revenue streams. With challenging economic headwinds, “thinking the impossible” is a crucial way forward; and Matt will help you put new ideas on the table.

EV revolution or multi-model evolution? This year we have faced the greatest challenge to life as we knew it, in living memory. But could it also present us with the best chance for change in the parking and mobility sector as we seek greener, cleaner and improved solutions to our transport needs?

[Full Session Plan](#)



Thursday 17 September

Understanding the mind: New ways to realise that change starts with us

Piers Thurston

10:00-12:00

In a complex and changing world, we would all like to feel prepared. Piers Thurston, one of the world's leading exponents of Quality of Mind, will show you in this session how resilience and resourcefulness come from how we think – not what we know. You'll discover simple truths you can realise right now to feel inspired about your future goals and more empowered to handle the complexities of modern business and life.

Park Active Lunch Time Takeover!

12:30-13:30

The Covid pandemic of 2020 has been the catalyst for many changes in our own lives and in our wider communities. Social distancing has become the driver for significant changes in the increased use of cars and decreased use of public transport and created an upsurge in the number of people walking and cycling as an everyday activity.

Following this, the BPA is leading a new Park Active initiative as a response to Covid-19. This initiative encourages the reduction of traffic in town and city centers, thereby freeing space for social distancing, reducing congestion, improving air quality, and contributing to wellbeing.

This session will bring you the shared experiences of stakeholders in this exciting pilot scheme and offer you the opportunity to discuss with them how such a scheme could work in your locality



Workshop with Piers

14:00-16:00

Piers Thurston

If the plenary session inspires you, Piers' afternoon workshop will be the ideal deeper dive into the concepts behind Quality of Mind. In a more interactive Q&A, Piers will explain how to get more out of our mental resources, and how to apply these themes to real-world scenarios suggested by delegates.

The Watering Hole

16:15-18:00

Friday 18 September

That's a Wrap

10:00-12:00

Conference feedback and discussion

Staff will be on hand following the conclusion of the conference, to address questions, continue conversations ignited during the three days and collect feedback.

Please donate to our corporate charity,

Macmillan

**MACMILLAN
CANCER SUPPORT
RIGHT THERE WITH YOU**

This year the conference is **FREE** to attend, but we are asking that you make a donation to our corporate charity, in place of the usual ticket fee.

COVID has had a detrimental impact on cancer diagnosis and treatment, but your contribution can make a difference. Thank you.