



## Euro Bus Expo 2016 confirms its full Master Class Theatre line-up

*Industry's prime players prepare to share their insights at the show*

The Go-Ahead Group, Nottingham City Transport, trentbarton, Reading Buses, FirstGroup and National Express are just some of the leading bus and coach operators gearing up to appear in the Master Class Theatre at next month's Euro Bus Expo, taking place at NEC Birmingham on 1-3 November.

Running throughout the three day event, Euro Bus Expo's 2016 Master Class Theatre, sponsored by SmartDrive Systems, is renowned for attracting a host of high-profile brands and experts from across the bus and coach industry. And 2016 is certainly no exception.

Big name representatives from the Confederation of Passenger Transport, Transport for London, Transport for West Midlands, Transport Focus, The Royal Mint, Low Carbon Vehicle Partnership, Bath & North East Somerset Council, and Bristol City Council have already been confirmed. Plus, the Transport Minister for Buses, Andrew Jones MP, recently announced that he intends to give an address at the show on 3 November.

Another new addition to the line-up is Martin Dean, managing director – bus development at The Go-Ahead Group. He joined Go-Ahead in 2008 and leads and acts as a focal point for all bus business development activity for the Group, including assisting with the development of bus policy and strategy.

One such development is the Group's transformational plans (announced in partnership with Stagecoach, First Bus, Arriva and National Express earlier this year) for a major smart ticketing scheme that aims to bring contactless travel to every bus in Britain by 2022. He'll be discussing 'Rolling out contactless payments – the journey so far' at 12.30pm on 3 November.

"Whether it's vehicles, equipment, technology, services or advice you're looking for, Euro Bus Expo brings them all together under one roof – you can't afford to miss it!" says John Birtwistle, CPT president and head of policy at FirstGroup's UK Bus Division.

"Visiting Euro Bus Expo is essential to keep up-to-date with the latest innovations and solutions to help us deliver the very best for customers, employees and shareholders," says Martijn Gilbert, CEO of Reading Buses.

"Euro Bus Expo is a must attend event if you want to keep pace with the changes in products and technologies in our industry," says Jeff Counsell, MD of trentbarton.

### Master Class Theatre highlights

Tuesday 1 November:

- Bus Services Bill
- Making partnerships work: John Birtwistle, president at CPT; & Mark Fowles, MD of Nottingham City Transport
- Life after the referendum: Steven Salmon, director of policy development at CPT

Wednesday 2 November:

- Marketing your business effectively: Jeff Counsell, MD of trentbarton
- Attracting the best talent: Martijn Gilbert, CEO of Reading Buses
- Future prospects for buses and coaches in London: Leon Daniels, MD of Surface Transport, Transport for London
- Panel discussion – The role of bus and coach operators in the new devolved structures: Lynda Waltho, area director for Midlands at CPT (moderator); Linda McCord, Transport Focus; Peter Bond, director of policy at Transport for West Midlands; & Peter Coates, MD of National Express West Midlands

Thursday 3 November:

- Address by Parliamentary Under Secretary of State: Andrew Jones, MP, Transport Minister for Buses, Department for Transport
- Expanding the low emission bus market in the UK: Gloria Esposito, head of projects at Low Carbon Vehicle Partnership
- Introducing the new 12-sided £1 coin: Julie Mason, industry communications manager at The Royal Mint; & Rhodri Ryland, industry liaison manager at The Royal Mint
- Rolling out contactless payments – the journey so far: Martin Dean, MD, The Go-Ahead Group
- Accessing our cities – Park & Ride, making them work: Richard Smith, Bath & North East Somerset Council; & Nicola Phillips, Bristol City Council (ATCO – Association of Transport Coordinating Officers)

For further details, including timings and summaries, please visit [www.eurobusexpo.com/why-visit/master-class-theatre-programme](http://www.eurobusexpo.com/why-visit/master-class-theatre-programme).

## Thousands of buyers get on board

Opening in just under two weeks, thousands of coach and bus professionals from across the UK and Europe have already added their names to the visitor list. Over 9,500 attendees are expected.

“For me, Euro Bus Expo is about experiencing the latest innovations and products across the industry and considering how they could improve your business. Just as important, it is about having that face to face networking opportunity with people that you may speak to regularly but can easily go a year without meeting,” says John Gray, technical manager at FirstGroup.

“Euro Bus Expo provides us with the opportunity to look into the showcase of what's new and best practice innovation in today's bus industry,” says Sam Simpson, chief operating officer at Bus Eireann.

“Euro Bus Expo is the highlight on my calendar, providing me with innovation and inspiration, all in one place,” says Steve Whiteway, managing director of Epsom Coaches Group

Thanks to glowing testimonials like these and with visitor pre-registrations currently tracking ahead, the 2016 edition will be the biggest Euro Bus Expo yet.

Euro Bus Expo, the free-to-attend three day biennial event, will feature nearly 300 exhibitors representing every link of the supply chain for coach, bus and minibus operation. This year, there will be 107 of the latest vehicles available to view, including several launching at the show. Returning show features include the Technology Zone; Outdoor Display Area; and the Accessibility Zone, Accessible solutions by Rescroft.

For more information, and to register for a free ticket to attend, please visit [www.eurobusexpo.com](http://www.eurobusexpo.com).

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### Media enquiries & press pass requests:

Please apply for press accreditation via this link – [www.onlineregistration.co.uk/shows/eurobus/16/landing.php](http://www.onlineregistration.co.uk/shows/eurobus/16/landing.php)

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### Notes:

*Euro Bus Expo will take place on 1-3 November 2016 in hall 5 at NEC, Birmingham. The show opens at 9.30am each day and closes at 5pm (4pm on 3 November).*

*Diversified Communications UK Ltd (Diversified UK) is a fast growing trade event organiser and publisher based in Brighton, Peterborough, and Nailsworth, Glos. Diversified UK's portfolio includes Euro Bus Expo; Coach & Bus Live; RouteONE magazine; The Route One Operator Excellence Awards; Coach Monthly; CDC News; miniPLUS; CDC Coach Tourism Yearbook; National Coach Tourism Awards; British Tourism & Travel Show; Accountex; SITS – The Service Desk & IT Support Show; Natural & Organic Products Europe; Nordic Organic Food Fair and Natural Products Scandinavia in Malmö, Sweden; camexpo; Natural Products magazine; Natural Beauty News; Casual Dining; lunch!; Commercial Kitchen; Geo Business; Ocean Business; Capturing Reality; and MARELEC Marine Electromagnetics conference. For more information, visit: [www.divcom.co.uk](http://www.divcom.co.uk).*

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