



BOOK NOW

**Conference Enquiries**  
Tel: +44 (0)20 7091 7965

**Exhibition Enquiries**  
Tel: +44 (0)20 7091 7969

| Delegate Rates           |            |
|--------------------------|------------|
| First Delegate           | £275 + VAT |
| Each Additional Delegate | £125 + VAT |

## 16 June 2011 | Chelsea Football Club, London



### Expanding the horizons for forecasting, decision-making, and information presentation.

Building on the content of previous years we have established an exciting line-up of **top-class speakers** in their field, who each will deal with one of the many issues facing the modelling profession and those involved in critical forecasting and decision-making.

Join us for exciting presentations, **in-depth debate and stimulating new insights**. Click [here](#) to be there!

#### 09:30 - Morning plenary

**Modelling and forecasting in a changing world: decision-making in a time of uncertainty and new challenges**  
*Chair: Tom Van Vuren, Divisional Director, Mott MacDonald and Visiting Professor, Institute for Transport Studies, University of Leeds*

**Confronting business and policy risk: learning from the sharp end of decision-making.**  
Paal Olafsen of the internationally renowned corporate risk specialist [Strategy @ Risk](#) examines the context for forecasting and making choices in an uncertain world.

John Polak, Professor of Transport Demand, Imperial College London give an overview of the exploding world of information and decision making challenges.

#### 11:00 - Morning tea and coffee

#### 11:30 - Choose from 1 of 3 morning seminars

**MODELLING**  
Challenges in practice for tomorrow's modeller

**Chair - Tom Van Vuren**  
**Challenges for tomorrow's modeller - perspectives from London**  
*Nigel Campbell, Director of Policy Analysis, TfL*

**Modelling regeneration**  
*Marcial Echenique, Professor of Land Use and Transport Studies, University of Cambridge*

**Modelling Carbon Impacts - How are carbon impacts currently being modeled and what is the scope for improvement**  
*Steven Fraser and Tamsin Macmillan, Atkins*

**Measuring network resilience and identifying network 'hotspots'**  
*Eddie Strankalis, Hyder Consulting*

#### 13:15 - Lunch served in the exhibition hall

#### 14:30 - Choose from 1 of 4 afternoon seminars

**MODELLING**  
Methods for tomorrow's modeller

Marius Dupuis, the General Manager from VIRES, will be demonstrating their OpenDRIVE Project. Used by Audi, BMW, Daimler, VTI and many more, OpenDRIVE was developed as a way of standardizing the

**DATA**  
Winning efficiencies

**Chair - Emma Cockburn, London Borough of Havering**  
**Data Collection - opportunities and costs**  
*Paul O'Neill, MD, Intelligent Data*

**Traffic Model Input Data, Calibration and Validation - Horses for Courses**  
*Boris Johansson, Technical Director, SIAS*

**Transport management, data and modelling**  
*Richard Marriot, Managing Director, Drakewell*

**PRESENTATION**  
3D and 4D Modelling & Simulation for Urban Activities and Mobility

**Chair - Pete Ferguson, Economic Geographer & Urban Designer**  
**3D urban simulation and its applications in city planning for buildings and mobility.**  
*Stéphane Gourgout, Bionatics*

**Extending the capabilities of 3D modelling, including traffic simulation and human behaviour in urban spaces.**  
*Simon Leng, Presagis*

**The potential to use 3D town/city and regional modelling in order to support sustainable decision making.**  
*Mike Starr, Cicada Design*

**Illustrating the impacts and benefits of changes to the urban realm.**  
*Janine Tijou, Design Hive*

**PEDESTRIAN MODELLING**  
Commercial, urban and transport environments

**DATA**  
New thinking on data

**Chair - Gerard O'Regan, Nationwide Data Collection**

**AUTOMOTIVE SIMULATION**  
A new era for Vehicle simulation: Harnessing the latest tools

HOME

PROGRAMME

SPEAKERS

WHO SHOULD ATTEND?

EXHIBITION

BOOKING & RATES

Organised by:



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With speakers from:

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**\*\*New for 2011\*\***

### AUTOMOTIVE SIMULATION

A special focus on automotive simulation has been added to the programme. We will address how simulation used in vehicle design and performance assessment is becoming available to those responsible for providing highway capacity and catering for the car in different traffic situations and parking environments.

Specialists in driving, traffic and scenario simulation will take part in an afternoon session presenting the latest techniques, best practice, and applications in this fast evolving area.

Marius Dupuis, the General Manager from VIRES, will be demonstrating their OpenDRIVE Project. Used by Audi, BMW, Daimler, VTI and many more, OpenDRIVE was developed as a way of standardizing the

logical road description in order to facilitate data exchange between different driving simulators. It allows for detailed modelling of vehicle movements and the interface between driver and vehicle behaviour and highway system and facility design.

Nigel Peters, Director of Savoy Computing Services & Mike Hutt from TRL will discuss advancements in roundabout design and analysis including a major innovation with BIM links to Arcady, AutoTrack and Civil3D.

Attendance exclusively at this specialist afternoon session costs £150 + VAT. Attendees will also have the chance to visit the exhibition. Add a [standard delegate place](#) to your shopping basket and enter promocode *MWSIMULATION* to activate the discount and attend this session exclusively.

Attending the whole event will allow participation in wider discussions about the evolution of behaviour modelling, data collection and presentation and the ways in which decision making and evaluation can be improved by the latest modelling, simulation and visualisation techniques.

**Attendance at the full Modelling World conference, including access to the specialist afternoon session, costs only £275 + VAT.>**

**Chair - Tom Van Vuren**

**Activity-based modelling**

*Peter Davidson, Peter Davidson Consultancy*

**Short-term dynamics**

*Nanne van der Zijpp, Tripcast, Netherlands*

**Modal choice decision making by travellers: embracing changing behaviour in a world of exploding information on options and ever changing prices**  
*Luis (Pilo) Willumsen, Luis Willumsen Consultancy*

**Data Fusion**

*Shaleen Srivastava, Technical Director - Highways, Jacobs*

**Origin-destination matrices from GPS data-sources**

*Robert Holtom, Principal Project manager - GIS Mott MacDonald and Traffic MASTER*

**Open Data and advances in low-cost modelling**  
*Martin Bach, Director, Minnerva*

**Chair - Chris Pyatt, Technical Director, Colin Buchanan**

**Monitoring, interpreting & influencing crowd behaviour**

*Barbara Operschall, Yellowfish*

**Combining crowd agent based modelling with functional block modelling**

*Olaf Junker, Airport Research Centre*

**Simulating the behaviour of individuals on a journey through a passenger terminal environment**  
*Sandra Weddell, TFL*

EX will be a challenge by modelling responsible for optimising high capacity and catering for traffic in new kind of built environments, including shared street spaces in urban areas and car parking environments.

**Chair - Peter Stonham, Editorial Director, Local Transport Today**

**The OpenDRIVE Project**  
*Marius Dupuis, General Manager from VIRES.*

OpenDRIVE allows for detailed modelling of vehicle movements and the interface between driver and vehicle behaviour and highway system and facility design.

**Roundabout Design and Analysis**

*Nigel Peters, Director of Savoy Computing Services & Mike Hutt from TRL.*

In this session we will discuss advancements in roundabout design and analysis including a major innovation with BIM links to Arcady, AutoTrack and Civil3D.

**16:00** - Afternoon tea and coffee

**16:45** - Afternoon plenary

The day ends with a challenging debate.

**Chair - John Bates, Mathematical Economist**

**Evidence based decision-making versus decision-driven evidence gathering.**

*Alan Wenban Smith, Principal, Urban & Regional Policy consultancy, Chris Riley, Associate, Oxera*

Two leading proponents from the profession discuss the implications of the recent Government announcement on appraisal. Does the move to the 'five cases' mean a fundamental change with a truly broader range of social and value judgements brought to bear, or is it a small step in an incremental improvement process, protecting the economic rigour of the previous approach in NATA?

**18:00** - Conference close

The day concludes with networking drinks in the main exhibition area

**19:00** - Event close

Published programme is subject to change.

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Call 020 7091 7859 or [Book Online now](#) Any queries please contact conferences(\_AT\_)landor.co.uk

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