



CALL FOR PRESENTATIONS

Parking Australia invites experienced speakers for both plenary and workshop sessions at OUTLOOK 2017. We are seeking speakers who will bring innovative thinking, share real world experiences and case studies and promote stimulating, even provocative conversation about the issues that impact the Parking Industry.

Suggest topics are listed below however these are not exhaustive and abstracts will be assessed on criteria that provides relevancy across all sectors of the industry.

With the theme **“The Future is Today”** presentations may focus around the following areas:

CASE STUDIES AND WORKSHOPS

- Ride share at Airports current and future experiences
- Customer service systems – CRM – How can this add value?
- Business Intelligence for Parking and Ground Transport
- Customer Segmentation - What products are Airport customers wanting?
- Customer Loyalty / Rewards
- Car share programs – Airports, Council, Campus, Retail
- The use of on street technology and learnings – several years on
- Transport Strategy - Management of increased, sustainable transport options /infrastructure with the requirement for vehicles in the City
- Implementing and rolling out a parking related change project, lessons learnt – LPR, Permit management, etc.
- Parking challenges and solutions for (large, medium, small, rural, city, urban) Campuses
- Is Enforcement providing the right customer experience?
- The parking hierarchy in airports/retail/campus/local government who gets the best bay, and who pays?
- Integration of Off street and on street parking strategies and management
- What are the parking departments Key Performance Indicators in Local Council, Campuses?
- What type of signage works best for our customers?
- Dynamic pricing systems experience and learnings
- The changing world of parking in Campus, Local Councils, Airports & Retail
- The process of bringing an Autonomous Vehicle into your organisation

PLENARY

- Online Bookings – future trends
- Benchmarking – what are the benefits?
- Future proofing car parking constructions
- Behavioural economics of customers who purchase online- how much choice is too much
- Community Engagement – how to facilitate the smooth introduction of new parking
- How prepared are we for EV’s in our city?
- Does introducing parking technology reduce your expenses?
- Integrating Parking and Transport; Managing parking demand, by managing Transport Options.



- The perception of Parking and media that works
- Human behaviour and parking
- Smart City updates
- Innovation in parking today and tomorrow
- Where does parking fit in Mobility as a Service
- The customer experience and parking
- The future of the parking asset
- Urban planning and parking
- How prepared are we for Electric Vehicles

STRUCTURE OF PRESENTATIONS

Plenary Session (55 minutes)

Description: Presentations will report on original research, innovative programs, professional practices, and theoretical and conceptual advances relating to the topic and developing knowledge, skills and practice across various parking sectors. These sessions must be engaging and interactive.

Time: 45 minutes of the allocated time spent on the presentation and the remaining 10 minutes is dedicated to a question/answer session with the participants.

Word Limit: A 200 word abstract and 60-word bio is required and this must be submitted using the [ONLINE SUBMISSION FORM](#).

Workshop (55 minutes)

Description: Workshops offer opportunities to develop participants' skills using a variety of interactive methods. These sessions are interactive, practical, and hands-on. This also offers presenters the opportunity to conduct the session as a panel to debate on controversial and contested topics before their audience – who are at the same time encouraged to play an active role in the discussion. Workshop sessions may feature case studies.

Word Limit: A 200 word abstract and 60-word bio is required and this must be submitted using the [ONLINE SUBMISSION FORM](#)

Note: [We accept only online abstract submissions](#)



PRESENTATION REVIEW

Abstracts are **peer-reviewed** and authors/presenters should ensure that their abstracts provide sufficient detail so that reviewers will be able to fully evaluate author's work, research design, data analysis, and results.

The selection criteria that the reviewers will be assessing via our online portal is included below. Please ensure your abstract addresses each one of the selection criteria.

SELECTION CRITERIA

Current and relevant (10 points)

The presentation/workshop has an emphasis on relevance and latest developments in your field that can provide take out for delegates to assist with personal development and their parking roles/businesses. Your aim is to lead and engage delegates with up to date, future thinking and relevant topics.

Analytical (10 points)

The presentation/workshop provides more than a description of a program or service; it draws out insights and lead delegates to reflect on and apply to their own contexts.

New knowledge (10 points)

The presentation/workshop provides new ideas, case studies, innovations or knowledge relating directly or indirectly to parking or personal development.

Conference themes and topics (10 points)

The presentation/workshop offers something significant or unique relating to the theme of "The Future is Today".

Quality (10 points)

The presentation/workshop is of high quality – well researched with data & evidence to prove significance of study and/or practical ideas that can be implemented back at the workplace.

SUBMIT HERE