

The Fundamentals of Travel Planning



Overview

Whilst development of travel plans has become second nature across the UK over the past two decades, it is important to get back to basics with how travel plans should be developed and delivered. As professionals, many of us get involved in some aspects of the travel planning process, but understanding a clear and easy process from beginning to end can really help with planning and delivery.

This course focuses specifically on the successful elements needed to construct, deliver and monitor travel plans and will be helpful for those involved in operations, logistics, HR, property and planning as well as those employed in more conventional sustainable transport roles. Packed with helpful tips and case-studies this one-day course is a must for anyone wishing to develop and grow their skills in travel planning.

Learning outcomes

On completion of the course, delegates will:

- Have an understanding of the different types of tools they can use to develop effective travel plans
- Understand the travel planning process from beginning to end
- Have an understanding of the effectiveness of different interventions and when to use them
- Be aware of best practice toolkits and resources, monitoring methodologies and systems
- Be equipped with ways of motivating and sustaining engagement and commitment
- Be able to develop an action plan for moving forward travel plans in their own context

Who should attend

This course has been developed for professionals involved in any aspect of travel planning wishing to develop their knowledge and competence, ranging from architects, planners, property and development management professionals through to those involved in travel promotion, behavioural change, community engagement, logistics, HR, and operational aspects. It will also be a useful refresh for those needing to update their core knowledge and skills.

Topics covered

- The whole travel planning process
- Barriers to effective travel planning
- Your own situation - applying the process

Programme*

Arrival/refreshment

Introduction

- Setting your learning objectives
- Understanding your skill gaps

Barriers to Effective Travel Planning

- Typical problems
- Knowledge
- Where to find resources
- Responsibilities and how I fit in the process

Break

Outlining the Travel Plan process

- What makes a quality Travel Plan
- Defining the needs and reasons for a Travel Plan
- Explaining the travel planning cycle
- Marketing and promotion
- Getting and maintaining commitment

Lunch

Your own situation - applying the Travel Plan process

- Completion of an action plan pro forma
- Adapting the travel plan to your own situation
- Identification of your key actions

Break

Reflective learning and planning

- What has worked /not worked – some clear advice
- Helping you with knowledge gaps and tools you can use in your own situation

Gaining support and commitment

- Steps you need to take to gain support in your organisation
- Using the 'speed mentor' session
- Review and feedback

Close

*Please note that this is a preliminary programme and is subject to change

