

Registration 8.30 to 9.30

Session One: Safer Europe 9.30 to 10.45



Session Chair: **Joseph Marra**,
Member of the Executive Committee European Union
Road Federation (ERF)



Patrick Lepercq, Chairman of the Global Road Safety
Partnership and Public Affairs Director, Michelin



Keynote Presentation: Rt Hon Paul Clark MP,
Parliamentary Under Secretary of State for Transport,
Department for Transport responsible for Road Safety



Claes Tingvall, Director of Traffic Safety,
Swedish Road Administration



Ellen Townsend, Policy Director, ETSC (European
Transport Safety Council):
*'Achieving greater road safety through advanced
technology and collaboration'*

- Audience Q & A

Coffee Break

Session Two: 11.15 to 12.30

Safer Motorists

Session Sponsor:  **Concateno**
global drug testing services



Session Chair: **Edmund King**,
President, The AA



Event Sponsor: **Peter Snelling**,
Head of Communications, Michelin UK *'Welcome'*



Ian Forcer,
Head of Marketing, Concateno



Sebastian Goldin, Managing Director,
IAM Commercial: *'Company Drivers'*



Dr Carina Fourie, Senior Researcher,
Clockwork Research. *'Fatigue Risk Management'*



Sponsored Speaker: **Steve Wright**, Creative Director,
The PBC/Get Your Head Round It *'Bridging the gap
between early years road user education and
preparation for driving'*

Lunch Break

Session Three: 13.45 to 14.50

Safer Road Engineering

Session Sponsor:



Speed Check Services
Safety, smoother traffic, faster



Session Chair: **John Dawson**,
Chairman of EuroRAP



Session Sponsor: **Geoff Collins**,
Speed Check Services



Dr Joanne Hill, Director,
Road Safety Foundation



Rob Salmon, Former Head of West Sussex County
Council/Managing Director, STRS Consultancy

Coffee Break

Session Four: 15.15 to 16.30

Safer Vehicles Masterclass



Session Chair: **Adrian Walsh**, Director, RoadSafe
*'Market-driven dynamics in improved road safety –
covering the need for governments to support such
incentives, drawing from examples from NCAP, Driving
for Better Business, where each has produced
significant safety improvement without the need for
legislation or enforcement'*



Nick Ford, Senior Consultant, Frost & Sullivan:
'Latest Developments in e-Systems'



Adrian Walsh,
Director, RoadSafe



Paul Everitt, Chief Executive, SMMT:
'The Role of Technology in Improving Road Safety'

Closing Address



Saul Billingsley, Deputy Director General,
FIA Foundation: *'The Road Safety Decade of
Action Challenge'*