



INTERNATIONAL FLEET MANAGERS INSTITUTE



INTERNATIONAL FLEET MANAGERS INSTITUTE

Successfully engaging driver  
behaviour and awareness

**A 1-day Expert Training Session**

18<sup>TH</sup> November **2014**

**HAMBURG**

**TARGET GROUP:**

This IFMI Expert Session is open to international fleet managers, procurement and finance managers, and category managers, responsible for a vehicle fleet in minimum 3 countries in Europe.

**WHAT YOU WILL LEARN:**

Of the different entries on a vehicle fleet's cost sheet, so many are directly or indirectly impacted by the behaviour of drivers. There's fuel consumption, accident management, insurance, and car wear and tear - to name just a few.

To locate the savings, the best practices and to uncover the efficiencies possible with a strong and sound driver behaviour training and education programme, the IFMI (International Fleet Managers Institute) will meet in Hamburg on November 18, and share with us their experience and expertise in what's a vital area in a fleet's success.

# PROGRAMME

## MONDAY, 17 NOVEMBER 2014

19:00	<b>WELCOME</b>
	Grand Elysée Hotel, Hamburg - Germany
19:30	<b>OPENING OF THE IFMI SESSION &amp; FINGERFOOD DINNER</b>
	<ul style="list-style-type: none"><li>&gt; Introduction to the IFMI Expert Session</li><li>&gt; Introduction of the participants</li><li>&gt; Objectives of the session</li></ul>
	<b>SPEAKERS: Steven Schoefs &amp; Tony Elliott, Fleet Europe</b>

## TUESDAY, 18 NOVEMBER 2014

8:15	<b>WELCOME COFFEE</b>
	Grand Elysée Hotel, Hamburg - Germany
8:30	<b>DRIVER BEHAVIOUR IN FLEET MANAGEMENT: SETTING THE TOPIC</b>
	<ul style="list-style-type: none"><li>&gt; Identifying the meaning and the position of Driver Behaviour in fleet management</li><li>&gt; The key elements impacted by Driver Behaviour</li><li>&gt; The scope of Driver Behaviour in fleet management</li></ul>
	<b>SPEAKER: Steven Schoefs, Fleet Europe</b>
9:00	<b>THE SET-UP OF THE DRIVER BEHAVIOUR PROGRAMME - THEORY</b>
	<ul style="list-style-type: none"><li>&gt; Getting the mandate</li><li>&gt; Engaging the right internal stakeholders</li><li>&gt; Defining the process of the Driver Behaviour plan</li><li>&gt; Introducing the Driver Behaviour strategy</li></ul>
	<b>SPEAKER: Marc Van Eck, ALD International, with the support of Thor Konings, Athlon International</b>
9:20	<b>THE SET-UP OF THE DRIVER BEHAVIOUR PROGRAMME - CASE STUDY</b>
	An international fleet manager explains how his/her company has handled the set-up of a Driver Behaviour programme.
	<b>SPEAKER: Fer Derwort, Infor</b>
10:00	<b>THE SET-UP OF THE DRIVER BEHAVIOUR PROGRAMME - Q&amp;A</b>
	Interactive discussion with the International Fleet Manager presenting the case study, IFMI partners and participants on an efficient set-up of the Driver Behaviour programme.
10:20	<b>COFFEE BREAK</b>
10:40	<b>DEVELOPING THE DRIVER BEHAVIOUR PROJECT - THEORY</b>
	<ul style="list-style-type: none"><li>&gt; Defining the Driver Behaviour Project</li><li>&gt; Setting the objectives</li><li>&gt; Getting the current vehicle fleet data</li><li>&gt; Setting the baseline</li><li>&gt; Defining the scope</li><li>&gt; Selecting the right KPI's</li></ul>
	<b>SPEAKERS: Nathalie de Vries, LeasePlan International &amp; Denis Féralut, Arval</b>

11:00	<b>DEVELOPING THE DRIVER BEHAVIOUR PROJECT - CASE STUDY</b>
	An international fleet manager explains how his/her company has handled the development of the Driver Behaviour philosophy into a concrete fleet project. <hr/> <b>SPEAKER: Nazan Gunduz, PMI</b>
11:40	<b>DEVELOPING THE DRIVER BEHAVIOUR PROJECT - Q&amp;A</b>
	Interactive discussion with the International Fleet Manager presenting the case study, IFMI partners and participants on the development of the Driver Behaviour project.
12:00	<b>FUTURE ALTERNATIVE POWERTRAINS</b>
	> Explaining the various alternative powertrains > Latest step = Fuel Cell > Evolution of volumes of these > Challenges on achieving savings > Impact on TCO <hr/> <b>SPEAKER: Emrah Sarisoy, Toyota Motor Europe</b>
12:30	<b>LUNCH</b>
14:00	<b>TRENDS IN COMPANY CAR TAXATION</b>
	> New trends in company car taxation > Influence of taxation on selection of alternative powertrain vehicles and vice versa <hr/> <b>SPEAKER: Erwin Boumans, BDO</b>
14:30	<b>IMPLEMENTATION OF THE DRIVER BEHAVIOUR PROGRAMME - THEORY</b>
	> From project to implementation > Efficient communication > Follow up & reporting > Driver motivation <hr/> <b>SPEAKER: Thor Konings, Athlon International, with the support of Marc Van Eck, ALD International</b>
14:50	<b>IMPLEMENTATION OF THE DRIVER BEHAVIOUR PROGRAMME - CASE STUDY</b>
	An international fleet manager explains how his/her company has handled the development of the Driver Behaviour philosophy into a concrete fleet project. <hr/> <b>SPEAKERS: Antal Palmai, E.ON</b>
15:30	<b>IMPLEMENTATION OF THE DRIVER BEHAVIOUR PROGRAMME - Q&amp;A</b>
	Interactive discussion with the International Fleet Manager presenting the case study, IFMI partners and participants on the development of the Driver Behaviour project.
15:50	<b>COFFEE BREAK</b>
16:10	<b>DRIVER BEHAVIOUR: SOLUTIONS AND SERVICES TO ENHANCE EFFICIENCY</b>
	A view on the market offer with solutions and services that can contribute to the success of the Driver Behaviour programme. > Driver training > Telematics > Mobility schemes <hr/> <b>SPEAKER: all IFMI partners</b>
17:00	<b>SUGGESTED GUIDELINES FOR SUCCESS IN DRIVER BEHAVIOUR</b>
	<b>SPEAKER: Steven Schoefs, Fleet Europe with IFMI partners</b>
17:30	<b>WRAP-UP</b>
18:30	<b>IFMI DINNER, sponsored by TOYOTA MOTOR EUROPE (A SHUTTLE IS ORGANISED)</b>



INTERNATIONAL FLEET MANAGERS INSTITUTE



by



**FLEETEUROPE**

FOR INTERNATIONAL CORPORATE FLEET LEADERS

Major sponsor

Toyota **Business Plus**

LEXUS **BUSINESS PLUS**

In partnership with



IN GLOBAL  
PARTNERSHIP WITH



**ARVAL**  
BNP PARIBAS GROUP

