

Event taking place
online 20-22
April 2021

To discuss Modelling
World International
(MWI) sponsorship,
online exhibiting
opportunities and
presenting, contact
Daniel Simpson on:
+44 (0)20 7091 7861
daniel@landor.co.uk

Organised by:



MODELLING WORLD INTERNATIONAL 2021

Media information pack
Middle East

Event sponsors



Supported by:



In partnership with:





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Introducing **Modelling World International**

Modelling World, the UK and Europe's largest and best data and modelling event is going global, with a focus on the **Middle East, Australia, New Zealand and India.**

For the first time ever, Modelling World International will connect transport and pedestrian modelling professionals, advisory and strategic modellers, data scientists and transport economist in international debate, and enable discussion of the biggest questions of the day – all virtually.

The event will take place over three days and across several time zones. It will feature live plenary debates that discuss local, regional and global challenges, expert modules and breakout sessions covering the latest best practice, innovation and thought leadership. Even better, it will give professionals across the world a unique opportunity to network with international colleagues

Our all-in-one broadcast and event platform provides:

- live 1-2-1 video meetings (including meeting booking functionality in-app)
- speak to any attendees, speakers, exhibitors at any time using our 'People' directory
- exhibition booths with live presentation, videos, file downloads and lots more
- an on-demand conference session service - so if you miss a live session you can come back and watch it at a time suitable for you
- live keynotes and debates, on-demand sessions and facilitated international discussions

We look forward to seeing a few familiar faces from our extensive network of professionals in the Middle East, as well as welcoming new people and organisations to the largest gathering of modelling professionals ever!

Contact Daniel on daniel@landor.co.uk for more information, or to take part



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MWI will offer:

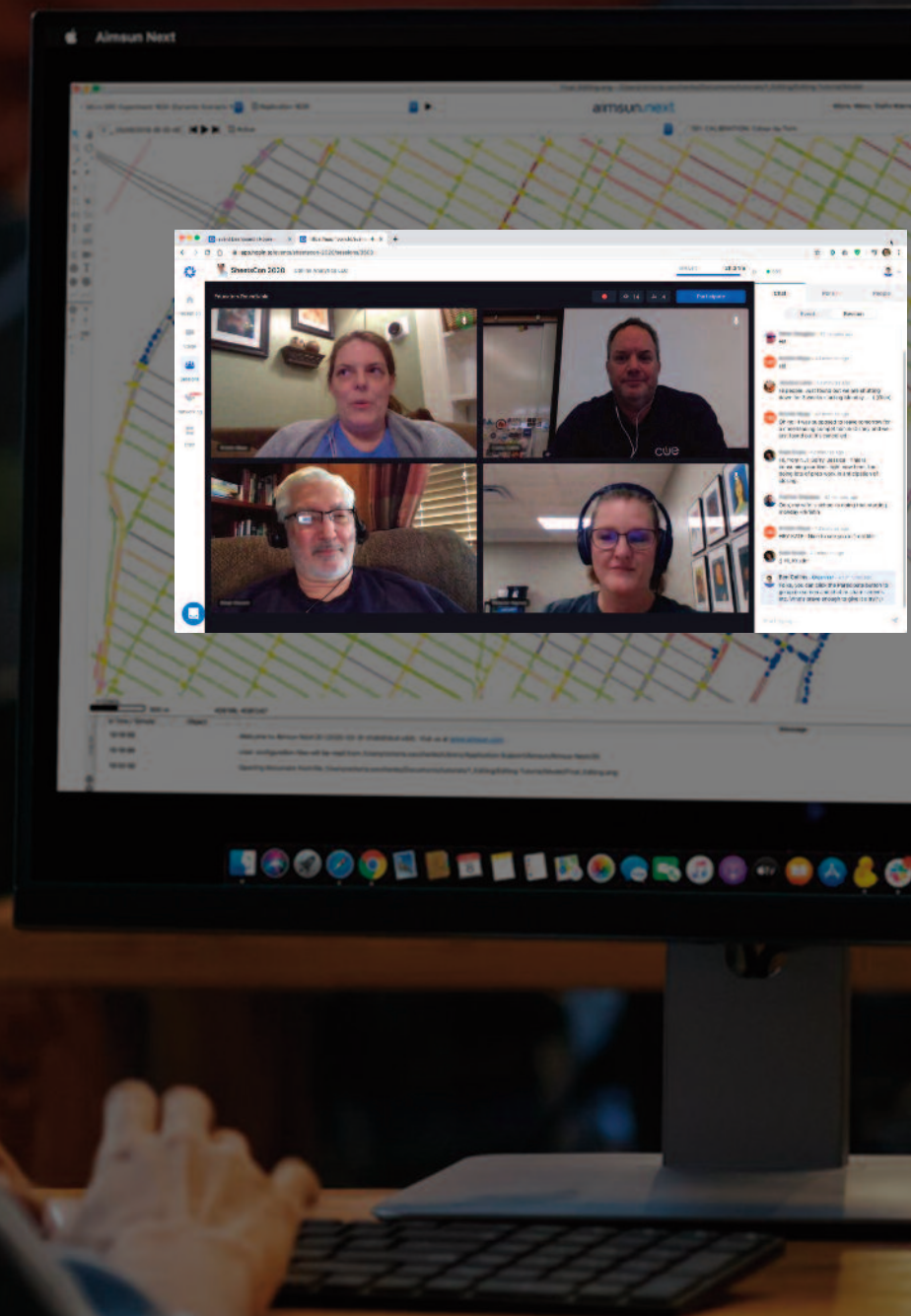
The largest virtual gathering of data and modelling
professionals from around the world, ever

Opportunities to access and communicate with
global experts in modelling software, consultancy,
data collection, analytics and visualisation

An expertly-curated programme of Modelling
World speakers, case studies, thought leadership
and training all delivered virtually – live and on-
demand from anywhere in the world

International networking opportunities, including
video calls, meetings and live chat

Unique and exclusive access to specialist user
group presentations and meetings





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Benefits of attending:

Listen to thought-provoking presentations from
data & modelling experts across the world

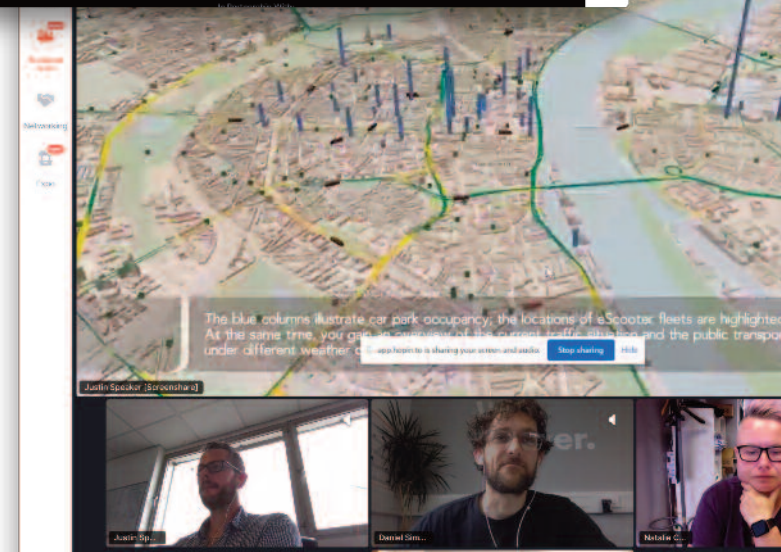
Discover the latest innovations from service and
solution providers in the interactive exhibition

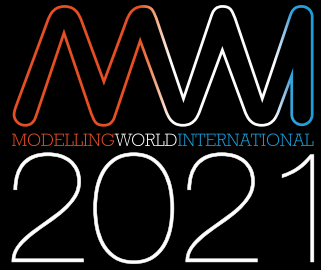
Network and interact with other attendees and
exhibitors via direct chat and video

No need to travel - simply attend this event from
your PC, laptop, tablet or phone

Schedule 1-2-1 meetings

Join in peer-to-peer roundtable discussions





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Transport modelling is a key activity of transport studies, providing a range of input to transport planners and engineers to select, plan, design and implement transport projects.

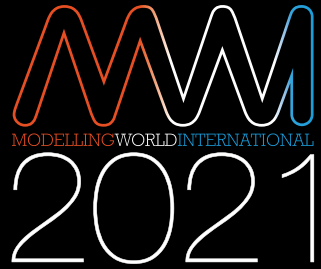
Globally, transport authorities spend significant amounts of money and effort developing transport models to assist with the planning of transport infrastructure. The authorities in the Middle East have made significant investment in developing transport models to assist with expansion: in the UAE alone, there are four major transport models that require regular updates, which is a costly and resource-hungry process.

The accuracy of a transport model's output is essential in the development of efficient transport infrastructure. With the advancement of technology and introduction of new travel modes, there is a continuous need to update transport modelling techniques and approaches.

Clearly, Virtual Modelling World is a great opportunity for transport modellers in the Middle East to keep up to date with the latest developments, share their views, benefit from interactive sessions with global experts and showcase home-grown innovation. With the COVID-19 virus present across the world, a Virtual Modelling World is the best way forward ■



Dr Reza Mohammadi,
Managing Director, RMC
Consultancy, is MWI's point of
contact for the Middle East,
India and Africa



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Who is involved in MWI?

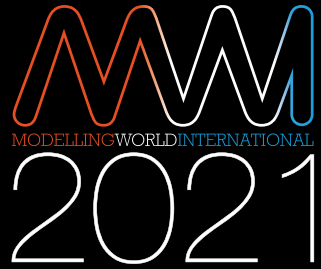


**Dave Keenan, Aimsun Pty Ltd
based in Melbourne,
Australia, is our Man 'Down
Under' for MWI**

Dave is the National Chair of the Australian Institute of Traffic Planning and Management Transport Modelling Network (AitpmTMN), providing a national modelling point of reference for practitioners in traffic and transport planning and management. Traffic planning and management is an integrated activity involving infrastructure management and operations, demand management, transport planning, economics, freight, road safety, public transport and optimisation for non-motorised transportation modes. As such, it sits closely alongside network modelling as a key focus across the national, regional and locally-based economies of Australia and New Zealand. AITPM's Transport Modelling Network provides a diverse range of knowledge and skills-building opportunities in this, through a multitude of annual events.

The AITPM network is extensive, with more than 4,000 members and corporate members registered across Australia. Dave is also the AitpmTMN representative on the NZ Modelling User Group (NZMugs), a sub-group of the NZ Transportation Group within Engineers New Zealand, dedicated likewise to promoting the interests and engagement of transportation systems modelling across New Zealand ■

With these times locking us down right across the globe, I'm sure we all feel the needs and benefits of being, and staying, healthily connected. Perhaps more so, the COVID-19 situation has made us realise that - no matter what the distance - we all face common challenges and issues across our industry. This distance is nowhere more enthusiastically felt in the world than from the geographical position of Australia and New Zealand



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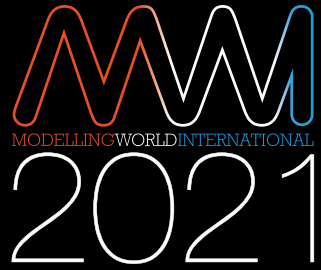
I guess it was inevitable that Modelling World International would need to be delivered virtually in 2021. And to me personally that is a shame, as I enjoy the conviviality of Modelling World, the Exhibition, and the Masters of Modelling awards. But keeping friends and colleagues safe is top of our priorities.

Having said that, a virtual format has its advantages. It isn't always easy for people to attend a full-day event, and we have previously been limited in being able to get interesting speakers from all corners of the globe together to interact with each other and with regional audiences to bring knowledge-sharing to a new level.

We will make the most of this opportunity, using the best broadcasting and virtual technology, and are in discussion with speakers from Australia to the USA and many places in between to discuss their ideas, experiences and developments in modelling and forecasting. Could Modelling World go even bigger? Definitely! I am really excited about what the technology will enable us to do – and hope to meet many new delegates who haven't been able to attend a Modelling World event before. As I always say, it's my favourite day of the year ■



**Tom van Vuren, Regional
Director UK & Europe, Veitch
Lister Consulting and Chair of
Modelling World since its
inception in 2006**



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MWI: Bringing the modelling community together

We are working with our global partners in every continent to pull together the very best case studies, thought leadership, innovation, challenges, insights and – importantly – solutions to showcase at Modelling World International. The event will be accessible to data and modelling professionals globally and in the coming months we will establish partnerships with all international data and modelling organisations to secure their attendance. We expect the following attendees:

Middle East & North
Africa - over 400
attendees Us

Australia and New
Zealand - over 500
attendees

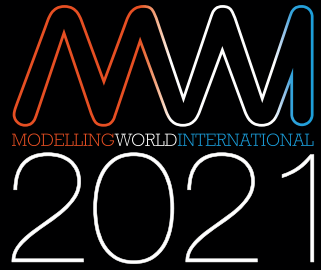
UK and Europe - over
500 attendees

North & South
America - over 500
attendees

India
400 attendees

In year one we can expect in excess of
1,000 global attendees during the three
days of the event





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How it will work

The event will be open for three days during which attendees can join the conference at any time they choose to access presentations, the exhibition, network with other attendees and lots more

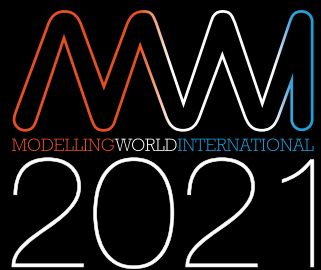
Attendees can visit exhibitors, pick up brochures, view video content, ask questions, arrange demos and request meetings

Presentations will be provided both live and on demand on a range of subject matter. We will also make sure that all regions have the opportunity to take part in interactive sessions at specific times. If you miss a live recording you can watch again and then contact speakers with any questions, or arrange a follow-up meeting to discuss further

Full access to attendee delegates and the ability to connect, network, arrange meetings, live chat and more

The event will be accessible via phone, tablet and desktop computer for anyone, anywhere in the world!





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Get involved

Event

Sponsorship:
AED 25,500

- Sponsorship of a regional plenary session / live broadcast session
- Sponsorship of a breakout session, including an opportunity to present on the panel / prerecorded session that is available on-demand
- Premium exhibition booth / fully inclusive of all exhibitor benefits and functions
- **30** delegate tickets for staff and client invites

Sponsored

webinar session:
AED 15,500

A bespoke webinar session as part of the event programme which can be designed as a user group meeting, product demo, or talking head session, to run for 60-90 minutes

- Up to 500 delegates
- Up to 5 presenters
- Event recorded for post-event promotion

Exhibitor

Package:
AED 15,500

- Virtual exhibition booth / fully inclusive of all exhibitor benefits and functions
- **10** delegate tickets for staff and client invites

Delegate fees

1 place: **AED 500**
Company pass (10 places)
AED 4,500
Local Authority (public sector): **AED 250**
Authority team pass (10 places): **AED 2000**

To discuss a bespoke package of promotion
and profiling please contact Daniel Simpson
on **+44 (0)20 091 7861** or email
daniel@landor.co.uk