



2017 IPI INTERNATIONAL PARKING & MOBILITY CONFERENCE

Marriott Hotel ~ Bogotá, Colombia
October 3–4, 2017

TUESDAY, OCTOBER 3

8:00 – 9:00	Breakfast & Expo Floor	
9:00 – 9:15	Welcome from IPI	Shawn D. Conrad, CAE CEO, International Parking Institute (IPI)
9:15 – 10:00	Bogotá's Mobility and New Plans	Juan Pablo Bocarejo Mobility Secretary for Bogotá
10:00 – 10:45	Let's Think About Bike Parking	María Fernanda Ramírez Bernal Assistant Professor at the Colombia School of Engineering
10:45 – 11:15	Coffee Break & Expo Floor	
11:15 – 12:00	The High Cost of Free Parking	Donald C. Shoup, BE, PhD Distinguished Research Professor in the Department of Urban Planning at UCLA
12:00 – 13:30	Lunch & Expo Floor	
13:30 – 14:15	When to Use Robotic/Automated Parking?	Saul Castillo Smart Parking - Panama
14:15 – 15:00	What is Dynamic Pricing and When Should it Be Applied?	Liliana Rambo, CAPP President, Winpark Management, LLC
15:00 – 15:30	Coffee Break and Expo Floor	
15:30 – 16:15	How to Prepare Your Team to Provide the Best Customer Service in Parking	Ana Hengist Corporate Educator Consultant, Abrapark - Brasil
16:15 - 17:45	How Does Bogotá Compare to Other Latin American Cities?	Panel Discussion Eduardo Bayon, Saul Castillo, Alejandro Jaramillo
18:00 – 20:00	Reception	Sponsored by IPI and ACOPARQ



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WEDNESDAY, OCTOBER 4

8:00 – 9:00	Breakfast and Expo Floor	
9:00 – 9:45	The Role of Parking in Access and Mobility: A Major Player in Today's Transportation Infrastructure	Roamy Valera, CAPP CEO, NewTown Advisors, LLC Board Chair, International Parking Institute
9:45 – 10:30	Looking at the Parking Industry With 20/20 Vision	Alejandro Jaramillo President, APD de Colombia S.A. Board Director, International Parking Institute
10:30 – 11:15	Coffee Break and Expo Floor	
11:15 – 12:00	How Does Colombia Compare to Other Latin American Countries with Regard to Parking Legislation	Fernando Dueñas Executive Director, ACOPARQ
12:00 – 14:00	What Are Your Thoughts on Government Regulation of Parking Fees?	Lunch and Roundtable Discussion All Participants
14:00 – 14:15 pm	Closing of the Conference	Shawn D. Conrad, CAE CEO, International Parking Institute (IPI)

*****This agenda is subject to changes that would enrich the program and the conference attendees.*****