

### ABOUT THE EVENT

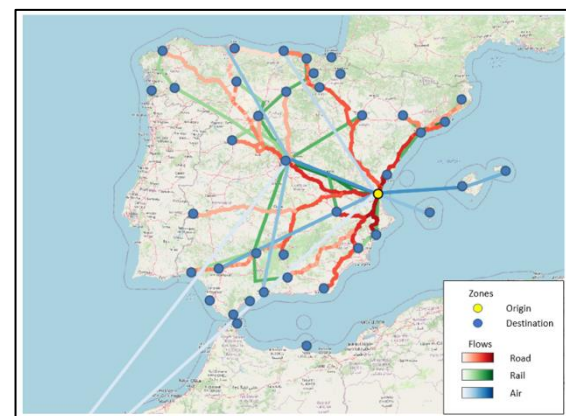
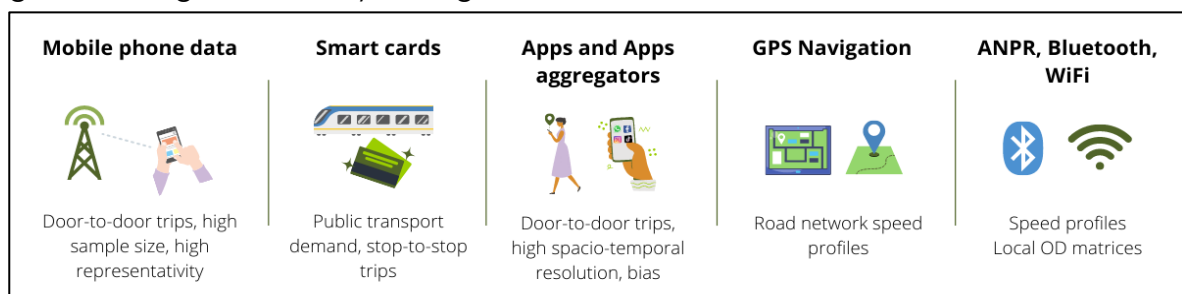
New data sources and collection techniques have become available that offer larger sample sizes and longer timespan coverage. Some of them are based on sensors for Bluetooth and WiFi signals, others on public transport smart cards, smartphone apps, mobile network data and vehicle telematics. These are all passive, non-disruptive, forms of data collection that take advantage of the digital traces generated by a range of devices.

Mobile phone network data (MND), the digital traces our phones leave behind, can be processed to trace movements, and generate

anonymised Origin Destination matrices and other mobility indicators, 24 hours a day 365 days in a year.

MND has strengths and limitations and these will be discussed in the Seminar. New techniques based on Machine Learning have removed most limitations and their use in transport models is now common practice in countries like the UK, the US and Spain.

The seminar will discuss these issues and provide a 'state of the art' review of techniques and applications, including large and small transport models in different countries.



### ABOUT OUR SPEAKER



**Luis (Pilo) Willumsen** is an internationally recognised expert in Transport and Traffic modelling with over 35 years of experience as a consultant, transport planner and researcher with a valued academic career. He is co-author of "Modelling Transport" published by Wiley; its fifth edition will appear later this year. He also published "Better Traffic and Revenue Forecasting", a book dealing with the critical task of delivering demand and revenue projections for transport concessions. He is Managing Partner of Nommon Solutions and Technology, a company that uses big data sources to develop mobility insights. In that role he has pioneered the use of big data, in particular from Mobile Phone Networks, to deliver useful and innovative transport models.

### FURTHER INFORMATION AND REGISTRATION

**THIS IS AN ONLINE EVENT.** Attendance at this Seminar is free, but registration is mandatory. Sign- up on Eventbrite at [Transport Models](https://www.eventbrite.com/e/transport-models-2023). Registered attendees will be sent joining details the day before the event.

For further information, e-mail us at [ciht.dubaigroup@gmail.com](mailto:ciht.dubaigroup@gmail.com).



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