



Fleet Management Workshop

Performance and Cost Management, Operational Strategies

**For the Second Time in South-East
Europe**

Bucharest

Wednesday November 11, 2015

Thursday November 12, 2015

Hotel Ramada Majestic

Calea Victoriei 38-40


value in Motion

MERCURY

Fleet Management Workshop

Performance and Cost Management, Operational Strategies

In April 2014 Pythia International Logistics and Mercury Associates Inc. of USA collaborated to host the first seminar dedicated exclusively to fleet management best practices and global trends in Romania. Based on positive feedback from participants we organize in 2015 a follow-up workshop demonstrating the application of the principles presented last year.

The workshop to take place this November in Bucharest focuses on three key topics: fleet performance management, cost management, and operational strategies. These subjects are introduced through hands-on group exercises and case studies. This will allow the participants to experience the manner in which the application of these latest practices leads to measurable improvements in fleet operations.

Mercury Associates Inc. is the largest independent fleet management advisory firm. Over the last 20 years its experts have offered consulting and disseminated knowledge in North and Central America, Australia, Europe, Middle East and Asia. Pythia International Logistics is an integrated logistics services firm.

AGENDA

MODULE 1 (Day 1, morning)

Fundamentals of Fleet Management (8:30-12:00)

The workshop begins with an overview of fleet management practices:

- Elements of an Effective Fleet Management Program
- Fleet Management Business Processes

COFFEE BREAK 10:30-11:00

- Organization of Fleet Management Functions
- Developing Fleet Management Policies—Exercise

LUNCH 12:00-13:00

MODULE 2 (Day 1, afternoon)

Fleet Performance Management (13:00-17:00)

In this session techniques and methods for performance measurement are introduced.

- Fleet Data Sources and Processing Tools
- Performance Measurement and Benchmarking

COFFEE BREAK 14:30-15:00

- Defining and Using Key Performance Indicators and Benchmarks—Exercise

COCKTAIL 17:00-18:00

MODULE 3 (Day 2, morning)

Fleet Cost Management (8:30-12:00)

In this session strategies for fleet cost efficiency and control are reviewed.

- Techniques and Strategies for Reducing Fleet Costs
- Activity-Based Cost (ABC) Analysis of a Fleet Operation

COFFEE BREAK 10:00-10:30

- ABC Analysis—Exercise
- Determining and Managing Vehicle Total Cost of Ownership
- Determining Optimal Vehicle Replacement Cycles—Case Studies

LUNCH 12:00-13:00

MODULE 4 (Day2, afternoon)

Selected Topics in Fleet Operations Management (13:00-17:15)

In this session factors leading to good fleet operations management are explained.

- Outsourcing and Supplier Management
- Vehicle Allocation and Utilization Management—Exercise

COFFEE BREAK 14:30-15:00

- Managing Vehicle and Fleet Replacement—Case Study
- Managing Fleet Maintenance and Repair—Exercise

Cocktail 17:30-19:00

INSTRUCTOR

PAUL LAURIA is the President of Mercury Associates, Inc., the largest dedicated vehicle fleet management consultancy in North America (www.mercury-assoc.com). Recent Mercury clients include Schindler Elevator, Shell Canada, General Motors, Toyota Tsusho, ARAMARK, Hovensa, GlaxoSmithKline, and Cox Enterprises, in the private sector; and the US Army, US Marine Corps, the departments of Homeland Security, Interior, and State, and NASA; the states of California, Florida, and New York; and the cities of Houston, Las Vegas, Philadelphia, San Francisco, and Seattle, in the public sector.

Over the last 23 years, Paul has provided consulting and management training services to hundreds of corporate, utility, military, and government organisations touching on virtually every facet of fleet management. He has conducted fleet management training programmes in North America, the Caribbean, Europe, and Asia. In conducting these seminars, he will draw on insights, strategies, analytical techniques, best management practices, and case studies gleaned from his company's consulting work with fleets ranging in size from fewer than 10 to more than 650,000 vehicles and pieces of equipment. Before beginning his consulting career with Ernst & Young in 1984, Mr. Lauria served as an analyst with a public transit agency and the State of North Carolina Department of Transportation. He holds a Master's Degree in Transportation Planning from the University of North Carolina at Chapel Hill.



The aims of this course include:

- ▣ Examining the role of fleet management activities in overall organizational success.
- ▣ Reviewing the design and execution principles of an effective fleet management program.
- ▣ Exploring interdependencies between asset management activities such as vehicle acquisition, maintenance, and repair, and business management activities such as financial management, supply chain management, and human resources management.
- ▣ Understanding technological, economic, environmental, and other factors that are changing the way organizations manage and operate fleets.
- ▣ Becoming familiar with different techniques for direct and indirect fleet costs control
- ▣ Reviewing the pros and cons of outsourcing fleet management functions and the importance of proactively managing supplier and contractor performance.
- ▣ Learning about key analytical techniques for supporting fleet-related decision making, including vehicle life cycle cost analysis, fleet replacement planning, and quantitative performance measurement and benchmarking.
- ▣ Investigating the array of computerized information systems and analytical tools.

This course is designed for professionals involved in:

- ▣ Fleet management
- ▣ Operations and internal support services management
- ▣ Fixed asset management
- ▣ Transportation and logistics
- ▣ Strategic sourcing and supply chain management
- ▣ Financial management and cost control

WORKSHOP DETAILS

Bucharest

Wednesday and Thursday 11,12 November, 2015

Ramada Hotel

Calea Victoriei 38-40

Fees

The two-day seminar cost of EUR300, plus

25 percent VAT (EUR372), includes course materials and lunch and refreshments each day.

Early-bird registrations paid in full by September 15, 2015 receive a EUR50 discount.

Multiple registrations by individuals from the same organization receive a discount of EUR30 for each additional registrant, up to a maximum of EUR90 in total discounts.

Payment Methods

Payment is accepted via bank transfer in RON at the EUR-RON exchange rate on day of transfer.

Payment is made to:

Pythia Interational Logistics S.R.L.

IBAN: RO70BUCU1052234762020RON
Alpha Bank—Libertatii

Registration

Mail

Mail completed registration form and copy of bank transfer issued to "Pythia International Logistics S.R.L." for *delivery* no later than November 9, 2015 (by September 15 to receive early-bird discount) to:

Pythia International Logistics S.R.L.
Calea Victoriei nr. 155, bl, D1, etj. 9,
Sector 1, București

Fax or Email

Fax your completed registration form along with bank transfer copy by November 9, 2015 (by September 15 to receive early-bird discount) to: +40 21 3103216 or scan and email to: danadragan@pythiagroup.com

REGISTRATION FORM

Please register the following delegate(s) for participation in the Fleet Management Workshop to be held 11-12 November 2015

1st Delegate, Mr./Ms.:

_____	_____
Name	Position
_____	_____
Organization	
_____	_____
Phone	FAX
_____	_____
EMAIL	

2nd Delegate, Mr./Ms.:

_____	_____
Name	Position
_____	_____
Organization	
_____	_____
Phone	FAX
_____	_____
EMAIL	

3rd Delegate, Mr./Ms.:

_____	_____
Name	Position
_____	_____
Organization	
_____	_____
Phone	FAX
_____	_____
EMAIL	

Total fee (EUR) _____

We will pay the sum of _____ (total fee equivalent in RON) + 24% VAT through bank transfer. Confirmation of delegate participation will be issued upon payment receipt.

Signature, _____



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