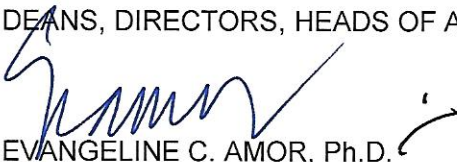


OFFICE OF THE VICE-CHANCELLOR
FOR ACADEMIC AFFAIRS

DIRECT LINE: (632) 928-5107
VoIP TRUNKLINE 981-8500 LOCAL: 2583
FAX: (632) 928-5107
E-MAIL: ovcaa@ovcaa.upd.edu.ph

MEMORANDUM NO. OVCAA-ECA 18-102

TO : DEANS, DIRECTORS, HEADS OF ACADEMIC UNITS

FROM :  EVANGELINE C. AMOR, Ph.D.
Vice-Chancellor for Academic Affairs

SUBJECT : Special Lectures on Technology and Data-Driven Transport 27 February 2018

DATE : 15 February 2018

We are pleased to invite your faculty, students and research/extension staff to the Special Lectures on **Technology and Data-Driven Transport** on 27 February 2018, from 2:30PM – 5:30PM at the Engineering Theater, Melchor Hall.

An expert from the United Kingdom, Dr. Charisma Choudry of the University of Leeds Institute of Transport Studies will provide a lecture that will focus on the use of GPS, mobile phone, smartcard and social media data, online browsing and purchase records of tickets, cars/bikes, residential properties, etc. in transport research and modelling for transport to be more effective, more efficient, and more responsive to the needs of the urban community.

We request for the widest circulation/dissemination of this announcement in your respective units. Registration is free and certificates of attendance may be given upon request. To secure reservation for the limited seats, please pre-register for individual or class attendance before 23 February 2018 at bit.ly/transpolecture2018. You may also call the Office of International Linkages Diliman at 981-8500 ext. 2561.

This event is co-organized by UP Diliman, through the College of Engineering, National Center for Transportation Studies and Vice-Chancellor for Academic Affairs and the British Embassy Manila.

The poster and program are attached, for your reference.



Visiting Professors Public Lecture Series: Transport Lecture

Invitation

The British Embassy Manila's Public Lecture Series invites UK experts to the Philippines to talk about relevant issues in the country.

We would like to invite you to attend our lecture series on "Technology and Data-Driven Transport" at University of the Philippines Diliman.

Dr. Charisma Choudhury of the University of Leeds Institute for Transport Studies will be coming to Manila for a lecture that will revolve around the use of technology and big data for improved transport and urban mobility. The lecture will tackle the use of GPS, mobile phone, smartcard and social media data, online browsing and purchase records of tickets, cars/bikes, residential properties, etc. in transport research and modelling for transport to be more effective, more efficient, and more responsive to the needs of the urban community. The University of Leeds ITS is the UK's largest single academic group providing transport courses and training and a leading transport research centre worldwide.

Date: 27 February 2018 (Tuesday)
Venue: University of the Philippines
Melchor Hall - College of
Engineering Theatre
Diliman, Quezon City

Registration starts at 2.00PM

Register here for free:
bit.ly/transpolecture2018

**SPECIAL LECTURE ON TECHNOLOGY
AND DATA-DRIVEN TRANSPORT**

Engineering Theater, Melchor Hall
27 February 2017 | 2:30PM – 5:00PM

PROGRAM OF ACTIVITIES

2:00 – 2:30	Registration
2:30 – 3:00	Welcome and Opening Remarks by: Dr. Imee S. Martinez Director, OIL Diliman-OVCAA
3:00 – 3:30	Speaker for the local transport landscape
3:30 – 4:15	Dr. Charisma Choudry Deputy-Director of the Choice Modelling Center, Institute of Transport Studies, University of Leeds
4:15 – 4:45	Open Forum
4:45– 5:00	Closing and Awarding of Certificates Group Photo