NAVIGATE MOBILITY

Connecting municipal and industry decision-makers across 20+ European countries for outcome driven mobility partnerships

navigatemobility.com →

VISIBILITY & ENGAGEMENT OPPORTUNITIES

NAVIGATE MOBILITY CONFERENCE

11–12 March 2027 | In-Person

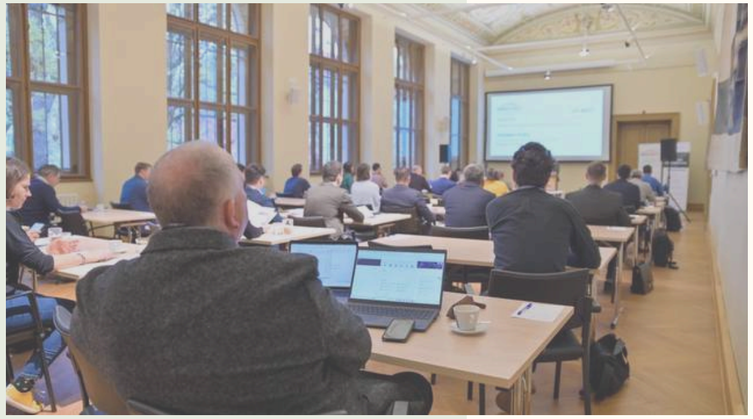
Organizer:

effistride is an independent firm based in Prague that develops business opportunities in emerging sectors. With more than nine years of experience in event design and business networking, the team creates focused gatherings that bring the right people together for practical discussion, meaningful connections and new opportunities.

NAVIGATE MOBILITY

EVENT OVERVIEW

Navigate Mobility is a focused urban mobility senior leadership gathering. It bridges the public and private sectors across 20+ European countries, facilitating high-impact B2B dialogue and direct peer validation.



What it means to join as a partner? The transition to sustainable mobility is moving from policy ambition to implementation. Achieving the European Green Deal objective of reducing transport emissions by 90% by 2050 is expected to require around €1.5 trillion in investment, while cities continue to face pressing challenges around congestion, accessibility and also transport equity.

This conference convenes forward thinking leaders responsible for shaping and delivering urban mobility strategies across Europe. Event partners are integrated directly into the program, ensuring concentrated access to municipal and industry decision-makers.

01

Dates

Main Program:
11–12 March 2027
Evening Gala:
11 March 2027

02

Location

Prague, Czech Republic

03

Format

Keynotes, Workshops, Case Studies, Panel Discussions and Round Tables

NAVIGATE MOBILITY

WHY NAVIGATE MOBILITY?

Direct access to a concentrated audience of decision-makers.



Navigate Mobility utilizes a carefully curated format to facilitate efficient, unhurried B2B engagement.

Low Noise: A rather focused attendance of 180–200 senior practitioners means higher decision maker visibility and candid conversations.

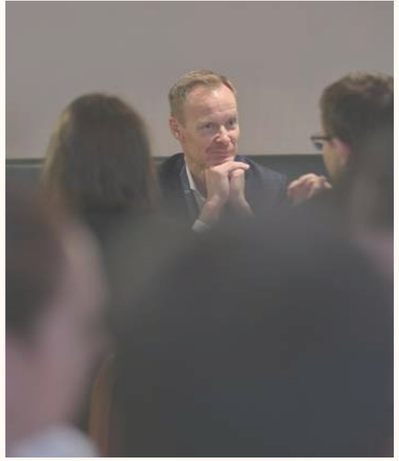
Decision-Maker Concentration: Over 60% of participants are city mobility directors, public transport operators and regional transport authorities.

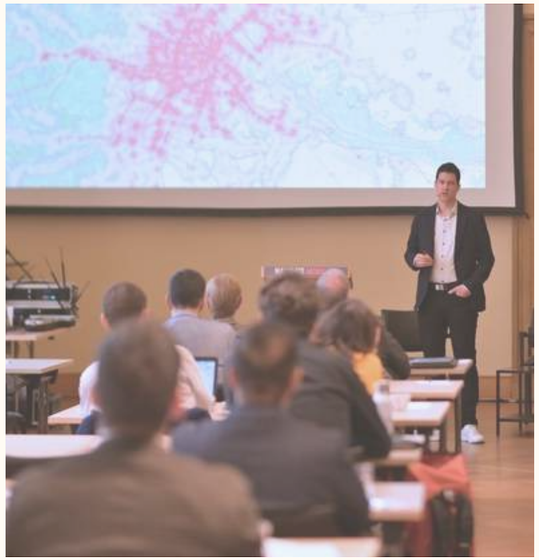
The CEE & Regional Bridge: Prague as a strategic hub connecting Central & Eastern European municipalities with DACH, Nordic and Benelux mobility leaders.

Higher Commercial ROI: Less competition on the floor yields a significantly lower cost-per-meaningful-conversation.

NAVIGATE MOBILITY

AUDIENCE PROFILE





01.

Participants Mix

Policy Makers (30%)
Transit Operators (25%)
Urban Planners &
City Strategists (20%)
Consultants/Tech (15%)
Academia (10%)

02.

Geographies

25+ Countries
Represented
(Geographic breakdown
on the next page)

03.

Seniority

60% director level
and above

04.

Expected Attendance

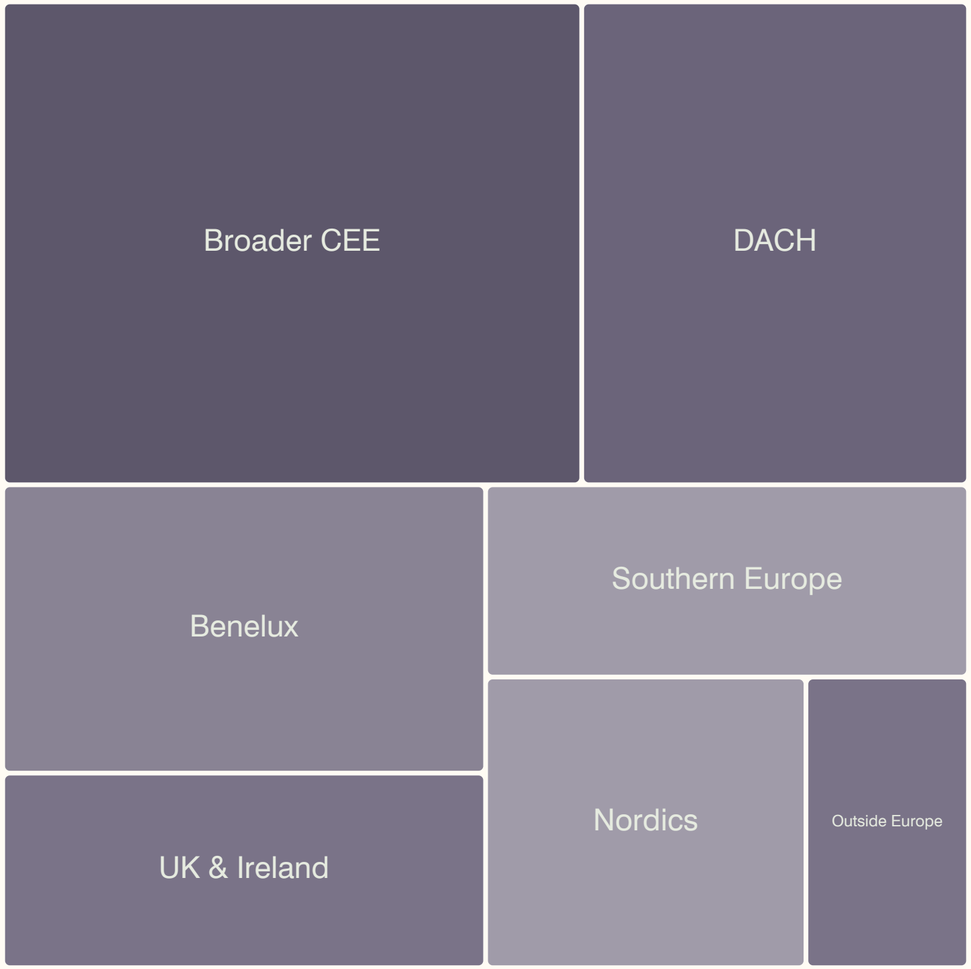
180–200
Participants

NAVIGATE MOBILITY

GEOGRAPHIC BREAKDOWN

- **Broader CEE* – 30%**
- **DACH – 20%**
- **Benelux – 15%**
- **Southern Europe – 10%**
- **Nordics – 10%**
- **UK & Ireland – 10%**
- **Outside Europe – 5%**

*Broader CEE includes Czechia, Slovakia, Poland, Hungary, Romania, Bulgaria and selected Balkan markets.

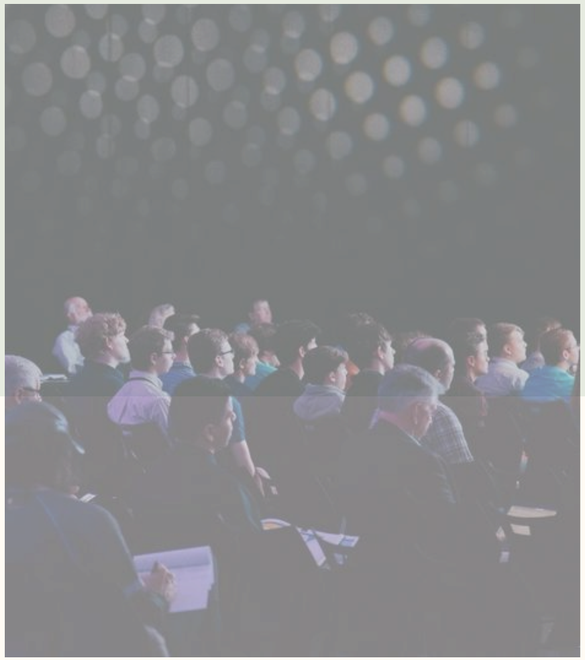


ATTENDEE HIGHLIGHT

- Managing Director - EasyMile GmbH
- Executive Director - North-West Regional Development Agency
- Director - Centre for Transport and Energy, Czech Republic
- Transport Director (COO) - DPP, Prague Public Transit Co., Inc.
- Director of the Transport Section - Bratislava Transportation Company
- Transport Planner Development Director - Ramboll, UK
- Sustainable Mobility Professor & Transport & Society Centre Director - UWE Bristol
- Chairman of the International Relations & EU Funds Committee - City of Prague
- Head of the City Development Department - City of Kopřivnice
- Head of EV Infrastructure - Transport Scotland
- Head of Global Parking Insights - EasyPark Group
- CEO and Head of Public Transport Department - JUDU, Lithuania
- Senior Executive Public Transport - T-Systems International, Switzerland
- Senior Project Officer - Sustrans, UK
- Professor of Cycling and Sustainable Mobility - University of Kassel, Germany
- Principal Engineer, Intelligent Mobility - Arup, UK
- Infrastructure Specification Lead - Auckland Transport
- Project Manager Multimodal Mobility & MaaS - Wiener Linien GmbH & Co KG
- Project Manager, Sustainable Urban Mobility - TNO, Netherlands
- Project Coordinator - Nederlandse Spoorwegen
- Senior Project Manager, Cycling & Pedestrian Projects - City of Toronto
- Chief of Department for Road and Rail, Ministry of Communications and Transport of Bosnia and Herzegovina
- Autonomous Driving Manager - NEOM
- Senior Advisor (Walking and Cycling Infrastructure) - Queensland Department of Transport and Main Roads, Australia
- Urban Planner and Lecturer - Roskilde University (RUC), Denmark
- Head of Center for Mobility Studies - Zeppelin University, Germany
- Public Transport In-house Expert - trolley:motion, Austria
- Chairperson of the Board - Institute for Mobility and Transport (IMT)
- Deputy Mayor for Development - City of Děčín in the Czech Republic
- Mayors - City of Zábřeh and Dobříš in the Czech Republic

The list provides a snapshot of selected attendees from previous editions and is not exhaustive





FEW ORGANIZATIONS REPRESENTED

THEMES

01 **Public Transit**
Ridership, electrification, DRT, resilience

02 **Active Mobility**
walking, cycling, accessibility

03 **MaaS**
digitalization, operational sustainability, multimodal hubs

04 **Equity**
accessibility, affordability, inclusion and the trade-offs in service provision

05 **Funding & Investment**
EU mechanisms, business cases, long-term financial stability

06 **Political & Stakeholder Alignment**
Political navigation, public trust, funding

07 **Digital Mobility**
Digitalization, data governance, real-time information, AI

10 hours of structured content across two days, with most sessions allowing time for questions and discussion, complemented by atleast 10 hours of networking through side events, coffee breaks and executive lunches.

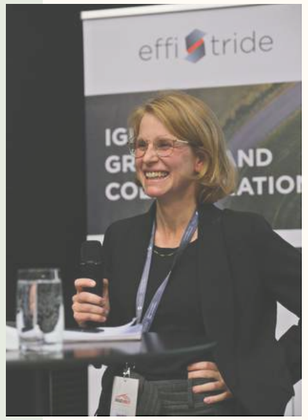
view conference program →

PAST FEEDBACK













I found the event relevant to my work, especially the sessions on mobility and data, and I appreciated the practical use cases and insights into how mobility is discussed in cities. The speakers and networking were excellent, and while I valued the presentations overall, I would suggest hosting both days at the same venue next time. Liked the National Library more because it was a cool environment.

Johannes Mark, Head of Global Parking Insights, EasyPark

The event was very useful, particularly the cooperation-focused discussions, and I rated the speakers and overall organization as excellent. I was very satisfied with the venue, appreciated the networking opportunities most.

Wolfgang H. Schulz, Head of Center for Mobility Studies, Zeppelin Universität

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The event is valuable overall and I am satisfied especially with the topics, networking opportunities, and how well everything was organized. The speakers were good, though there's still some room to make them more impactful. What stood out most to me were the practical, real world examples particularly insights coming from Europe.

Pavel Svoboda, Mayor, Dobříš (Czech Republic)

I chose to attend effistride's Navigate Mobility conference because of its diverse topics and participants. It's a great forum for sharing ideas across the mobility space. The networking has been especially valuable, and the quality of discussions is high.

Johnny Ojeil, Global Urban & Transport Planning Leader, Ramboll UK

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watch more feedback →

NAVIGATE MOBILITY

TIERS & DELIVERABLES

Conference partners secure highly concentrated access to key stakeholders. With limited slots and curated introductions, each tier is designed to generate strong commercial relevance.





LEAD PROGRAM PARTNER 01

The highest level of program integration and direct access to the entire conference delegation.

KNOWLEDGE PARTNER 02

Direct program integration combined with dedicated consultation space.

SUPPORTING PARTNER 03

Visibility and networking access to establish presence and connect with the audience.

TRACK, ROUNDTABLE CO-HOST, SPACE 04

Essential presence with branding and visible participation in the event.

01. LEAD PROGRAM PARTNER

Brand Visibility & Recognition

Full naming integration: "Navigate Mobility 2027, presented by [your Organization]" across website, program, banners and all media

Special recognition in opening and closing ceremonies

Organization logo with hyperlink on conference website and all digital and physical assets like event app, program and conference report

LinkedIn and newsletter promotion to all participants twice every month until the conference

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Networking & Engagement Opportunities

8 full conference attendee registrations (worth €3,920 according to Corporate Final Phase Rate)

20–minute keynote speaking slot

Branded coffee break or networking lunch (partner organization’s choice)

Private meeting space for prospects consultations

Lead Generation and Access

Distribution of company materials to all attendees during registration and badge pickup

Access to attendee contact list (with consent)

Exhibition space (3x2m) with high visibility location

Curated pre- and post event introductions to relevant attendees of choice

€14,990 excl. VAT

2 slots

02. KNOWLEDGE PARTNER

Brand Visibility & Recognition

Organization logo with hyperlink on conference website, program (digital and print) and signage

Special recognition during closing ceremony

Digital promotion (three LinkedIn posts before the conference) and one newsletter to attendee database

Company profile in digital conference proceedings

Networking & Engagement Opportunities

6 full conference attendee registrations (worth €2,940 according to Corporate Final Phase Rate)

10–minute thought-leadership speaking slot OR Panel Discussion Slot

Branded coffee break or networking lunch (partner organization’s choice)

Lead Generation and Access

Distribution of promotional materials (flyers, brochures, etc.) to seated attendees

Exhibition space (2x2m) in main networking area

Company logo on attendee name badges

Post-event attendee list (with consent)

Introduction to 10 conference attendees (preferences to be agreed at least two weeks before the event)

€7,990 excl. VAT

4 slots

03. SUPPORTING PARTNER

Brand Visibility & Recognition

Organization logo on conference website with hyperlink, program and signage

Co-branded session or panel mention

Digital promotion including 2 posts before the conference each via LinkedIn and Email Newsletter

Company profile and bio in digital conference proceedings

Networking & Engagement Opportunities

3 full conference attendee registrations (worth €1,470 according to Final Phase Rate)

Tabletop exhibition space with roll up banner (100 x 200 cms)

Company brochure distribution to all speakers

Introduction to 5 conference attendees (preferences to be agreed at least two weeks before the event)

€5,490 excl. VAT

6 slots

04. TRACK INTEGRATION PARTNER

Essential Benefits

Anchoring of one track: e.g. "Afternoon Track – Public Transport, Electrification & Funding, in partnership with [partner organization]"

Track-specific moderator introduction

4 complimentary full conference registrations (worth €1,960 according to Final Phase Rate)

Roll-up banner in venue foyer (85 x 200 cms)

Organization logo and bio in digital conference materials

€3,490 excl. VAT

4 slots

05. ROUNDTABLE CO-HOST

Essential Benefits

Naming and co-design of one workshop or one roundtable cluster

Partner as workshop or roundtable co-host

2 full conference attendee registrations (worth €980 according to Final Phase Rate)

Take-home material distribution at the session

Special mention in networking gala evening

€2,990 excl. VAT

4 slots

06. ACTIVATION SPACE

Essential Benefits

Dedicated consultation space in the primary networking area

1 full conference attendee registration + 1 exhibitor pass

Organization logo on conference website

€2,490 excl. VAT

4 slots

ROI MATRIX

Metric	Large-Scale Exhibitions	Navigate Mobility
Audience Capping	Mass Volume (Thousands)	Curated (180–200)
Decision-Maker Density	Broad	Very High (60%+ Directors, PTOs, etc.)
Sponsor Competition	High Volume	Strictly Limited
Lead Conversion Potential	Volume-Driven	Relevance-Driven

Major expos deliver broad industry reach. Combining them with Navigate Mobility in the same year gives your team an opportunity to turn that reach into more focused, high-value partnerships.

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ADDITIONAL INFORMATION

Preferential Delegation Rate

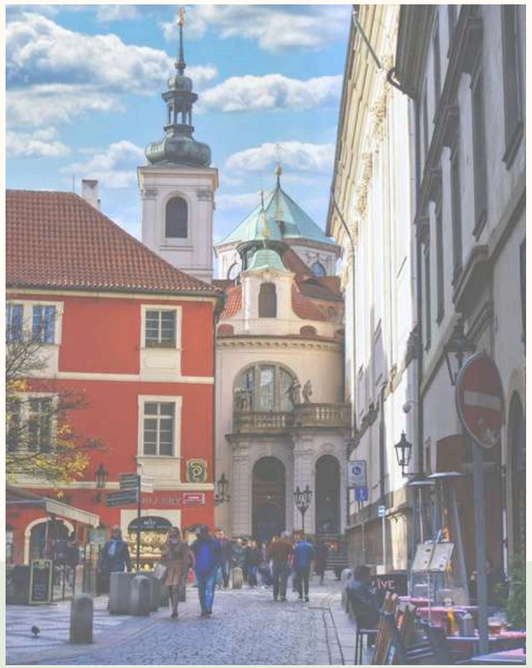
Partners seeking to bring additional colleagues beyond their included allocation may access a preferential delegation rate.

Support with practical needs

If you need help with travel, schedules or anything else, we will be here for you to make it easy.

Payment terms

50% deposit is required upon agreement signing, with the final payment due 60 days before the conference.



NAVIGATE MOBILITY

Building better urban mobility, together ⟶



Organizer:

effistride
igniting growth and collaboration

Strategic Partners:

trolley:motion urban e-mobility

CTU CZECH TECHNICAL UNIVERSITY IN PRAGUE

národní centrum dopravy 4.0

Partnerství pro městskou mobilitu

prague convention bureau

More Information:

Conference Website	: www.navigatemobility.com
Email	: vishesh@effistride.com
Phone	: +420 228 224 950
Venue Address	: Jugoslávských partyzánů 1580/3 Dejvice, Prague 6