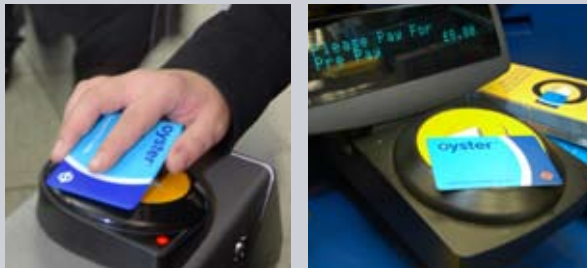


The future of ticketing



With a predicted 22.5% increase in passenger demand by 2014*, the way we purchase our ticket is changing to better suit business and customer needs.

Shashi Verma, Director of Fares and Ticketing at Transport for London will speak at our first Thought Leadership event of 2010. He will initiate the debate on the potential opportunities to use the latest technology and applications to charge and monitor fares. Technology does not stand still and there have been recent developments that may well have a part to play in the future of transport ticketing and payments. Some of the most interesting recent developments are around using bank cards or mobile phones to pay directly for travel – which could effectively remove the need for tickets for some journeys.

* Delivering a Sustainable Railway, DfT

Shashi Verma has responsibility for the operation of Transport for London's revenue collection system including the Oyster card, the largest smartcard based ticketing system in the world. He advises the Mayor of London on fares and ticketing policy.

Before being appointed to his current position Shashi was a Senior Principal in Corporate Finance with responsibility for Crossrail and worked on managing the specification of the Crossrail project, building the business case, managing the planning process with the Crossrail Hybrid Bill and developing a funding and financing plan for the project. Shashi came to Transport for London from consultants McKinsey and Company, where he worked with clients in the heavy industrials, mining and petroleum sectors.

Shashi has a Bachelor of Technology degree from the Indian Institute of Technology, Kharagpur, a Master in Public Policy and an unfinished PhD in Public Policy from the Kennedy School of Government at Harvard University. He taught at the Kennedy School for a year and received an award for excellence in teaching.

Cornelius Medvei, Head of Eversheds' Transport Sector Group and London Senior Partner will chair the debate.

The exclusive dinner will take place
1 March 18.30–21.30
at the Eversheds office
One Wood Street, London, EC2V 7WS

Eversheds LLP is an international law firm, with specialist groups of lawyers from every discipline, experienced in advising across the transport sector – dealing with passenger and freight modes and including rail, road, aviation, airports, ports, shipping and logistics. Eversheds is delighted to be working in partnership with London Transport Museum to establish the Thought Leadership Programme as part of the firm's engagement with and commitment to the sector and its future.

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