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Invited Lecture

Organizing Transport Services in Mega Events

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Railways Amphitheater, Materials Resistance Building, NTUA Campus

ABSTRACT: Transport is one of the top challenges in the organization of Mega Events. Delivering Transport services for a mega event is a unique, costly, politically sensitive and complex endeavor that requires substantial specialized resources and adequate time for planning and preparation. Therefore, it is required to set-up an organizational structure based on existing capability supported by external professional experience, which will secure thorough planning and efficient implementation, while out of the box thinking and innovative customized solutions are the key success factors.

This presentation outlines the critical topics to address, in order to deliver Transport Services for a mega event. It focuses on actual cases (i.e. Athens 2004, Baku 2015) to show how the Transport System is organized in order to accommodate the high demand that is expected during a mega event without interrupting the daily routine of the city, using the Public Transport System as the backbone of the Games transport network for spectators and workforce. Finally, the presentation outlines the risks and challenges associated with operation during the Games and provides recommendations and conclusions mainly related to the legacy component.



Roula is a leader and advisor with experience over 25 years in senior executive roles across planning, operations, market research, transport and major events. Roula has extensive experience of working as a catalyst in successful Mega Events Operations as well as in marketing and business development initiatives. Roula is a Civil and Transport Engineer who worked at:

- Sydney2000 as secondee to the Olympic Roads and Transport Authority,
- Athens2004 as Transport Strategic Planning Manager and Venue Manager for Hellinikon Fencing Hall & Indoor Arena
- Rio2016 Candidate City as Transport Expert for the Shadow Evaluation Commission
- Beijing2008 as Advisor on Venue Transport & Venues Operations Planning
- Athens2011 as Deputy Transportation Manager
- Baku2015 as Head of Traffic and Transit Operations
- Baku2017 as Public Transport Services Executive Advisor

She has also held Board roles in private enterprises such as AC Nielsen for 5 years and Champion SA for 5 years. Roula is energetic, resourceful and passionate about putting people first. She is at ease with engaging stakeholders, conducting rigorous analysis and integrating diverse concepts to solve complex problems. Roula's philosophy is to connect people and ideas, create a positive environment for change, establish collaborative relationships and build sustainable organizational capability.