**National Modeshift Convention**

**Tuesday 25 and Wednesday 26 November,**

**The Royal Armouries Museum, Leeds.**

Thank you for your interest in presenting at this year’s **Team Modeshift National Convention**. Please read the following information and complete the five questions at the bottom.

Please send your completed form to [events@modeshift.org.uk](mailto:events@modeshift.org.uk?subject=Convention%202024%20-%20Call%20for%20Contributions)

**Theme:**

This year our theme will look at how we evolve the narrative and both further develop and grow relationships and advocacy, to shape the future of everyday travel.

To increase active and sustainable travel, we must **expand beyond our current networks** and make active travel the easy, everyday choice. This means:

* Reaching a wider audience with clear, relatable messages
* Engaging more individuals, decision makers and leaders in **Team Modeshift**
* Shaping a stronger, people-focused narrative to drive change

**Our Audience:**

* Education settings
* Businesses
* Communities
* Developers & Planners
* Healthcare
* Events & Venues (spectators)
* Transport Operators

**Topics:**

* Changing the narrative, making sustainable, active travel mainstream – i.e. effective communication, leadership
* Stakeholder engagement - building support and advocacy
* The Art of Storytelling and humanising sustainable and active travel
* Principles of persuasion and influence
* Building and working with an effective network
* Using data and research to drive support
* Learnings from other industries
* Effective policy and guidance

Together, we can grow advocacy, inspire action, and improve how we deliver sustainable travel.

**1. Submission title and synopsis – please provide a short summary of what you plan to cover**

**2. Which area/s do you feel your submission best fits and why?**

**3. How will you present your work (presentation, workshop, panel discussion, try-out, demo, video etc)?**

**4. How long you will need i.e. 10, 15, 20 mins**

**5. Name of presenter(s) and organisation(s)**