



BUX Masterclass 2020 Preliminary Program

SCHEDULE

TIME	MON	TUES	WED	THURS	FRI
	October 12, 2020	October 13, 2020	October 14, 2020	October 15, 2020	October 16, 2020
7:00 AM				Breakfast	Breakfast and depart for flights
7:30 AM					
8:00 AM			Breakfast	Rush hour observations	
8:30 AM					
9:00 AM	Bike Pickup and Hotel Checkin	Breakfast	Train ride with activity!	Excursion 4: Street design challenge + Zuidas	
9:30 AM					
10:00 AM		Seeing Traffic Differently	Practice 1: Principles of infrastructure design		
10:30 AM					
11:00 AM		User Experience, Usability, Everyday Biking	Iterative, collaborative way of working		
11:30 AM			Methods part 2	Lunch	
12:00 PM		Why it matters			
12:30 PM		Lunch	Lunch and bike rental	Practice 3: Wayfinding - UX on the network level	
1:00 PM					
1:30 PM		Excursion 1: Rijksmuseum, Vondelpark	Excursion 3: Hovenring + Eindhoven		
2:00 PM					
2:30 PM	Excursion 2: Alexanderplein, Frietzaak	Practice 4: Urban design - characteristics of the bicycle			
3:00 PM	Goals for masterclass				
3:30 PM	Why we are here	BUX Methods	Practice 2: Bicycle highways and tour	Closing the loop	
4:00 PM	Individual pitches game				
4:30 PM	What's your problem?	User Experience in Design Manuals	Dinner	What comes next? + Stay in touch	
5:00 PM	You are an expert in...				
5:30 PM	Borrel	The Bike Train Experience		Break	
6:00 PM					
6:30 PM	Dinner		Train to Amsterdam + Optional stopover Utrecht bike parking	Dinner / key takeaways presentation prep	
7:00 PM					
7:30 PM		Dinner			
8:00 PM				Key Takeaways (message to your audience)	
8:30 PM		Why we Cycle and drinks			
9:00 PM					
9:30 PM				Drinks	

KEY:

Theory	Experience
Professional Practice	Other