



## Erwin Woord

Corporate Communication Advisor

<http://www.prorail.nl>

### Biography:

Erwin Woord has over 15 years experience in the communication field at commercial and non-commercial organisations. His key values are transparency, no-nonsense and cooperation. In 2016, he joined ProRail's corporate communication team. Since then he has been involved in the developing of several level crossing campaigns targeting professional drivers, senior citizens and youth. His other work fields contain sustainability, ERTMS and weather influences on the railroad.

**Title of presentation:** ProRail's communication strategy in general and more specifically on level crossings and professional drivers.

### Summary:

In this session he will tell more about ProRail's communication strategy in general and more specifically on level crossings and professional drivers.

ProRail: We connect people, cities and companies. Now and in the future. We make pleasant travel and sustainable transport possible.

What we do:

- Managing stations
- Maintaining existing rail network
- Construction laying new track, building new stations
- Allocating the space on the track
- Controlling all railtraffic
- Informing operators

Key figures:

- 7114 km of tracks
- 2316 level crossings



6795 switches  
11751 signals  
399 stations  
164 million km passenger transport in 2018  
55 milliard freight-tonne kilometers in 2018  
29 Railway undertakings  
4304 employees

**ProRail Connects. Improves. Makes Sustainable**