



Smarter Travel Student Awards

The Judging Panel



Michelle McCann

Marketing Manager at the National Transport Authority

Michelle's role as NTA marketing manager involves overseeing marketing campaigns relating to the Transport for Ireland network. Some of the more recent projects Michelle has been involved in include the promotion of new TFI bus routes as part of the Bus Connects redesign, the roll-out of 4 new fare zones in Dublin and surrounding areas and a range of Connecting Ireland bus service launches.

Michelle is responsible for brands including Transport for Ireland, TFI Leap, TFI Live, TFI Local Link, NTA and more.



Category 2 Social Marketing

Poster or digital marketing campaigns, sustainable travel seminars or webinar series, walking or cycling programmes and much more!