

Public Relations and Marketing Activities

Publicity and Exhibitions

1. Publicity

To strengthen publicity of the Songshan line, DORTS produced promotional videos, pamphlets, and posters. Additional promotion was achieved via TV, the Taipei MRT Newsletter, Taipei Pictorial, Spectacular Taipei, municipal publicity pages in Upaper, Line messages, newspapers, and radio.



A booth to promote the 2014 Taipei Dragon Boat Festival held from May 31 - June 2, 2014



A booth at a Taipei City Department of Transportation event to promote International Car-Free Day, held on September 28, 2014



A booth at the 5th Naluwan Festival organized by the Taipei City Indigenous Peoples Commission on October 4, 2014

2. Exhibitions

At the 2014 Eco-Products International Fair (EPIF), held from March 13 - 16, 2014, Taipei MRT displayed construction and transportation achievements as well as the beauty of MRT stations and public art. Pamphlets were also available for visitors.



2014 Eco-Products International Fair (EPIF 2014)

Visits

In 2014, 67 guests from four groups visited Taipei MRT construction sites or DORTS headquarters.



On October 13, a delegation from Ningbo, People's Republic of China visited DORTS



On May 14, professors and students from Ohio State University's City and Regional Planning Department visited DORTS

MRT Inauguration Ceremonies

A ceremony marking the opening of the Songshan line was held on November 14, 2014. Central and local government officials, elected representatives, and members of the media were invited to attend.



Ceremony commemorating opening of the Songshan Line



DORTS Commissioner Tsay Huel-sheng explained historic relics exhibition measures at Songshan Line's Beimen Station to President Ma Ying-jeou and other guests.