



# MARKETING EFFECTIVENESS for MOBILE OPERATORS

Global Summit 2007

25-27 September 2007, Marriott Hotel Kensington, London, UK



**35 Case Studies from Global Mobile Brands Including:**



**PLUS!**

- Cellcom, Israel
- Cosmofon, FURM
- EMT, Estonia
- Gamcel, Gambia
- Mobilink, Pakistan
- Mobily, Saudi Arabia
- MTC Vodafone Bahrain, Bahrain
- MTN South Africa
- Nawras, Oman
- Polska Telefonia Cyfrowa, Poland
- Telefonica O2, Czech Republic
- Telekom Srbija, Serbia
- Uganda Telecom, Uganda
- Warid Telecom, Pakistan

**Marketing & Branding Insight from:**  
 Ogilvy Worldwide  
 Carat Insight  
 MyBrand Consultants

## Establishing Market Leadership through Effective Branding, Marketing, Segmentation and CRM Using Real-Time Customer Data

### The World's Most Comprehensive Industry Summit for Marketing Mobile Professionals:

- **Measure the effectiveness of your marketing strategies** in terms of ROI and market success
- **Differentiate your brand** for greater market positioning and keep your customers loyal
- Take part in the **Youth Market Focus Group** to gain insight into the preferences, dislikes and spending habits of the consumers you most want to reach
- Market new **3G, content and entertainment services** to drive uptake and usage
- Develop targeted marketing campaigns through in-depth segmentation of your **business/corporate/SME customers**
- Optimise **customer retention and loyalty** through focused marketing initiatives
- Understand your customers better through the **use of next generation analytics**
- **Profile and segment** existing and potential subscribers to tailor campaigns to reflect their needs and wants

**“A great conference - the content was right and provided insight in enhancing loyalty”**

(H.P, Uganda Telecom - Customer Retention and Loyalty, 2007)

Workshop A –  
 Monday 24 September 2007  
**Reveal the Marketing Potential of the Customer Information in Your Network**  
 Led by:  
**Acision**

Workshop B –  
 Monday 24 September 2007  
**Building And Maintaining a Successful Mobile Brand**  
 Led by:  
**MyBrand Consultants**

Telecoms Academy Training –  
 Friday 28 November 2007  
**Developing Profitable Market Segments in Telecoms**  
 Presented by:  
**Telecoms Academy**

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# MARKETING EFFECTIVENESS for MOBILE OPERATORS

Global Summit 2007

“This was a great opportunity to learn how strategies can be deployed in various creative ways and what new challenges and trends companies are experiencing”  
 [A.M, Rogers Wireless - Customer Retention and Loyalty, 2007]

## Meet A Truly International Audience of Mobile Marketing Professionals

### Be part of the largest, most interactive marketing event yet - the Marketing Effectiveness for Mobile Operators Global Summit!

Informa is delighted to announce the launch of **ME:MO Global Summit 2007** which will build on the great success of previous Marketing, Sales & Distribution and Customer Retention & Loyalty events.

The summit will offer unparalleled networking and business opportunities, gathering key industry figures in one market defining event. The programme features **35 in depth operator case studies** and **8 interactive discussions** to maximize the knowledge gained over the 3 days in one of the greatest cities in the world - London.

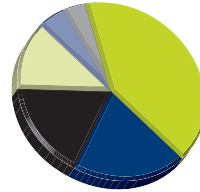
To gain true value in an increasingly competitive mobile market operators will need to fully understand how best to reach new customers with the right marketing mix, retain existing customers and deliver a truly branded customer experience. Customer information management and segmentation are playing an ever more important role in matching the right service proposition to the right market.

**ME:MO Global Summit 2007** provides a highly interactive format to bring together senior executives across marketing, branding, segmentation, loyalty, retention and customer analytics to determine strategies that will generate wider consumer awareness, stimulate usage and increase ARPU.

Join us this September to be part of the largest dedicated marketing event Informa has ever organized for mobile operators. Leave the Summit with new ideas and strategies to gain a competitive edge in an increasingly crowded marketplace.

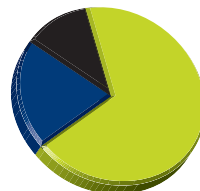
### NEW! ME:MO Global Summit 2007 offers a fresh and unique conference structure developed to increase your networking, business and discussion opportunities

### Truly Global Participation



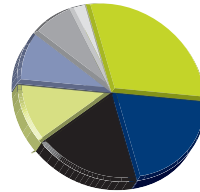
- Western Europe .....41%
- Eastern Europe.....20%
- Africa.....17%
- Middle East.....13%
- North & South America .....5%
- Asia .....4%

### High Operator Presence



- Operators (Mobile/Fixed/MVNO) .....68%
- Systems & Solutions Provider.....20%
- Consultants, Analysts, Associations & Press .....12%

### Highly Targeted Decision Makers



- Marketing.....29%
- CRM, Loyalty Retention.....21%
- Board & Senior Executives .....18%
- Business Development & Strategy .....11%
- Product Development .....10%
- Consultants, Analysts, Associations and Press.....8%
- Sales & Distributions .....3%

[Based on delegate breakdown at the 2006 Marketing Mobile Services Summit and 2007 Customer Retention & Loyalty Congress]

### Programme at a glance

Monday 24 September	Tuesday 25 September	Wednesday 26 September	Thursday 27 September
<b>Workshop A</b>	<b>Day One Keynote Plenary</b>	<b>Day Two Keynote Plenary</b>	<b>Day Three Keynote Plenary</b>
<b>Reveal the Marketing Potential of the Customer Information in Your Network</b>	<b>Developing an Effective Marketing Communications Strategy</b>	<b>New Marketing Challenges in a Converging Telecoms Market</b>	<b>Delivering the Best Possible end-to-end Customer Experience</b>
Led by: Chantal Smith, Global Product Marketing Manager for Customer Intelligence Management, Acision		<b>Branding Strategies for Telecoms Operators</b>	
<b>Workshop B</b>	<b>Stream 1</b>	<b>Stream 3</b>	<b>Stream 5</b>
<b>Building And Maintaining a Successful Mobile Brand</b>	Marketing Services to Enterprise Customers	Marketing Entertainment and Content	Enhancing CRM & Implementing Loyalty Programmes
Led by: MyBrand Consultants	Engaging the Youth Market	Using Real-Time Customer Data	Retail & Distribution Channel Marketing
	LIVE! Target Market Focus Group	Marketing Strategies for Emerging Markets	Customer Experience Management
		Customer Segmentation and Profiling Strategies	

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# "This conference met and exceeded my expectation"

(M.A, MTC Vodafone Bahrain - Customer Retention and Loyalty, 2007)

DAY ONE - 25 SEPTEMBER 2007

## PLENARY KEYNOTES

08.00 **Registration and Coffee**

08.45 **Conference Welcome & Speed Networking Session**

A chance to get to know your peers before the start of the conference and set a relaxed, informal and friendly atmosphere



08.55 **Chair's Opening Remarks**

### Developing An Effective Marketing Communications Strategy

09.00 **Developing Inspirational Marketing in an Ever-Changing Media Landscape**

- Getting the marketing mix right – is our enthusiasm for delivering a 360° campaign hurting the original ideal?
- Uncovering and evaluating new ways of connecting with audiences
- How should marketers react to the latest consumer and cultural trends?
- Who and what are influencing marketing in 2008?

Richard Peters, *Head of Channel Planning, Ogilvy Worldwide*

09.30 **Optimising Your Campaign Management Strategy to Minimise Costs And Maximise ARPU**

- Developing a needs based micro segmentation strategy to better understand your customer base
- Identifying key customer micro-segments to deliver high ARPU levels
- Comparing and contrasting the cost and ROI of different marketing campaigns
- Developing event based triggers to implement promotions over low cost marketing channels
- Developing a cost-effective campaign management strategy that links the right deals with the right customers

Hatem Labben, *Strategic Customer Insight and Relationship Marketing, Orange Switzerland*

10.00

AGENCY

**Measuring Marketing Effectiveness in a Rapidly Evolving Multi-Media Landscape**

- As media fragments into a myriad of new digital and other media offerings, how can marketing professionals optimise the effectiveness of their campaigns?
- How can they best identify which of their marketing activities are and are not working?
- What techniques are there available to marketers to help with them make the right decisions?
- Case studies & lessons learnt from experience across different industry segments

James Galpin, *Director, Carat Insight*

10.30

11.30

**Refreshment Break and Exhibition Visit**

- Delivering a Clear and Consistent Message through a Fully Integrated Marketing Campaign
- Ensuring a consistent message above the line, below the line, and through the line
- Which channels will create the optimal marketing mix to help drive your message home?
- From advertisements to call centres – ensuring your brand message is consistent and delivered loud and clear

Thomas Wedl, *Executive Vice President, Marketing Wholesale & tele.ring, T-Mobile Austria GmbH (TBC)*

12.00

INTERACTIVE PANEL SESSION

**Measuring the Results and Effectiveness of Your Marketing Strategies**

- Measuring marketing and advertising effectiveness to identify which strategies are working, which aren't and how they can be improved for future campaigns
- Assessing marketing activities in terms of
  - Revenue generation - ARPU - Loyalty - Churn - Customer satisfaction
- Which methods are the most effective when measuring your campaign's efficiency and impact on the market?
- How can these findings support future marketing activities?

Fabrizio Bona, *Head of Mobile Business Unit, WIND Telecoms, Italy*

James Galpin, *Director, Carat Insight*

Dr. Karin Kollenz, *Head of Strategy & Market Research, T-Mobile Austria (TBC)*

12.45

**Networking Lunch**

## STREAM 1: Marketing Services to Enterprise Customers

14.00 **Developing Targeted Segmentation Strategies to Introduce New Services to Business Customers**

- Explore how socio-demographic criteria affects segmentation direction
- Mapping your brand message with service offering & segmentation demands
- Targeting new segments with a complete value proposition

Sherif El-Sanadily, *Corporate & Government Segment Manager, Mobily*

14.25 **Leading with Vision to Execute your Sales and Marketing Strategy for the Enterprise Market**

- Analysing your existing sales and marketing strategies for business customers
- Ensuring that your sales and marketing team are working together to execute your brand values and mission
- Developing sales technique that can capitalise on your marketing message for the enterprise market
- Taking initiatives from concept to success to secure market leadership

Robert Murray, *Vice President, Customer Operations, Vodafone, Romania*

14.50 **Effective Marketing Strategies to Drive Mobile Data Services Across Different Business Segments**

- Why are some business customer reluctant to use data services?
- Identifying the right services to meet the individual mobility needs of business customers
- Developing pricing strategies and segmentation to address these individual customer needs
- Developing marketing campaigns to encourage data service uptake and increase ARPU

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15.15 **Marketing Flexible Services to Individual Business Customers to Encourage Greater Business Spend and Drive ARPU**

- Which business services can generate the highest revenue from corporate users?
  - Mobile email - Voice - Data usage and downloads - Mobile desktop access
- Developing marketing strategies to encourage greater service adoption
- Examining how MTN have mobilised their sales force to drive adoption and increase total spend

Megan Ashman, *Corporate Marketing Planning & Solutions, MTN South Africa*

15.40 **Refreshment Break and Exhibition Visit**

16.10 **Developing Segmentation Techniques for Targeted Marketing and CRM for Corporations and SMEs**

- Analysing your existing segmentation strategies for business customers
- How can they be improved to develop more in depth and precise segmentation models?
- Identifying the factors to consider:
  - Industry sector - Size of the organization - Usage behaviour
- Utilising segmentation data to enhance CRM and market new product offers

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16.35 **Effectively Marketing FMC Solutions to the Corporate Market to Drive Service Uptake**

- Targeting FMC at the corporate market:
  - What are customers asking for? - What does the FMC proposition look like?
  - What are the 'must have' services for various SME - What's the customer value proposition?
- Review of different business customer segments and their acceptance of FMC products
- Review of recent technological developments (WiMax, HSDPA, Wi-Fi) that can influence marketing
- How to get the right proposition to the targeted segment and different marketing strategies

Simon Vaughan, *Head Of Business Development Mobility & Convergence, BT, UK*

17.00 **Cost Effective Marketing Strategies to Reach SMEs**

- What are the challenges of reaching small and medium enterprises with your marketing message?
  - Evaluating the marketing channels available and what are the costs involved?
    - Email / online - Outdoor - SMS - Sales force / call centres
  - Developing effective integrated marketing campaigns to reach your customer
- Delegates will divide into three groups to discuss their experiences and seek solutions to important questions currently facing operators. Feedback will be presented by each group at the end of the time allotted, giving every delegate a chance to make their voice heard.

17.45 **Close of Day 1 & Networking Drinks in the Exhibition Hall**

Reception – An exclusive drinks reception will be organised giving you the chance to discuss the topics from the conference in a more informal manner with speakers and delegates

## STREAM 2: Developing a Marketing Strategy which Engages the Youth Market

Chair: Josh Dhaliwal, *Director of Global Development, Mobile Youth*

14.00 **Using Brand Entertainment and Experiential Marketing to Engage Customers and Differentiate your Brand**

- Looking beyond traditional media channels, to engage customers in an experiential manner
  - Events - Concerts - Competitions
- How can this enhance brand credibility whilst connecting with consumers on a deeper
- Measuring ROI on experiential marketing

Nuala Donnelly, *Head of Music Sponsorship, O2*

14.25 **Understanding the Young Customer in a Converging Telecoms Market**

- Understand the youth's culture and motivations - how are young people fundamentally different?
- What are 95% of them doing on-line, and what type of connectivity do they expect from their operator?
- How does BT work with young customers on our 21st Century next generation product and service development and what have we achieved?
- How can we support young customer's creative use of wireless personal devices via mobile and WiFi?
- Building loyalty by offering content services that appeal to youngsters

Dr. Tony Houghton, *BT Customer Perception Adviser, BT, UK*

14.50 **Enhancing Market Segmentation through Improved Use of Customer Data – Approaches for the Youth Market**

- Case study – youth segmentation strategies
- Gaining a competitive advantage in the youth market by understanding mobile youth behaviour and usage patterns
- Using data to form the basis of your strategic decisions to launch new services for the youth market

Elena Gligorovska, *Market Development Manager, Cosmofon, FURM*

15.15

INTERACTIVE PANEL SESSION

**Do You Understand the Youth Market?**

- As a segment, the youth market can be very difficult to build a stable relationship with. Their desires are often highly influenced by their peers groups, price sensitivity and fast moving trends.
- How well do you understand their desires and motivations?
  - Are they buying what you're selling?
  - Examining methods of measuring consumer preference and your brand strategy:
    - Market research - Focus groups - Surveys
  - How can you use this data to design new tariff plans, develop new services, stimulate usage of existing services and build long term loyalty?

Arun Dehiri, *Managing Director, Redbox Consulting, UK*

Elena Gligorovska, *Market Development Manager, Cosmofon, FURM*

Dr. Tony Houghton, *BT Customer Perception Adviser, BT, UK*

15.40

16.10

**Refreshment Break and Exhibition Visit**

**Using Music Downloads and Related Content to Build Strong Relationships with Young Adults**

- Building relationships and increasing customer loyalty in the youth market through music downloads
- Why is mobile music so important in communicating with this demographic?
- Pricing the service to remain affordable, yet profitable
- How can mobile music help support your brand image?
- Who are the partners and what is the operating model to create a music and content service?

Arun Dehiri, *Managing Director, Redbox Consulting, UK*

16.35

OPERATOR

**Developing a Strong Mobile Offer to Effectively Market Prepaid to the Youth Segment**

- Mobilink 'Jazz' case study
- Why is prepaid the best model to target the youth market?
- What factors are most important to the youth market
  - Brand - Content & Services - Pricing - Handset
- Developing targeted segmentation strategies to introduce different services to the right customers
- Managing the customer relationship for greater loyalty and long term profitability

Imran Janjua, *Marketing, Mobilink, Pakistan*

17.00

LIVE

**LIVE! TARGET MARKET FOCUS GROUP**

- In this interactive session a focus group of the consumers you most want to reach – 12-24 year olds – will discuss candidly their preferences, likes, dislikes and spending habits.
- What do young people look for in a mobile brand?
  - What do they use their phones for?
  - What do they want from their service providers, but aren't getting?
  - How much can they afford?
- This will be your chance to ask this targeted group of young people in order to create a truly remarkable marketing strategy for your brand!

Moderator: *Mobile Youth*

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# "Extremely resourceful and definitely had a lot to offer for me to take back"

(M.M, MTC Vodafone Bahrain - Customer Retention and Loyalty, 2007)

DAY TWO - 26 SEPTEMBER 2007

## PLENARY KEYNOTES

08.30 **Registration and Coffee**

08.45 **Chair's Introduction & Speed Networking Session**

A chance to get to know your peers before the start of the conference and set a relaxed, informal and friendly atmosphere

Arun Dehiri, *Managing Director, Redbox Consulting, UK*



### New Marketing Challenges in a Converging Telecoms Market

09.30 **Assessing the Impact of Convergence on Your Brand and Marketing Strategy**

- Case Study – Orange
- Examining how Orange's branding strategy was developed and rolled out to the nation
- What has been the impact of Orange on the French Telecoms market?
- Measuring the impact of marketing and branding activities on
  - The existing customer base
  - Newly acquired customers

Patrick Rouvillois, *EVP Consumer Marketing, Mobile, Orange Group*

09.00 **Developing and Marketing a Compelling Quad Play Bundle**

- How will convergence on impact on mobile and telco marketing strategies?
- Using triple play and quad play bundles as an integral element in bringing a new brand to market
- Delivering a high value, branded bundle of mobile voice, fixed voice, broadband internet and IPTV
- Identifying the appropriate target markets for this new service proposition
- Evaluating the marketing and branding strategy that accompanied the service launch
- Key lessons learned

Miroslav Smyk, *IPTV Business Development Consultant, Telefonica O2 Czech Republic*

## Branding Strategies for Telecoms Operators

10.00 **Engaging the Customer in Your Brand Experience - Using Innovative Methods to Reach Customers**

- The importance of reaching consumers at the right time, in the right place and with the right approach
- Innovative methods for reaching consumers and exploiting new consumer media consumption trends
- Generate positive and innovative experiences through marketing

Fabrizio Bona, *Head of Mobile Business Unit, WIND Telecoms, Italy*



10.30 **Refreshment Break and Exhibition Visit**

11.30 **Building Brands Without Boundaries in Today's Telecoms Environment**

- The core role of brands in a industry in flux - examining the impact of convergence on your brand
- Developing a brand that can grow as the industry evolves and competition becomes more fierce
- How can smaller operators create BIG brands that can compete with powerful global brands?

Rob Fox, *Managing Director, MyBrand Consultants*



12.00 **Using Your Brand to Differentiate Your Services and Keep Customers Loyal**

- What are the core strengths of your brand?
- How can you exploit your strengths and use them to deliver new value to customers?
- Increasing the impact of your brand on revenue, loyalty and customer churn
- Ensuring your customer experience and brand values are consistent

Panellists:

Rob Fox, *Managing Director, MyBrand Consultants*

Fabrizio Bona, *Head of Mobile Business Unit, WIND Telecoms, Italy*

Miroslav Smyk, *IPTV Business Development Consultant, Telefonica O2 Czech Republic*

Patrick Rouvillois, *EVP Consumer Marketing, Mobile, Orange Group*

Thomas Wedt, *Executive Vice President, Marketing Wholesale & tele.ring, T-Mobile Austria GmbH (TBC)*



12.45 **Networking Lunch**

## STREAM 3: Marketing Entertainment and Content to Drive ARPU

Chair: Arun Dehiri, *Managing Director, Redbox Consulting, UK*

14.00 **How has Mobile Music Become an Integral Part of the Cellcom Brand Image?**

- Cellcom Case Study - marketing mobile music to the masses
- Creating customer connections and turning music into a lucrative revenue generator
- Analysing the mobile music market and driving ARPU from your mobile music content
- Using the right marketing mix to ensure strong sales of music content
- Looking beyond traditional media channels, to engage customers in alternative manners:
  - Branded concerts
  - Independent music labels
- Key success factors delivering a clear and consistent brand strategy both externally and internally throughout your entire organization

Amit Sagi, *Strategic Marketing Department Manager, Cellcom, Israel*



14.25 **Case Study: Pricing and Marketing Mobile TV to Maximise Service Uptake**

- What are the challenges bringing this service to market?
- Segmenting your user base - who are your potential customers?
- How do you price the service to make it attractive, yet profitable?

Kari Lahtinen, *Business Development Manager, Elisa, Finland*



14.50 **Ring Back Tones: How to Sell Music to the Masses**

Presentation based on the real case study from Polish market where mobile carrier Era reached one of the highest service penetrations in Europe.

- driving ARPU and attracting new prepaid customers
- successful business models
- brand building media campaigns
- cooperation with major music brands
- up selling and cross selling campaigns
- customer micro segmentation and lifecycle offers

Grzegorz Urban, *Deputy Marketing Manager, Polska Telefonia Cyfrowa Sp zoo, Poland*



15.15 **Refreshment Break and Exhibition Visit**

15.45 **Driving Customers to your Portal to Increase ARPU and Data Service Uptake**

- Do customers know what mobile content and VAS you offer? Do they know how it is priced? Do they know how to access it?
- Stimulate data service uptake by educating subscribers about data pricing
- What is the best pricing strategy for data services?
  - Flat rate - Per service - Per megabyte
- How can operators sell more mobile content by improve the mobile user experience?
- Presenting relevant content to users by using a number of marketing techniques

Olivier Laury, *Content Director Multimedia, Bouygues Telecom, France*



## Marketing Strategies for Emerging Markets

16.10 **Creating Loyalty Among Pre-Paid Subscribers in Developing Markets**

- Highlighting the challenges involved in developing and launching a loyalty programme for pre-paid subscribers in multiple markets in Africa
- Examining how the programme delivers on the brand promise and the corporate strategy
- Evaluating the impact of Celtel's loyalty programme on churn and APRU among enrolled subscribers

Jane Wertz, *Group Retention and Loyalty Manager, Celtel International*



16.10 **Marketing Strategies to Increase Usage and ARPU in Emerging Markets**

- Examining strategies to promote SMS usage among a population with low literacy rates
- Overcoming communication barriers to educate the customer on new services, and trigger their use
- Identifying key customer segments to target
- Developing pricing plans and marketing messages to increase uptake and service usage
- How important is your brand in the customer experience?

Speaker: Kebba Bojang, *Manager, Sales & Marketing Officer, Gamcel, Gambia*



16.35 **Winning Strategies for Responding to New Competitors in the Marketplace**

- What does a new entrant in the marketplace mean for your future competitiveness
- Driving innovation and product development in the face of competition
- Developing effective marketing & pricing strategies in the face of competition
- Using your brand to achieve greater loyalty

Hans Paulsen, *Chief Commercial Officer, Uganda Telecom, Uganda*



17.00 **Close of Day 2**

## STREAM 4: Using Customer Data Effectively to Drive Service Uptake and Market Share

14.00 **Unlock the 'True Value' of Customer Data in Real Time to Dramatically Increase your Marketing Effectiveness and Increase Customer Retention**

- Enabling targeted marketing through behavioural profiling and developing 1-2-1 marketing strategies for customers
- Improving insight into user activity and being able to access it in real time
- Identifying key pieces of customer information to support marketing functions
- Translating this knowledge into effective, targeted campaigns to retain customers and increase service usage
- Effective below the line marketing campaigning in an existing environment
- Implementing a customer centric marketing organisation
- Customer centricity based on customer lifetime value and retention

Chantal Smith, *Global Product Marketing Manager for Customer Intelligence Management, Acision*

14.25 **Improving Marketing Capabilities with Predictive Customer Analytics**

- Driving marketing campaigns and reducing customer churn by identifying appropriate segments for new marketing initiatives
- Gaining a better understanding of your customers by combining information on previous circumstances, past events and projected future actions
- How can accurate targeting, as opposed to ad hoc campaigns, enable operators to lower costs as retain customers likely to churn?
- Using predictive analytics software to ensure customers only receive communications they are likely to respond to

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14.50 **How can you Make the Most of Your Customer Data to Improve Upsell and Overall Campaign Management?**

- Analysing customer information and customer behaviour patterns to support your sales and marketing activities
- Driving ARPU through more effective use of internal customer data
- Incorporating customer information into product development and campaign planning
- Predicting new service usage patterns and customer migration to new technologies, and meeting them with the corresponding sales & marketing strategies

Panellists:

Chantal Smith, *Global Product Marketing Manager for Customer Intelligence Management, Acision*

Kazim Mujtaba, *Senior Manager Strategic Planning, Warid Telecom, Pakistan*

Carlos Fernandez Casares, *Market Segment Director, Telefonica Moviles Espana*



15.15 **Refreshment Break and Exhibition Visit**

## Customer Segmentation and Profiling Strategies & Techniques

15.45 **Identifying Niche Markets for Targeted One-to-One Marketing Campaigns**

- Tools for evaluating customer value – methods and strategies for operators
- Identifying micro-segments in your customer base that can deliver high ARPU
- Link the right deals, with the right customers and developing a cost effective campaign to target them directly
- Analysing the effectiveness of this approach in terms of driving ARPU and attracting new customers

Guy Talmi, *Senior Marketing Director, Pontis*



16.10 **Achieving Tightly Targeted Customer Groups with Efficient Segmentation**

- Evaluating the benefits and challenges of different segmentation strategies and using them to their best advantage
  - Real time segmentation – update customer data in real time to track customers moving between segments
  - Micro segmentation - Value based segmentation
- Developing practical segmentations strategies for successful implementation

Kazim Mujtaba, *Senior Manager Strategic Planning, Warid Telecom, Pakistan*



16.35 **Developing Attractive Service Propositions and Promoting Innovative Products Directly to Target Groups**

- Reviewing the market to shape your product development process and react to gaps in the market
- Keeping the customer firmly in mind when developing and launching new products and services
- Campaigns to reach your most innovative users - targeting customers on an individual level according to their user profile

Carlos Fernandez Casares, *Market Segment Director, Telefonica Moviles Espana*



17.00 **Close of Day 2**

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# "Nice mix of different topics on the mobile world"

(G.Z, Telecom Italia - Marketing Mobile Summit, 2006)

DAY THREE - 27 SEPTEMBER 2007

## PLENARY KEYNOTES

08.30 **Registration and Coffee**

08.55 **Chair's Introduction & Speed Networking Session**

A chance to get to know your peers before the start of the conference and set a relaxed, informal and friendly atmosphere



09.30

**Delivering a Clear and Consistent Marketing Message Across All Customer Contact Channels**

- Ensuring that your brand strategy and marketing activities are adopted internally throughout your entire organization
- Ensuring this message is continually reinforced at each customer contact point, and coordinated across marketing channels and support messages
- Challenges to engaging employees behind the scenes – how do you get everyone onside for the benefit of the whole business?

**Carole Lamarque, Senior Marketing Strategy Manager, Belgacom, Belgium**

### Delivering the Best Possible End-to-End Customer Experience

09.00 **Vodafone Case Study - Leveraging a Global Brand to Strengthen the Emotional Bond with Your Customers to Create Lifetime Loyalty**

- How to reinvent the retail experience to align with customers' emotional and rational needs and the core essence of the brand
- Understanding how your customers want to feel provides a great platform around which to design business processes
- Methodologies and tools for delivering an emotionally driven customer experience - to 17 countries!
- Bringing to life the global brand in a locally designed end-to-end experience for customers

**David Perrotta, Senior Global Customer Experience & People Development Manager, Vodafone**

INTERACTIVE PANEL SESSION

10.00

**KEYNOTE PANEL: Creating a Customer Focused Organization and Culture in Order to Deliver your Marketing Strategy**

- Establishing how to overcome departmental barriers to position meeting the customer's needs first
- Why is communication essential among strategy, marketing, product development and customer retention departments?
- Discussing best practice for collaboration among departments in order to implement successful campaigns and product launches that will ensure greater customer spend, acquisition and retention

**David Perrotta, Senior Global Customer Experience & People Development Manager, Vodafone**  
**Carole Lamarque, Senior Marketing Strategy Manager, Belgacom, Belgium**  
**Helen Cane, Head of Retention, Telefonica O2, Czech Republic**

10.45

**Refreshment Break and Exhibition Visit**

## STREAM 5: Enhancing CRM and Implementing Loyalty Programmes

11.30 **Examining the Retention Challenges and New Marketing Opportunities for Converging Operators**

- Case Study – Telefonica O2 Czech Republic
  - Examining key commercial issues and strategy drivers for undertaking a convergence strategy by a strong mobile brand
  - Delivering 'Best in Class' products and services through market research and testing consumer attraction and purchase propensity
  - Examining new opportunities for:
    - Segmentation and data warehousing
    - Cross selling and upselling
    - Marketing communications
  - Placing the customer experience and brand at the heart of every activity

**Helen Cane, Head of Retention, Telefonica O2, Czech Republic**

11.55 **How Can Operators Reinvigorate Loyalty Among Today's Subscribers?**

- Is brand loyalty a disappearing concept?
- What strategies can operators implement to combat churn and retain high value customers?
- How can operators deal with an increasing churn rate and what does the increase signify?
- How to retain your valuable customers without any contractual obligation?
- Success stories

**Adnan Idrees, Customer Relationship Manager & Loyalty Manager, Nawras, Oman**

12.20 **How did EMT Succeed in Increasing Customer Loyalty by Revamping its Loyalty Program for Consumers**

- EMT Case Study
- Starting point: problems & challenges
- Getting to know what customers really want – what were their feelings towards EMT's loyalty program?
- Building new offer by combining rational and emotional benefits to build customer loyalty
- Launch campaign - making a smooth switch to new CRM system and communicating with customers in a creatively manner
- Campaign results and lessons learned:
  - Lower churn
  - Increased customer satisfaction
  - Significant cost savings to EMT

**Tarmo Uba, Head of Private Customer Department, AS EMT, Estonia**

12.45 **Networking Lunch**

14.00 **Reducing Churn by Developing Strategies to Deliver Next Best Offers (NBOs) to the Right Customers**

- Defining next best offers and their role in marketing & retention strategies
- Using real time analytical tools to successfully establish the next best offer
- Developing cost effective marketing campaigns to the right customers, at the right time
- Measuring the success of your campaigns in terms of increased subscriber value and retention

Please visit [www.informatm.com/memosummit](http://www.informatm.com/memosummit) for program updates

### Customer Experience Management

14.25 **How to Reduce Churn and Optimise Cross and Upsell through a One-to-One Customer Lifecycle Management Strategy**

- Examining the technical barriers associated with delivering a multi-channel customer experience
- How to implement continuous, real time 'conversational' marketing programmes fully integrated online and offline
- How to co-ordinate existing systems to develop the single view of the customer to deliver real one-to-one marketing programmes
- The impact of customer lifecycle management programmes on TeliaSonera's cross and upsell programmes

**Jakob Algreen-Ussing, Chief of Corporate Development, AGILLIC and Senior Representative, TeliaSonera**

14.50 **Making the Connection – Building Emotional Loyalty for Greater Long Term Profitability**

- Analysing strategies for the successful retention of customers, by reaching out to them with targeted campaigns
- To what extent can your CRM program provide more loyal customers while increasing ARPU
- Evaluating the impact on revenue and customer retention as a result of customer experience management

Please visit [www.informatm.com/memosummit](http://www.informatm.com/memosummit) for program updates

15.15 **Improving the Customer Experience to Enhance Loyalty and Differentiate Yourself from Competitors**

- Customer services and brand values are key to differentiating operators in competitive markets with innovative service offerings
- Increasing customer experience through business simulation and conducting the simulation prior to the launch of every new product or service
- Encouraging your customer services staff to engage customers in order to increase customer loyalty, minimise churn and deliver on your service promise
- Success stories - launching innovative services and improving the customer experience

**Majed Al Hashili, Customer Services Director, MTC Vodafone Bahrain, Bahrain**

15.40 **Close of Day 3**

## STREAM 6: Retail & Distribution Channel Marketing

11.30 **Vodafone Case Study – Improving Commercial Performance by delivering a Better In-Store Customer Experience**

- Is the retail customer experience being underplayed by mobile operators?
- Implementing an end-to-end cultural change in the retail environment to deliver a better customer experience:
  - Management structure
  - Sales teams
  - Recruitment & induction
  - Store refurbishment
- Making sure that your brand image is being amplified by the in store experience
- Collecting and using customer information to gain insight into who is in the store, and why?
- Success stories to date

**Tom Devine, Retail Chief, Vodafone, UK**

11.55 **KPN Case Study – Using your Retail Channel and Sales Staff to Reduce Churn from Your Consumer Segment**

- What are the signals that a customer might churn?
- Using your sales force to react to customers when there is an indication might be ready to churn
- Mobilising your retail channel to emphasize contract renewal and upsell
- Battling with 3rd party retailers who have an interest in seeing your customers churn
- Creating a strong and positive pro-customer culture within your stores

**Linda Kroesbergen, Manager Retention, KPN Mobile, Netherlands**

12.20 **Organizing and Motivating the Sales Staff to Drive ARPU from Business Customers**

- Case Study – The evolution of Telekom Serbia's business sales
- Planning, organizing, selecting, leading, motivating and controlling sales teams
- Ensuring clear communication between the sales team and marketing department to effectively work towards the same goals
- Developing and training your staff in order to have greater technical and product knowledge

**Slobodan Klinac, Regional Manager, Telekom Srbija**

12.45 **Networking Lunch**

14.00 **Reducing Churn From Your Business Customers through Effective Marketing and Sales Techniques**

- What triggers SME customers to churn?
- What factors can affect retention of your business customers?
- QoS
- Network speed & performance
- Price
- Customer service
- Competing networks
- Identifying the most effective marketing channels for SMEs
- Combining your efforts with the sales force to strengthen customer loyalty, minimise churn and deliver on your service promise

**Telecom Italia Mobile**  
**Stefano M. de Rossi, Marketing Business CRM, Telecom Italia Mobile**

**T-Mobile Czech Republic**  
**Tomas Hejstler, Head of Marketing Business VSE, T-Mobile Czech Republic [TBC]**

14.50 **Delivering a Consistent Strategy & Message across Every Channel in the Retail Environment to Enhance the Customer Experience**

- Proven strategies for improving the in-store sales experience
- Ensuring a consistent message is in place between every channel
- Deploying loyalty and renewal activities across all channels
- Getting involved in the retail side in order to have greater control over higher value products – the implications for convergence and multi-play bundling
- Making customer service and your brand experience absolutely paramount

**Panellists:**  
**Tom Devine, Retail Chief, Vodafone, UK**  
**Linda Kroesbergen, Manager Retention, KPN Mobile, Netherlands**  
**Stefano M. de Rossi, Marketing Business CRM, Telecom Italia Mobile**  
Panel to feature a combination of the day's speakers and invited guests. Please visit [www.informatm.com/memosummit](http://www.informatm.com/memosummit) for program updates

15.40 **Close of Day 3**

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## INTERACTIVE WORKSHOPS AND TRAINING SEMINARS

### PRE-CONFERENCE WORKSHOP A

24 September 2007

## Reveal the Marketing Potential of the Customer Information in Your Network

Led by: Chantal Smith, Global Product Marketing Manager for Customer Intelligence Management, Acision

09.30 Registration and coffee

10.00 Introduction from the workshop leader

#### Session 1: Accurate profiling and segmentation based on up to date customer information

- Defining the data services domain
- Comparing traditional intelligence sources with the latest data revenue generators
- Identifying segments and profiles beyond demographics and geographical characteristics
- Classifying the content areas from behaviour to lifestyle
- Enabling targeted marketing through behavioural profiling
- Developing 1-2-1 marketing strategies
- Optimising each individual relationship with real-time, relevant information

11.00 Refreshment Break

#### 11.30 Session 2: Why you need to operate 'Customer Centric'?

- The opportunity to differentiate yourself by focusing on specific customer needs instead of the more traditional service centric approach
- Drive customer centricity by 'unlocking' the customer information on behaviour, lifestyle characteristics, brand preferences, personal interests and consumption patterns
- Revealing lifestyle and behavioural driven up-sell, cross-sell and retention strategies by implementing the 'revised' segmentation model within the marketing strategy for customers
- Utilise Customer Intelligence Management to increase the relevance of the user experience, extend the customer attention span and increase wallet share?

12.30 Lunch break

#### 14.00 Session 3: Effective below the line marketing campaigning in an existing environment

- Exploit the opportunity of the mobile device as a unique, personal channel to each individual customer
- Drive relevant, below the line marketing campaigns which add value to the customers' experience
- Identify relevant campaign groups with shared interests or behaviour to market relevant offerings and mobile advertising initiatives?
- Optimise the existing campaign execution environment to support targeted below the line micro campaigning
- Extend marketing performance management to cover real time campaign monitoring, campaign intervention, and long term campaign analysis

15.00 Refreshment Break

#### 15.30 Session 4: Think beyond tradition with indirect business models in the mobile market

- Why indirect business models, driven by advertising and brokerage revenues, have proven to be very successful?
- How can mobile generate new revenues through brokering relevant content, applications and advertising?
- What capabilities do operators need in order to monetise their customer base to third parties like content and application providers and advertising agencies?
- How do operators engage directly with third parties including matching their offerings to specific individuals and measuring the success of this interaction?

16.30 End of workshop

### About your Workshop Leader:

Chantal Smith has more than 8 years of international product management and marketing experience in the Information Technology and Telecommunications (IT&T) industries. Chantal joined LogicaCMG\* global telecoms in 2006 and is currently responsible for developing and communicating the vision, strategy and value proposition for their Customer Intelligence Management proposition, where she puts her extensive knowledge of marketing, customer service and messaging solutions into practice across the key industry business themes. She is driving key customer engagements and is a regular speaker at industry events.

\*LogicaCMG recently announced the sale of its Telecoms Products business to a consortium of private equity buyers, subject to employee consultation and regulatory approval. Once the transaction closes the Telecoms Products business will trade under the new brand, Acision ([www.acision.com](http://www.acision.com)).

### PRE-CONFERENCE WORKSHOP B

24 September 2007

## Building And Maintaining a Successful Mobile Brand

Registration for this workshop will begin at 9.30 and will run from 10.00 – 16.00 with breaks for lunch and refreshments.

This intensive, interactive workshop provides delegates with a critical analysis of the success factors required to drive a world class mobile brand. Delegates are given the opportunity to be actively involved in discussions, and to really get to grips with the key considerations for creating, developing and maintaining a powerful brand identity in the converging telecoms market. This highly interactive format will enable you to return to your organisation with innovative ideas for developing and managing your brand.

#### The workshop will draw on real life experiences and allow participants to work through a live telecoms brand creation and launch case study, learning how to:

- Establish a brand identity and explore the key elements that comprise a brand
- Use your brand identity to protect your customer base against the changing industry landscape
- Identify when your brand needs to be developed or repositioned, and determine strategies for doing so
- Effectively communicate and market the brand
- Measure brand perception and identify the most useful brand factors to measure

### About your Workshop Leader:

Robert Fox is the Managing Director of MyBrand Consultants Limited and a Board Director of MyBrand Group S.A.

An experienced leader, Robert's skills combine change management and organisational development with brand strategy and brand communications.

Prior to founding MyBrand in 2003, Robert worked at Gemini Consulting in business analysis and organisational change, and at Wolff Olins in brand strategy and implementation; serving global clients within the financial, professional services and telecommunications industries.

Earlier in his working life he held junior roles in human resources and operations management with Serco Group. He was a graduate trainee with Burmah Castrol and holds a degree in Economics.

### POST-CONFERENCE TRAINING COURSE

28 September 2007

## Developing Profitable Market Segments in Telecoms

**Telecoms Academy**

TRAINING EXCELLENCE

This course will enable participants to identify, quantify and address the needs of various segments of consumer and enterprise communications customers. It is targeted at both general business practitioners and functional marketing specialists in national and international fixed and mobile telecoms providers. The course will develop delegates' capabilities to understand better the techniques available for macro and micro-segmentation and how to address segment-specific requirements profitably.

#### Course Contents

- Identifying nascent and incipient segments
- Service requirements of different segments
- Quantifying segment revenue and profit potential
- Applying quantitative and qualitative appraisal
- Assessing segment viability
- Differentiation for identified segments
- Segment-specific product and service bundles
- Segment promotion and channel requirements

**Price:** £695

**Course Code:** CQ1914

**TO REGISTER** use the booking form at the back of this brochure or contact the Informa Telecoms Academy direct on: Tel: **+44 (0)20 7017 4144** | email: [training@telecomsacademy.com](mailto:training@telecomsacademy.com) | Visit: [www.telecomsacademy.com](http://www.telecomsacademy.com)

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- 1 Learn marketing best practice from over **35 leading global mobile operators**
- 2 Exploit the **networking opportunities** provided online, at lunch and during the evening **drinks reception** to ensure you **make the right contacts**
- 3 Have your say – participate in the **8 interactive panel sessions** and round table discussions and make sure all your marketing questions are answered!
- 4 Benefit from specific **enterprise and consumer** case studies to ensure that you connect with customers effectively in these lucrative markets
- 5 Take part in the **Youth Market Focus Group** to gain insight into the preferences, dislikes and spending habits of the consumers you most want to reach
- 6 **2 pre-conference workshops** to provide delegates the opportunity to delve deeper into two of the most important elements of any marketing campaign – **Branding and Enhanced Profiling and Segmentation**

## The Only Proven Forum for Marketing Professionals!

**ME:MO – Global Summit** will provide an excellent platform for **unrivalled networking opportunities** with the industry professional helping you generate new leads and establish your brand while minimizing your costs. In the current market more than ever before, a targeted conference can provide vendors with an invaluable one-stop opportunity to network and meet future customers gaining **maximum exposure** and access to a highly targeted audience of decision makers.

**Contact: Elizabeth Carter, Sponsorship & Exhibitions Sales Executive**, Direct Line: +44 (0) 20 7017 5829 Email: elizabeth.carter@informa.com

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The **Pontis Integrated Marketing System™** is a comprehensive system for definition, execution and analysis of targeted marketing offers. With Pontis, Mobile, Cable, IPTV and fixed-line carriers are increasing revenues and customer loyalty by targeting customers with personalized offers based on their profiles, preferences, and real-time behavior.

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For more information please visit [www.pontis.com](http://www.pontis.com)

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focused to technology, strategy and content. Informa Telecoms & Media also organizes more than 125 annual events, attended by more than 70,000 executives. In addition to the GSM>3G World Series, our events cover subjects as diverse as fixed and mobile operator strategy, technology, TV, mobile music and games.

For more information please visit [www.informatm.com](http://www.informatm.com)

## NEW Features – Enhanced Networking Opportunities!



### Networking and Meeting System

All pre-registered delegates at the *Marketing Effectiveness Global Summit* will be given the unique opportunity to access the whole attendee list online 2 weeks prior to the event, during the event and for up to 3 months after the event. Initiate introductions, network and set up meetings with hundreds participants of your choice in order to maximise your time at the event. Ensure you register early enough to take full advantage of this valuable networking tool!



### Cocktail Drinks Reception

All participants at the *Marketing Effectiveness Global Summit* will be invited to join a cocktail drinks reception at the close of Day 1. This opportunity will give you the chance to discuss the topics of the day in more informal environment with other delegates, speakers and sponsors.



### Interactive Panel & Round Table Discussions

Delegates will debate the ideas discussed by speakers from the preceding sessions and prepare questions and comments for them in one of two highly interactive formats - the interactive panel or round table.



### Speed Networking

A chance to get to know your peers before the start of the conference each morning and help set a relaxed and informal atmosphere!



### LIVE! Target Market Focus Groups

We will arrange 2 focus groups to take place during streams 1 & 2 that will assemble users from the segments operators want to reach the most – *the enterprise & youth* – to discuss candidly what they look for in terms of products, services & price.

For more information about speaking opportunities at the **ME:MO - Global Summit 2007**, please contact:

Jordan Stone  
Senior Researcher, Strategies & Markets  
Informa Telecoms & Media  
Email: [jordan.stone@informa.com](mailto:jordan.stone@informa.com)

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**VAT:** Under EC Customs and Excise regulations delegates are required to pay VAT on any conference taking place within UK. Delegates may be entitled to reclaim the cost by contacting TAX BACK International VAT reclaim. For more information email: [informa@taxbackinternational.com](mailto:informa@taxbackinternational.com) or tel: +353 1 878 3631

**CANCELLATIONS:** Cancellations received in writing before 11 September 2007 will be subject to a service charge of £125. The full conference fees remain payable on and after 11 September 2007. Substitutions are welcome at any time. It may be necessary for reasons beyond the control of the organiser to alter the content and timing of the programme or the identity of the speakers. This contract is subject to English Law.

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Phone: +44 (0)870 400 7266  
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**STEP 1: DECIDE WHAT YOU WANT TO ATTEND (please tick option)**

<input type="checkbox"/> Day One A	Monday 24 September 2007	Pre-Conference Workshop A
<input type="checkbox"/> Day One B	Monday 24 September 2007	Pre-Conference Workshop B
<input type="checkbox"/> Day Two	Tuesday 25 September 2007	Marketing Effectiveness for Mobile Operators Day 1
<input type="checkbox"/> Day Three	Wednesday 26 September 2007	Marketing Effectiveness for Mobile Operators Day 2
<input type="checkbox"/> Day Four	Thursday 27 September 2007	Marketing Effectiveness for Mobile Operators Day 3
<input type="checkbox"/> Day Five	Friday 28 September 2007	Telecoms Academy Course

**STEP 2: WORK OUT THE PRICE (please tick option)**

	Before 30 July	Between 30 July – 3 September (inclusive)	After 3 September
All Four Days	<input type="checkbox"/> £2599 + VAT@ 17.5% = £3053.83	<input type="checkbox"/> £2799 + VAT@ 17.5% = £3288.83	<input type="checkbox"/> £2899 + VAT@ 17.5% = £3406.33
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1 (Mr/Mrs/Ms/Miss/Dr) Family Name \_\_\_\_\_ Forename \_\_\_\_\_  
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Fax \_\_\_\_\_ Job Title \_\_\_\_\_

2 (Mr/Mrs/Ms/Miss/Dr) Family Name \_\_\_\_\_ Forename \_\_\_\_\_  
E-mail \_\_\_\_\_ Tel \_\_\_\_\_  
Fax \_\_\_\_\_ Job Title \_\_\_\_\_

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Name of Company \_\_\_\_\_  
Department \_\_\_\_\_ Address \_\_\_\_\_  
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