

# Leveraging Telecoms Customer Segmentation & Intelligence



## Maximise The Value Of CRM, Marketing And Product Strategy

- Cutting edge strategies in customer data gathering, sharing, analysis and usage
- Using customer analytics in the B2B market to boost profitability and new customer acquisitions
- Case studies showing you how to create new products, build revenues and increase customer loyalty in key consumer segments

Hotel Melia Avenida America, Madrid ■ 29 October - 1 November 2007

### Featuring 15 Operator Speakers Including:

- **Ingrid Lippens**, Marketing Integration Line Manager, Large Enterprise Marketing, **Belgacom**
- **Mehmet Baser**, COO, **Borusan Telecom**
- **Ceci Tse**, Associate Marketing Director, Hong Hong Broadband Network
- **Adnan Idrees**, Customer Relationship & Loyalty Manager, Nawras
- **Masa Vrtaric Drozdek**, Associate Director, Market Intelligence Department, **T-Com Croatia**
- **Carlos Fernandes Casares**, Product Marketing Manager, Telefonica
- **Dr George Lambrianou**, Head of Sales Management, **CYTA**
- **Slobodan Klinac**, Regional Manager, Mobile Marketing & Sales, **Telekom Srbija**
- **Priya Sawhney**, VP Corporate Marketing, Products & Services, **TeliaSonera**
- **Ian Brown**, Director, Business Intelligence & Insight, **Thus**
- **Simon Bennett**, Pricing Manager, Propositions & Product, **ntl:Telewest Business**
- **Svetlana Petrovska**, Marketing and Sales Director, **ON.NET**

Don't miss these essential workshop sessions!

MONDAY 29 OCTOBER 2007

### Customer Segmentation Masterclass

- Successfully building and using a multidimensional customer segmentation
- Incorporating social network analysis into your segmentation

### Understanding And Analysing Media Usage Data

Evaluating what we can learn from it, how to interpret it correctly and how we can use it

— Researched & Produced By —

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Registration for the workshops starts at 09.00 and the workshops will begin at 09.30. The day will continue until 16.00 with breaks for lunch and refreshments.

## Morning Session

# Customer Segmentation Masterclass

In this half-day masterclass, we bring you up to date with the techniques at the cutting edge of Customer Intelligence, focusing on:

- 1) **Constructing and using a multidimensional segmentation accurately**
  - Analysing the strengths and weaknesses of multidimensional segmentations
  - Overcoming key problems with integrating different data types from different sources with various levels of recency and accuracy
  - Examining what combinations of data provide the most valuable insights for different functions within the company
- 2) **Incorporating data on social networks into your customer segmentations**
  - How does social network analysis relate to other forms of customer data?
  - How can you integrate social network analysis data into details of demographics, service usage and psychographics?
  - What actions does social network data allow you to take as part of an overall customer segmentation?
- 3) **Implementing best practice in targeting business customers**
  - What is the most critical data for you to use and how can you get it?
  - What are the most useful analytical tools for profiling and targeting business customers?
  - What ideas for practical action can we gain from the data?

Lunch

## Afternoon Session

# Understanding And Analysing Media Usage Data

Service providers are increasingly integrating media services into their product offerings. In this afternoon session we examine what we can learn from media service usage, how it augments our understanding of the customer and how we can use it.

- Comparing the nature of media consumption with internet and telephone use: what can it tell us that other services cannot?
- Who owns what data? Understanding the limitations of working with content partners and how to exploit the information you have
- Evaluating whether different types of media consumption should be considered separately: broadcast, on-demand, peer to peer and more
- Identifying misinterpretations of media consumption data and how to avoid them
- Conclusions and questions

## Conference Day One – Tuesday 30 October 2007

- 08.45 Registration opens
- 09.15 **Chair's opening address and initial speed networking**
- 09.30 **Using Intelligence And Data To Measure The Achievement Of Your Business And Marketing Strategy**
- ◆ Understanding what elements of business and marketing strategy depend upon customer-related KPIs directly and indirectly
    - Why not depend upon straight financial measurements?
  - ◆ Examining how KPIs are changing as the variety and complexity of telecoms services increases
  - ◆ Formulating your strategy to ensure its measurability with different forms of intelligence data
  - ◆ Providing accurate data measurement and collation for essential strategic stakeholders and ensuring that they understand the significance of the measurements
- Ian Brown, Director, Business Intelligence & Insight, Thus**
- 10.10 **Analysing The Impact Of Implementing A Customer-Centric Strategy On The Collection, Access And Usage Of Customer Data**
- ◆ Identifying who is responsible for gathering customer data and how they should integrate new data into the overall customer profile
    - Encouraging staff to update information
    - Setting policies to help people include qualitative data in a clear and consistent manner
  - ◆ Examining to what extent data can be updated automatically
  - ◆ Determining whether a 'single view of the customer' is desirable across different job functions and what data should, or should not, be presented to different departments
  - ◆ Ensuring compliance with regulations such as Sarbanes-Oxley
  - ◆ Enabling employees across the company to respond to customer questions and complaints in a responsible manner
- Dominique Kirsner, Program Director, France Telecom and CEO, Jayapura Consulting (To be confirmed)**
- 10.50 **Examining Segmentation Methods To Create Effective Customer Retention And Development Strategies**
- ◆ Outlining the basic principles of customer value and behaviour segmentation methods
  - ◆ Designing and implementing a process for forecasting the customer's future value
    - Using the results for segmenting the customer base by customer value, profitability and revenue
  - ◆ Demonstrating through case studies how to formulate retention and development strategies using the value segmentation results
  - ◆ Presenting a step by step process for implementing a lifestyle/behaviour segmentation and how to formulate sustainable retention strategies based on segmentation results
    - Demonstrating its effectiveness through real case studies
  - ◆ Designing and executing cost effective marketing campaigns to achieve strategic objectives
- Dr George Lambrianou, Head of Sales Management, CYTA**
- 11.30 Morning refreshments
- 12.00 **Leveraging Multiple Data Types To Build Robust, Multidimensional Customer Segmentation**
- ◆ Examining what data is available for operators to build up clear multidimensional customer segments, including demographics, location, call patterns, social relationships, needs and interests
    - Determining how to access different types of data. How well can customer needs and other psychological factors be deduced from other data?
  - ◆ Identifying what information will yield the most significant points of differentiation; to what extent does this change depending upon how the model is used?
  - ◆ Evaluating how far the resulting segments differ from simpler segmentation models in terms of
    - Number of segments
    - Segment populations
    - Usability
  - ◆ Assessing the value of multidimensional segmentation for strategic and tactical purposes
    - In practice, is it possible to maintain such a complex model in real time?
- Speaker to be announced, see website for details*
- 12.40 **Panel Session: To What Extent Does Richer Customer Data Deliver Actionable New Insights?**
- ◆ To what degree can basic data such as profitability or location ever be superseded for marketing, CRM or product development teams?
  - ◆ How easy is it to interpret increasingly complex data and identify where trends can be usefully harnessed? How can seemingly contradictory data be reconciled?

- ◆ What early warning indicators are there to suggest new opportunities or problems are opening up?
  - ◆ Examining pitfalls when combining quantitative data on user behaviour with qualitative reports and surveys
  - ◆ Reaching consensus on the significance of specific data in order to develop timely responses
- After initial discussion by a panel of the day's speakers, questions and comments will be welcomed from all delegates*

13.20 Lunch

## 14.30 **Late Addition Speaker! TeliaSonera Case Study**

Tommi Anttila will be discussing his experiences developing and employing customer analyses at TeliaSonera. For further details please visit our conference website, [www.iir-conferences.com/ci](http://www.iir-conferences.com/ci)

**Tommi Anttila**, *Business Development Manager, TeliaSonera*

## 15.10 **Using Churn Risk Based Segmentation To Find The Optimum Balance Between Eroding Revenues And Gaining Market Share**

- ◆ Developing a churn prediction model in order to label each customer with their respective churn propensity
  - Identifying variables relevant for churn propensity
  - Choosing the right model to optimise accuracy and transparency and simplify the implementation process
- ◆ Segmenting the customers in several ways in order to allow T-Com to better structure its marketing and sales response to churn behaviour
  - Combining churn propensity and ARPU at risk in the most intuitive and financially meaningful segmentation
  - Traffic-based segmentation
  - Basing a segmentation on service quality and assurance
- ◆ Prioritising actions and campaigns based on the potential revenue loss and segments which are being targeted
- ◆ Creating specific, per segment tailored offers such as
  - Optimal package calculations
  - Optional tariff add-ons with higher amounts of relevant traffic free minutes
  - Comforting calls and compensation packages to those irritated by the service quality

**Sandra Bartak and Maša Vrtarić-Drozdek**, *Marketing Intelligence Experts, T-Com Croatia*

## 15.50 **Establishing Accurate Measures Of Customer Lifetime Value And Profitability**

- ◆ Investigating traditional measures of CLV and profitability to understand whether they can really fulfil operators' demands
  - Assessing the accuracy of CLV as a predictive tool
- ◆ Accounting for changes in customer circumstances and profile as part of your CLV calculations
- ◆ Using customer profitability calculations as a method to refine hypotheses in estimating CLV
- ◆ Evaluating the impact of improved calculations on how different customer segments should be treated

**Mark Spracklen**, *Director, Customer Value Analytics*

## 16.30 **Closing remarks from the Chair and end of Day One**

### **Drinks reception**

IIR would like to invite delegates and speakers to join us for drinks and refreshments as an opportunity to build up your contact network and discuss the events of the day in an informal environment

## Conference Day Two – Wednesday 31 October 2007

08.45 Registration opens

## 09.20 **Chair's opening remarks**

## 09.30 **Targeting Individual Business Customers With B2B Marketing Messages**

- ◆ Developing a clear segmentation of business users depending upon their needs: business travellers, intensive downloaders, telesales and others
- ◆ Breaking down business customer data to segment individuals within each business
- ◆ Identifying key products or services to advertise to specific customers according to their usage
  - Creating effective channels for tightly targeted marketing
- ◆ Evaluating the effect of 'pester power' on the executives making purchasing decisions

**Steven Cosgrove**, *Programme Director For Customer Research, Frost & Sullivan*

## 10.10 **Exploiting CDR Data To Identify Trends And Opportunities To Up-Sell In B2B Markets**

- ◆ Developing the ability to track calling and data use habits among enterprise customers
  - By company division
  - By location
  - By type of communication (voice, data, video)
- ◆ Identifying what services are not being used and identifying potential cross-sell opportunities
- ◆ Tracking trends in usage to identify possible churn indicators or changes in circumstance and respond proactively

**Simon Bennett**, *Pricing Manager, Propositions & Product, ntl:Telewest Business*

## 10.50 **Evaluating How Belgacom Created And Use Their 'SMILE' Segmentation Of Major Enterprises**

- ◆ Examining the aims of the segmentation and why it became necessary
- ◆ Overcoming the gap between key data desired for the segmentation and what is available in the real world in terms of
  - Data type
  - Accuracy or recency
- ◆ Ensuring that the segmentation is applicable across the full service portfolio, including fixed, mobile and IT needs
- ◆ Optimising communications activity to suit the profiles of different enterprise segments

**Ingrid Lippens**, *Marketing Integration Line Manager, Large Enterprise Marketing, Belgacom*

11.30 Morning refreshments

## 12.00 **Identifying Which SME Customers Will Justify Extra CRM And Sales Expenditure In The Long Term**

- ◆ Understanding how SME customers expand and what this is likely to mean for telecoms usage, such as
  - Additional lines or services
  - Change of address
  - Increased internal traffic
- ◆ Segmenting SME customers to identify trends suggesting whether companies are growing or not
- ◆ Evaluating the cost effectiveness of increasing CRM activity for growing companies compared to probability for retention
- ◆ Identifying suitable packages for growth companies and proactively offering these as a churn prevention and up-sell measure

**Slobodan Klinac**, *Regional Manager, Mobile Marketing & Sales, Telekom Srbija*

## 12.40 **Developing Up-Sell, Cross-Sell, Retention And CRM Activity Based On Enterprise Customer Profitability Segmentation**

- ◆ Overcoming key challenges in evaluating the profitability of different enterprise customers
  - Assessing the direct and indirect costs of supporting enterprise customers
  - Attributing costs and profitability accurately to different customers and offerings
- ◆ Involving profitability as part of a broader segmentation: to what degree should profit be the sole consideration?
- ◆ Developing loyalty schemes to retain profitable customers
  - Understanding what budget should be made available for loyalty rewards
  - Gauging the longer term risks of down-selling to prevent churn
- ◆ Investigating methods to reduce costs and up-sell for marginal customers
  - To what degree are wholesale prices a key element of profitability or unprofitability?
  - Identifying profitable services to promote within the company
  - Evaluating future prospects of the company and how likely this is to raise their profitability as customers
- ◆ Determining whether to engage in up-selling or allow unprofitable customers to churn

**Mehmet Baser**, *COO, Borusan Telecom*

13.20 Lunch

## 14.30 **TeliaSonera Case Study: Marketing B2B Services To Individual Customers**

- ◆ Identifying who are the most important people to contact using B2B marketing
- ◆ Building up clear profiles of business customers, their business role and their influence on purchasing decisions
- ◆ Identifying key products or services to advertise to specific customers according to their usage
  - Creating effective channels for tightly targeted marketing

**Priya Sawhney**, *VP Corporate Marketing, Products & Services, TeliaSonera*

15.10 **Reviewing Telecoms Providers' Customer Data Usage And Analysis**

For this conference, Evalueserve have conducted primary research into the most important and influential trends in telecoms customer analysis. In this session, they discuss their findings to help you understand what types of customer research and analysis operators worldwide are conducting, gain fresh insights into innovative projects and benchmark your activities.

**Heik Zatterstrom, Sales Manager, Data Analytics, Evalueserve**

15.50 **Incorporating Household Data Into Individual Customer Profiles To Increase Cross-Sell Opportunities**

- ◆ Correlating information on customer addresses to identify
  - Multiple users within a household
  - Multiple subscriptions by one customer
  - Possible outdated, reduplicated or inaccurate customer information
- ◆ Incorporating geodemographic data from third parties to improve profiling on customer wealth, status and household composition
- ◆ Developing upsell and acquisition strategies based upon the anticipated household size, telecoms usage and scale of opportunity
- ◆ Using customer data as a basis to develop suitable promotions for customer acquisition in similar households across the country

*Speaker to be announced, see website for details*

16.30 **Closing remarks from the Chair and end of Day Two**

16.40 Afternoon refreshments and networking time

**Conference Day Three –  
Thursday 1 November 2007**

08.45 Registration opens

09.20 **Opening remarks from the Chair**

09.30 **Increasing Broadband Customer Loyalty And ARPU Through Improved Customer Segmentation**

- ◆ Outlining the challenges with churn and ARPU that necessitated a change in marketing strategy
- ◆ Developing a segmentation to provide useful insights into reasons for churn and identify fresh revenue opportunities to support HKBN's Blue Ocean strategy
  - Why use one segmentation to address two problems?
  - What were the main differences between segments?
- ◆ Devising methods to encourage increased spend on broadband depending upon the customer segment
  - Creating a variety of value added services to suit different customer segments
  - Encouraging the use of greater bandwidth using different value added services
- ◆ Improving the customer experience by providing a premium customer service for all customers
- ◆ Evaluating the effectiveness of the segmentation; did customers respond as the segmentation suggested?

**Ceci Tse, Associate Marketing Director, Hong Kong Broadband Network**

10.10 **Tailoring Mobile Web Advertising To The Customer's Location And Context**

- ◆ Outlining developments in context and location awareness
- ◆ Understanding how to automate location sensitive data for web advertising
  - Determining what advertising is most suitable for which location and context
- ◆ Ensuring that location sensitive data is retained by the operator
- ◆ Identifying key revenue opportunities enabled by appropriate web advertising

**Carlos Fernandes Casares, Product Marketing Manager, Telefonica**

10.50 Morning refreshments

11.20 **Leveraging Geographic Data On Broadband Customers To Reduce Opex And Focus Marketing Messages On Key Regions And Customer Segments**

- ◆ Tracking data usage in different areas to identify where there is available capacity for broadband services and where it is under-served
- ◆ Analysing where there is maximum room for growth in broadband services and usage based upon
  - Customer usage in these regions
  - Potential customer growth

- ◆ Developing focussed campaigns for customer acquisition, up-sell and cross-sell within the most promising areas
- ◆ Utilising excess capacity to support under-served areas
- ◆ Evaluating the effectiveness of this project for cost efficient revenue growth

**Svetlana Petrovska, Marketing and Sales Director, ON.NET**

12.00 **Increasing Loyalty And Revenues Across The Prepaid Market Using A Personalised Customer Lifecycle Management Strategy**

- ◆ Understanding the importance of building relationships with the 'unknown' prepaid segment
- ◆ Exploiting knowledge of call usage, frequency and quantity of recharge to understand how prepaid customers use their phones and manage their finances
  - Integrating this with other customer data
- ◆ Identifying and reacting to customer triggers in order to create one to one dialogues, stimulate usage and prevent churn
- ◆ Developing innovative automated marketing programmes to engage and transfer users into other prepaid and post paid tariffs
- ◆ Evaluating the importance of using low cost digital channels to minimise prepaid retention costs

**Bent Andersen, CLM Consultant, Agilic**

12.40 Lunch

14.00 **Profiling Segments Of The Youth Market In Detail To Understand Future Telecoms Usage Models And Develop Relevant Product Offerings**

- ◆ Building a clear idea of young people's attitudes and motivations in using telecoms devices and services
  - For communication
  - For entertainment
- ◆ Understanding what differentiates younger users from other customers and how this is likely to filter through into mainstream customer demands
- ◆ Evaluating what younger customers require in a good service
  - How do these demands vary across different customer services?
- ◆ Leveraging young customer attitudes and interests to develop tailored product and service packages
- ◆ To what extent can these be modified to retain customers as they age?

**William Barrar, Consulting Director, Telecoms, Ovum**

14.40 **Targeting Roaming Customers With A Segmentation Strategy To Maximise Usage And Revenues**

- ◆ Investigating why and how people use roaming services across the consumer and business sectors and its impact on
  - Overall usage
  - Services required
  - Price elasticity
- ◆ Creating specific offers and packages for holidaymakers, such as low cost picture messaging
- ◆ Evaluating when not to treat customers as though they are roaming
- ◆ Determining how to retain business customers roaming on mobile rather than using local WiFi

**Adnan Idrees, Customer Relationship and Loyalty Manager, Nawras**

15.20 **Building Sales And Profit Margins By Adapting Products To Serve Members Of Religious Communities**

- ◆ Examining how different telecoms services are viewed by conservative members of a religion
  - Understanding what will deter them from purchasing a given phone or service
- ◆ Developing a package tailored to eliminate the services that deter religious conservatives
- ◆ Creating value added services to support their religious outlook and the requirements of their religion
- ◆ Quantifying the value of the service package to your customer and evaluating what premium, if any, can be implemented for this service package

*Speaker to be announced, see website for details*

16.00 **Closing remarks from the Chair and end of Conference Day Three**

16.10 Afternoon refreshments and networking time

**About Your Venue**

The Melia Avenida America is a 4\* hotel situated in Madrid's business district. Among other services it offers guests a free shuttle service from the airport. IIR has arranged discounted rates at the hotel for conference delegates. Once you have registered to attend you will be sent a special booking form with your invoice.

Due to unforeseen circumstances the conference programme may change and IIR reserves the right to alter the venue and/or speakers.

# Leveraging Telecoms Customer Segmentation And Intelligence

Hotel Melia Avenida America, Madrid • 29 October - 1 November 2007

## Praise For IIR's Customer Segmentation Events

*"Very thought provoking content – excellent range"*

Head of Analysis, **Vodafone UK**

*"Customer segmentation strategies is a must attend for existing and would-be professionals in the industry, especially in the face of constant changing needs of customers"*

Head of Division, **Celtel Nigeria**

*"Really great, I am really happy with it"*

Prepaid Acquisition Manager, **Vodafone Egypt**

## Why Should You Attend This Event?

- Hear how **acknowledged market leaders** are sharing customer data across different customer interfaces
- Learn how improved customer analysis of **enterprise customers** is fuelling revenue growth
- Analyse what **customer centricity** means for your data gathering, analysis and use.
- Understand how to build and use a **multidimensional customer segmentation**
- Examine how **personalisation** in telecoms services relates to customer segmentation
- Hear how operators worldwide have conducted and used customer segmentation to **improve ARPU, revenues and loyalty** among valuable customer segments
- Network with colleagues and peers across the globe to gain fresh insights

## Sponsorship And Exhibition Opportunities

If you would like to reach our audience with your products, why not contact IIR to develop a presence that matches your budget. Contact Stephan Groves on +44 20 7017 7098 or email [sgroves@iirltd.co.uk](mailto:sgroves@iirltd.co.uk).

## How long does the visa process take?

Between **2 days** and **6 weeks**, depending on nationality.

Applications from nationals of the following countries must apply in person, and these applications will take **3 weeks or longer**:

Afghanistan, Albania, Algeria, Angola, Burundi, China (PR), CIS, Congo (Dem. Rep.), Guinea-Bissau, Indonesia, Iran, Iraq, Jordan, Korea (DPR), Lebanon, Libya, Mozambique, Rwanda, Sudan, Surinam, Syria, Vietnam and Yemen.

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Visas are not required by nationals of EU countries or:

Andorra, Argentina, Aruba, Australia, Bolivia, Brazil, Brunei, Canada, Chile, Colombia, Costa Rica, Croatia, Cyprus, Czech Republic, Ecuador, El Salvador, Estonia, Guatemala, Honduras, Hungary, Iceland, Israel, Japan, Korea (Rep. of), Latvia, Liechtenstein, Lithuania, Malaysia, Malta, Mexico, Monaco, Netherlands Antilles, New Zealand, Nicaragua, Norway, Panama, Paraguay, Poland, San Marino, Singapore, Slovak Republic, Slovenia, Switzerland, Uruguay, USA, Vatican City and Venezuela

## Please Ensure You Register In Time To Arrange Your Visa!

## Who Else Will Be There?

This event is directed towards experts in **Customer Intelligence; Customer Strategy; Marketing; CRM; Customer Segmentation; Data Warehousing; Customer Profiling; Product Management** and much more.

With telecoms operators forming **over 80%** of delegates, this is a great forum for networking and sharing experiences.

You will be able to meet a great variety of speakers and fellow delegates from around the world. In recent events we have welcomed delegates from:

AT&T; Azercell; Belgacom; BITE; BT; BTC; Cablecom; Cellcom; Celtel Nigeria; Cosmote; CYTA; DoCoMo Europe; Eircom; Entel; Euskaltel; Gamcel; Geocell; Globacom; Golden Telecom; Jawwal; Kyivstar; Lattelecom; Lietuvos Telekomas; Magyar Telekom; Mobilink; Mobiltel; MTC Atheer; MTN; MTS; Nawras; Omnitel; Orange; Polkomtel; PTC; Q-Tel; Romtelecom; SFR; SK Telecom; Sonic Duo; Sudatel; Telecom Italia; Telekom Srbija; Telekomunikacja Polska; T-Com Croatia; T-Mobile; Telefonica; Telenor; TeliaSonera; Tunisiana; UMC; Vimpelcom; Vodafone

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# Leveraging Telecoms Customer Segmentation And Intelligence

**CG2416**

Hotel Melia Avenida America, Madrid • 29 October - 1 November 2007

## Venue & Accommodation Details

Hotel Melia Avenida America, Juan Ignacio Luca de Tena,  
36 Madrid SPAIN 28027 Tel: (34) 91 4232400 Fax: (34) 91 3201440  
Delegates are responsible for the arrangement and payment of their own travel and accommodation. However, IIR has arranged a special reduced rate for delegates' accommodation at the conference hotel. Simply complete and send off the booking form that will be sent to you on your registration.

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## Step 1 decide what you want to attend

Tick	Date	Title	Code
<input type="checkbox"/>	Monday 29th October 2007	Pre-Conference Workshop	CG2416W
<input type="checkbox"/>	Tuesday 30th October 2007	Conference Day One	CG2416C
<input type="checkbox"/>	Wednesday 31st October 2007	Conference Day Two	CG2416M
<input type="checkbox"/>	Thursday 1st November 2007	Conference Day Three	CG2416N

**Remember, if two or more delegates register at the same time we will always discuss discounts. Please call Anthony Bennett on +44 (0)20 7017 7144 or email [abennett@iir-conferences.com](mailto:abennett@iir-conferences.com) to discuss.**

## Step 2 work out the price

	Tick box if registering BEFORE 31/08/07	Tick box if registering BETWEEN 31/08/07 and 28/09/07	Tick box if registering AFTER 28/09/07
Any four days	<input type="checkbox"/> £2,385 + VAT 16% = £2,766.60	<input type="checkbox"/> £2,685 + VAT 16% = £3,114.60	<input type="checkbox"/> £2,785 + VAT 16% = £3,230.60
Any three days	<input type="checkbox"/> £1,790 + VAT 16% = £2,076.40	<input type="checkbox"/> £1,990 + VAT 16% = £2,308.40	<input type="checkbox"/> £2,090 + VAT 16% = £2,424.40
Any two days	<input type="checkbox"/> £1,195 + VAT 16% = £1,386.20	<input type="checkbox"/> £1,295 + VAT 16% = £1,502.20	<input type="checkbox"/> £1,395 + VAT 16% = £1,618.20
Any one day	<input type="checkbox"/> £795 + VAT 16% = £922.20	<input type="checkbox"/> £895 + VAT 16% = £1,038.20	<input type="checkbox"/> £895 + VAT 16% = £1,038.20

(The conference fee includes 3 course lunch, refreshments and full conference documentation. The fee does not include travel or hotel accommodation. Please photocopy this form for multiple bookings)

Personal details	Mr/Mrs/Ms	First Name	Last Name	Job Title	Department
1st delegate					
2nd delegate					

To assist us with future correspondence, please supply the following details:

Head of Department:				
Booking Contact:				

Company: ..... Address (if different from label above) .....

Postcode: ..... Tel: ..... Fax: ..... Email: .....

No. of employees on your site: 1)  0-49 2)  50-249 3)  250-499 4)  500-999 5)  1000+ Nature of your company's business: .....

Yes, I would like to receive information about upcoming events via (please tick)  email  fax  
By giving you my email address I am giving ONLY IIR companies the permission to contact me by email Signature .....

## Step 3 easy ways to pay

All registrations must be paid in advance of the event.  
Billing Address if different from above .....

Cheque. £ ..... Enclosed is our cheque in favour of IIR Ltd Please ensure that the Conference Code CG2416/C/M/N/W is written on the back of the cheque.

Credit Card. Please debit my:  VISA  AMEX  EUROCARD  MASTERCARD Card No: .....

Expiry Date: ..... Signature: ..... Please note that cards will be debited within 7 days of your registration on to the conference

**BANK TRANSFER** - Full details of bank transfer options will be given with your invoice on registration

## Step 4 five easy ways to register

**Telephone:** +44 (0)20 7017 7483 Please remember to quote CG2416C/M/N/W

**By Fax:** Complete and send this registration form to: +44 (0)20 7017 7825

**By E-Mail:** [registrations@iir-telecoms.com](mailto:registrations@iir-telecoms.com)

**Data Protection** - Personal data is gathered in accordance with the Data Protection Act 1998. Your details may be passed to other companies (in countries within or outside the EEA) who wish to communicate with you offers related to your business activities. If you do not wish to receive these, please tick the box

**What Happens If I Have to Cancel?** - Confirm your cancellation in writing (letter or fax) on or before 12/10/07 and receive a refund less a 10% + VAT service charge. If you cancel after 19/10/07 then you will receive a 50% refund. Regrettably, no refunds can be made for cancellations received less than one week prior to the conference. A substitute delegate is welcome at no extra charge.

**Visit our Website:** [www.iir-conferences.com/ci](http://www.iir-conferences.com/ci)

**By Post:** Complete and return the registration form together with payment to: Customer Service Manager, IIR Ltd., 29 Bressenden Place, London SW1E 5DR

**Incorrect Mailing** - If you are receiving multiple mailings or you would like us to change any details or remove your name from our database, please contact our Database Department on +44 (0) 20 7915 5135 quoting the reference number printed on your mailing label. Alternatively, fax this brochure to the mailing department on fax number +44 (0)20 7915 5679 or email: [integrity@iirltd.co.uk](mailto:integrity@iirltd.co.uk) Amendments can take up to six weeks so please accept our apologies for any inconvenience caused in the meantime.

**Additional Requirements** - Please notify IIR at least one month before the conference date if you have any additional requirements e.g. wheelchair access, large print etc.