

Branding Strategies

for Telecoms Operators

19th - 22nd November 2007, NH Danube Hotel, Vienna

Developing a clear brand identity which differentiates your service offerings, enhances customer loyalty and optimises the lifetime value of your profitable customers

- **Learn** from the experiences of other operators about how to build and maintain a successful brand
- **Re-brand** to strengthen your company's position in today's competitive and convergent telecoms environment
- **Achieve** brand differentiation through your advertising strategy
- **Assess** the impact of convergence on your brand and marketing strategy

PRE-CONFERENCE WORKSHOP

Monday 19th November

Building and Maintaining a Successful Telecoms Brand

With key contributions from:

Kelly Odell, Senior Vice President, TeliaSonera

Ram Pillai, Brand Manager, Vodafone UK

Ellen Ferrara, Head of Thought Leadership and Message Development, BT Global Services Marketing

Sven Krüger, Head of Brand Communications, T-Systems

Luca Pacitto, Communication Director, Fastweb

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

Najla Chaar, Head of Communication Department, Tunisiana

Liubov Kirilova, Marketing Director, Vivatel

Salma Al Hashmi, Offer Management, Nawras

Hashim Osman Ahmed Elbadri, VAS Manager, Sudatel

Gerassim Slavov, Director Marketing Communications, Mobiltel

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Branding Strategies for Telecoms Operators

Conference Day One – Tuesday 20 November

9.00 Registration and Coffee

9.30 **Opening Remarks from the Chair**

BRANDING STRATEGIES

9.40 **Assessing And Examining The Role Of Branding In Today's Changing Telecoms Industry Landscape**

- Understanding the value of creating a distinctive brand in a competitive market
- Using your brand identity to protect your customer base against flux in the telecoms environment
- Assessing and measuring the impact of your brand on revenue, customer loyalty and churn
- Responding to the branding challenges of increasing convergence and competition
- Ensuring the strength of your brand in the face of increasing globalisation and consolidation

Rob Fox

Managing Partner and Director
MyBrand Consultants

10.20 **Building And Maintaining A Successful Telecoms Brand**

- Meeting the challenges of introducing a new brand to the market - ensuring the customer perception is what you want it to be right from the start
- Determining strategies for maintaining brand strength in a competitive market
- Using the right marketing mix to ensure sales success and relevant brand value development

Najla Chaar

Head of Communication Department
Tunisiana

11.00 Morning Coffee

11.30 **Re-Branding To Strengthen Your Position In Today's Competitive And Convergent Telecoms Environment**

- Identifying the drivers for re-branding
- Determining what the re-branding will consist of and how it will be communicated to customers
- Maintaining effective internal communication of the new brand image throughout the organisation
- Determining which, if any, parts of the business need to change in order to deliver the new brand promise:
 - sales
 - customer service
 - product development
 - marketing
 - technical

For speaker updates, please go to
www.iir-conferences.com/branding

12.10 **Measuring And Optimising ROI On Your Branding Investment**

- Examining methods of measuring brand perception
 - market research
 - focus groups
 - surveys
- Identifying the most useful brand factors to measure:
 - awareness
 - differentiation

- perceived quality
- perceived price
- satisfaction
- loyalty

- Measuring marketing and advertising effectiveness to assess ROI and identify the best strategies for building brand value

Kelly Odell

Senior Vice President
TeliaSonera

12.50 Lunch

14.00 **Examining The Role Of Branding In B2B Marketing, And Developing Brand Strategies To Target Business Customers**

- Assessing to what extent brand is a criterion for business customers
 - To what extent is it true that services rather than brands are what sells in B2B transactions?
 - to what extent do business customers purchase based on emotional rather than rational drivers?
- Understanding how branding differs for consumer and business markets and determining whether to develop a separate and distinct sub-brand for business customers
- Using your brand to appeal to business customers' desire to buy from a name they can trust
- Implementing internal brand-building and communications programmes to ensure that your corporate brand strategy is adopted internally throughout your organisation and is consistently communicated to business customers at every contact point

Sven Krüger

Head of Brand Communications
T-Systems

14.40 **Developing Sub-Brands To Target And Acquire New Market Segments**

- Developing powerful sub-brands that exist in their own right: to what extent should sub-brands be associated with the main brand?
- Ensuring that the parent brand does not suffer when sub-brands are introduced
- Preventing sub-brands from resulting in an underfunded, diluted message that confuses consumers

Liubov Kirilova

Marketing Director
Vivatel

15.20 Afternoon Tea

INTERNAL BRANDING

15.40 **Ensuring That Your Corporate Brand Strategy Is Understood And Adopted Internally Throughout The Whole Organisation**

- Measuring and demonstrating the value of internal branding
- Implementing a communications strategy to ensure that the brand message and identity is fully understood by all employees
- Driving brand advocacy through employee offers
- Ensuring that the brand message is consistently communicated and reinforced in all company sites across the company

Ram Pillai

Brand Manager
Vodafone UK



ADVERTISING

16.20 **Achieving Brand Differentiation Through Your Advertising Strategy**

- Examining the role of advertising in building brand value and establishing differentiation in a competitive market
- Defining the advertising target market for your brand to focus your resources for maximum effect
- Getting the balance right between pushing brand awareness and focussing on the specific benefits of your products and services
- Evaluating the relative cost-effectiveness and impact of different advertising media
- Measuring marketing and advertising effectiveness to identify the best strategies for building brand value
- Examining the role of the testimonial in advertising, and assessing the impact on the brand

Luca Pacitto

Communication Director

Fastweb

17.00 **Closing Remarks from the Chair**

17.10 End of Conference Day One

Conference Day Two – Wednesday 21 November

9.00 Registration and Coffee

9.30 **Opening Remarks from the Chair**

9.40 **Branding Telecoms Services: The Middle Eastern Experience**

- Examining the current market in the Middle East and identifying the associated branding challenges
- Examining the impact on marketing and branding strategy of recent telecom mergers and acquisitions in the Middle East
- Examining the branding strategies implemented by Nawras and measuring their effectiveness

Salma Al Hashmi

Offer Management

Nawras

10.20 **Du Case Study - Introducing A New Brand In The Middle East**

- Redefining how Middle Eastern Telecom operators speak to their customers
- A new approach for the market: Building a brand around the customers needs
- Creating a 360° brand experience
- Examining and measuring the success of the du brand

Jane Sheffield

Group Account Head

Turquoise Branding

11.00 Morning Coffee

CONVERGENCE & CONTENT

11.30 **Assessing The Impact Of Convergence On Your Brand And Marketing Strategy**

- Leveraging the strength of your brand to diversify and compete in this new converged environment

- Using convergence, content and new services to strengthen your identity without compromising your existing brand
- Repositioning and reshaping your business in order to capture new revenue streams from converged services
- Developing strategies for mobile operators to compete with incumbents with both fixed and mobile network assets
- Determining what new services convergence will facilitate and developing strategies for marketing and bundling these services

For speaker updates, please go to

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12.10 **Evolving From A Single Brand Operator Strategy To A Multi Brand Strategy**

- Examining the drivers for operators such as Vodafone, Orange, T-Mobile and Telefonica to create global brands, and evaluating to what extent this is actually possible in today's fragmented market:
- Comparing experiences from the media world: from macro segmentation to micro segmentation
- Predicting how operators will act in the future as regards multi brand strategy
- Examining the use of MVNOs to create a multi brand strategy
- Identifying the winners and losers and examining successful examples

John Strand

CEO

Strand Consult

12.50 Lunch

14.00 **Re-branding Your Business To Capture New Revenue Streams In The Face Of Next Generation Networks, Fixed-Mobile Convergence And Triple Play**

- Developing a brand that combines fixed and mobile telephony, Internet and IPTV: what are the benefits of using the same brand to promote all the services you offer?
- Exploiting the potential of joint marketing to increase penetration and establish brand loyalty
- Positioning your brand to compete in new markets and win customers from established brands in those markets

Miroslav Smyk

Senior Consultant, IPTV Business Development

Telefonica O2 Czech Republic

14.40 **Leveraging Third-Party Brands And Content To Strengthen Your Brand**

- Understanding what makes good content, and who's credible to help you deliver it.
- Selecting the right content partners: Building a brief that reflects your wider business needs and developing creative ideas in partnership.
- How to walk the fine line between advertising and editorial, and how to avoid the potential pitfalls of complex media partnerships
- Using the wider marketing mix to use and promote your content for maximum impact
- Leveraging third-party brands without losing the attention to your own brand

Ellen Ferrara

Head of Thought Leadership and Message Development

BT Global Services Marketing



15.20 Afternoon Refreshments

BRANDING & MVNOs

15.40 Examining How MVNOs Have Successfully Used Branding To Target Specific Market Segments And Exploit Existing Strong Brands

- Examining MVNOs' strategies to position themselves as a major players in specific target markets
 - business model
 - marketing and advertising strategy
 - content
- Developing effective pricing and market positioning strategies
 - Should low prices still be the main differentiator for MVNOs?
 - what other market positioning and branding strategies have been deployed?
- How can operators benefit further from MVNO partnerships?

Barry Shrier
Chief Executive
Liberty Europe

16.20 Closing Remarks from the Chair

16.30 End of Conference Day Two

Conference Day Three – Thursday 22 November

9.00 Registration and Coffee

9.30 Opening Remarks from the Chair

9.40 Using Your Brand To Differentiate Your Services And Keep Customers Loyal

- Identifying the core strengths of your brand, and exploiting those strengths to defend your position against competitors
- Ensuring that your brand defines and delivers differentiators that represent a real value proposition to customers
- Ensuring that the customer experience is consistent with your brand message
- Analysing CRM and loyalty scheme data to use customers' buying behaviour to identify those differentiators

Hashim Osman Ahmed Elbadri
VAS Manager, Marketing & Business Development
Sudatel

BRANDING & CRM

10.20 Panel Session: Finding New Ideas To Re-Invigorate Your Brand, And Discovering Innovative Methods Of Reaching The Customer To Communicate Your Brand

Panellists will include speakers from all three days of the conference

11.00 Morning Coffee

11.30 Understanding And Using Emotional Drivers To Attract And Retain Customers

- Developing strategies to find out how customers respond emotionally to your brand
 - focus groups
 - market research
 - surveys

- Analysing the results of this research and translating it into marketing and advertising strategy
- Assessing the relative weight of different success factors in winning and retaining customers
 - brand
 - product
 - price
- Using your website effectively to build brand equity through emotional rather than functional appeals

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12.10 Using Innovative Methods To Reach Customers In Order To Engage The Customer In Your Brand

- Developing new and different ways of communicating with your customer on a one-to-one basis
- How to implement innovative individualised marketing programmes that include competitions and incentives
- Using your website effectively by aligning all communications to consistently reinforce your brand
- Ensuring an efficient fulfillment process to complete the full customer experience
- Identifying the possibilities for individualised advertising opportunities

Geoff Wright
CLM Consultant
Agillic

12.50 Lunch

14.00 Using The Media For Brand Communication With Your Customers

- Identifying the role of PR in your marketing strategy
- Using the influence of the media to reinforce your brand
- Getting your messaging right
- Re-assessing your traditional media strategy
- Understanding consumer (and media) demand
- Treating your customers with intelligence - moving from one-way broadcasting of your message to a two-way dialogue

Patrick Smith
Director
Sonus PR

14.40 Exploring Branding Strategies To Attract And Retain The Youth Market

- Identifying the drivers for creating a separate brand to specifically target the youth market
- Developing strategies to build relationships and loyalty in the youth market to turn them into lifelong customers
- Using music and video downloads as a tool to build a relationship with the youth customer
- Exploring non "above the line" channels to increase and maintain awareness and to create brand ambassadors

Gerassim Y Slavov
Director Marketing Communications
Mobilitel

15.20 Closing Remarks from the Chair

15.30 End of Conference

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

To Register Please Call: +44 (0)20 7017 7483 Fax: +44 (0)20 7017 7825



PRE-CONFERENCE WORKSHOP

Monday 19th November

Building And Maintaining A Successful Telecoms Brand

Registration begins at 9.30, and the workshop will run from 10.00 until 16.00 with breaks for lunch and refreshments

This intensive, interactive workshop provides delegates with the opportunity to be actively involved in discussion, and to really get to grips with the key considerations for creating, developing and maintaining a powerful brand identity in the telecoms industry. Presentations from the workshop leader and interactive discussion sessions will enable you to return to your organisation with innovative ideas for developing and managing your brand.

Interactive sessions will cover the following issues:

- ◆ Establishing how to arrive at brand identity
- ◆ Identifying when your brand needs to be developed or repositioned, and determining strategies for doing so
- ◆ Effectively communicating and marketing the brand
- ◆ Developing a brand structure and brand extension strategy
- ◆ Measuring brand perception and identifying the most useful brand factors to measure

Why Attend?

In an increasingly crowded marketplace, branding is key. Ensuring the right messages reach your target customers can offer vastly improved results from your marketing spend, increasing ARPU and loyalty, and minimising churn.

You may have the right products and services, but branding is about reaching your customers and potential customers on an emotional level. Operators who have successfully done so are reaping the rewards, and this conference offers delegates the chance to hear from them.

With key presentations from 11 worldwide operators including **TeliaSonera, Vodafone UK, BT, Telefonica O2 Czech Republic, Tunisiana, Nawras and Fastweb**, this conference offers you a great chance to learn from the experiences of the peers from all over the world. You will leave the event with new ideas and strategies that you can take back and use in your own organisation to increase revenues and gain a competitive edge in today's telecoms market.

Who Will Attend?

Branding and Marketing Managers from telcos worldwide. At Branding Strategies for Telecoms Operators 2006, 90% of the attendees came from fixed and mobile telecoms operators, from countries throughout Europe, the Middle East, Asia and Africa, and many remarked on the great networking opportunities.

"Very interesting group! Telcos from all over the world!"

Caroline Bucheler, Brand Consultant, Swisscom @ Branding Strategies 2006

"I gained a better understanding of branding strategies. It will definitely assist me in my current assignment and future development of strategies."

Syed Fahad Ali, Assistant Brand Manager, Mobilink @ Branding Strategies 2006

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Branding Strategies for Telecoms Operators

19th - 22nd November 2007, NH Danube, Vienna

CG2427

Venue & Accommodation Details

NH Danube City, Wagramer Strasse 21, A-1220 Vienna, Austria
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Step 1 Decide what you want to attend

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<input type="checkbox"/> Pre-Conference Workshop	Monday 19th November	CG2427W
<input type="checkbox"/> Conference Day One	Tuesday 20th November	CG2427C
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(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.)

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Cheque. £ Enclosed is our cheque in favour of IIR Ltd Please ensure that the Conference Code CG2427C/M/N/W is written on the back of the cheque.

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Step 4 Five easy ways to register

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