

BOOKING FORM AND ADMINISTRATIVE DETAILS

Dates: 10th and 11th October 2002
Venue: The Carlton Tower Hotel, 2 Cadogan Place, London SW1X 9PY
Tel: 020 7235 1234 • Fax: 020 7235 9129
Nearest Tube: Knightsbridge

Fees:
2 Day Conference*£1199 + VAT = £1408.83/ €2190 inc VAT per delegate
1 Day*£699 + VAT = £821.33/ €1270 inc VAT per delegate
**To qualify for an early booking discount, payment must be received in full by Friday 16th August 2002 (VAT of 17.5% is applicable to all delegates)*

Hotel Accommodation: Hotel Accommodation: Overnight accommodation and travel costs are not included in the registration fee. However, reduced rates have been arranged at The Carlton Towers (5 star) tel: +44 (0)20 7235 1234 with a room only rate of £215 (ex VAT) and at the Millennium Knightsbridge Hotel (4*) tel +44 235 4377 with a room only rate of £115 (ex VAT). Please contact the hotels direct and quote Booking Reference GA-One to ensure the reduced room rates. It is advisable to book at least six weeks prior to the event. After that time, rates and availability cannot be guaranteed. For further details on other discounted accommodation in London visit www.ga-one.com.



Please contact us at Access prior to the conference if you have any additional requirements e.g. wheelchair access, large print, special dietary requirements, etc.

Enquiries: By telephone to **Hannah Sanders** on +44 (0)20 7840 2700 or by email to hannah@access-conf.com.

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Booking Form – TC104 Mobile Marketing & Advertising

PLEASE QUOTE THIS CODE WHEN REGISTERING

CODE

<input type="checkbox"/> No. Delegates – Two Days (With Early booking Discount)	£999 + VAT = £1173.83/ €1825	TOTAL £
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<input type="checkbox"/> No. Delegates – One Day Conference with Early booking Discount	£499 + VAT = £586.33/ €911	TOTAL £
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We wish to make reservations for the following delegates:

1st Delegate	2nd Delegate	3rd Delegate
Salutation	Salutation	Salutation
Surname	Surname	Surname
1st Name	1st Name	1st Name
Job Title	Job Title	Job Title
Direct Telephone	Direct Telephone	Direct Telephone
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Please quote your company VAT registration number. A VAT invoice will be sent with acknowledgement of registration.

VAT No. 714 720260

Booking Form – TC105 Pre-conference one day event on Messaging Middleware management 9th October 2002, The Carlton Tower Hotel, London

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<input type="checkbox"/> No. Delegates – One day conference and two day conference	£1199 + £699 + VAT = £2230.15 / €3470	TOTAL £

- ☐ We enclose our cheque made payable to: **Access Conferences International Ltd**
- ☐ Bank transfer – Access Conferences International Ltd bank details: NatWest Bank Plc, Knightsbridge Branch, PO Box 6037, 186 Brompton Road, London SW3 1XJ. Sterling Current Account Number: **19269226**. Sort Code **60-04-04**. US Dollar Account Number: **140/01/08534144**. Sort Code **60-04-04**.
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Thank you for your registration.

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We guarantee that if you attend an Access Conference you and your company will benefit from whom you meet and what you learn. If for any reason you are not satisfied with the event we will refund the registration fee.

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Access Conferences International
presents the 1st annual European Summit on

USING SMS, MMS and BEYOND

for effective MOBILE MARKETING & ADVERTISING to GENERATE REVENUES

10th & 11th October 2002, The Carlton Tower Hotel

Attend the MMA
General Meeting and
Cocktail Reception at
this event

Conference Chairman: Steve Wunker, European Co-Chair,
Mobile Marketing Association (MMA) and CEO of Brainstorm

20% discount for
members of the MMA
and BIMA

Book onto this intensive two day conference and hear how early adopters are driving the industry forward, demonstrating how to drive sales via effective marketing, and advertising of products and services using the latest mobile technology.

Don't miss out!



Hear A Line Up Of International Speakers And Top Case Studies From Brand Leaders:

Guinness UDV (UK) - Chrysalis Radio (UK) - Nokia (Finland) - Orange France (France) - GMTV (UK) - Motorola (US) - TIM (Italy) - Orange (UK) - CinemaElectric Inc (US) - Pogo Technology (UK) - Multimap (UK) - Kuju Entertainment (UK) - CMG Wireless Data Solutions (Netherlands) - Mobile Marketing Association (MMA) - TDK Systems Europe Ltd (UK) - Alcatel (France) - Theodore Goddard (UK) - 12snap (UK) - Avesair Inc (UK) - Add2Phone (Finland) - TMX Group (UK) - Brainstorm (UK) - Logica Mobile Networks (UK) - mBlox Ltd (UK) - Enpocket (UK)

Don't miss the one day pre-conference

'Interactive Panel' on 'Messaging Middleware Management'

9th October 2002, The Carlton Tower Hotel,

For more details see back page
or call Hannah +44 (0)20 7840 2700.

A conference researched
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MOBILE MARKETING

At this event you will learn how to:

- Use SMS, MMS, Mobile Video & New Technologies
- Build innovative, profitable interactive campaigns
- Develop key strategic alliances
- Maximise revenues
- Understand the changing roles of advertisers, operators and device manufacturers
- Analyse and debate new business models
- Increase customer loyalty and understanding
- Successfully integrate mobile marketing within your marketing plan
- Choose the most appropriate technology to drive sales to your customers
- Work within the legal and regulatory requirements
- Understand the mobile marketplace, drivers forecasts and future landscape

Who will you meet?

This event will benefit anyone who wants to exploit the full potential of SMS, MMS and new mobile technologies within their business to boost sales including senior executives from blue chips, retail, media and across the board of industries. The event will also bring together senior executives from network operators, handset manufacturers and technology providers as well as marketing and advertising agencies on an international level.

Day One - 10th October 2002

08.00 Coffee and Registration 

08.35 Welcome and introduction from Conference Chairman

Steve Wunker, European Co-Chair, **MOBILE MARKETING ASSOCIATION**
And CEO, **BRAINSTORM**

Why is mobile marketing & advertising an important source for revenues?

08.50 Mobile marketing does impact the bottom line

Find out how mobile marketing can impact the bottom line by driving sales; increasing consumer understanding and deepening brand loyalty. 12snap, Europe's leading mobile marketing agency will present concrete campaign case studies and results from its campaigns throughout Europe including Cadbury, UIP, Sony, Wella & Golden Wonder.

- The power of the mobile
- Do's and don'ts of mobile marketing
- How mobile can deepen brand loyalty
- Evaluating the results in terms of sales and market share
- Case studies: Cadbury's, Golden Wonder, Sony and UIP

Anne de Kerckhove, Managing Director
12snap (UK)

09.25 Mobile Marketing and Entertainment - the Evolving Value Chain

The mobile marketing and entertainment industries are struggling to find business models that work, and ways to collaborate to make money. Meanwhile, regulation and politics are creeping up on them. This presentation focuses on:

- Understanding the value chain
- Mobile marketing in the revenue mix
- Industry challenges and ideas

Andrew Bud, Board Member, **Mobile Entertainment Forum** and CEO **mBlox Ltd (UK)**

Evaluating the new roles for network operators, handset manufacturers and advertisers

09.50 Panel session:

This Panel session will enable panellists to present different angles that will then be followed by a lively debate involving questions & answers from the audience.

Panel session chaired by:

Steve Wunker, European Co-Chair, **Mobile Marketing Association (MMA)**

Panellists included:


Jim Robinson, CEO and Founder,
CINEMAELECTRIC Inc (US)

David Lock, Commercial Strategy Manager,
ORANGE (UK)

Craig Peddie, General Manager, **Lexus Division, MOTOROLA (US)**

Eoin McGloughlin, Director of Content & Services
POGO TECHNOLOGY (UK)

Sara Haynes, Head of Sales & Marketing,
TMX Group (UK)

10.25 Morning Coffee: Take a break, mingle, conduct business and network 

How can an operator add value to a mobile marketing campaign?

10.55 Panel session:

This Panel session will enable panellists to present different angles that will then be followed

by a lively debate involving questions & answers from the audience.

Panel session chaired by

Steve Wunker, European Co-Chair, **Mobile Marketing Association (MMA)**

Panellists included:

Marco Decio, Interactive Communications
Director **TIM (Italy)**

Marc Montaldier, Advertising Space Sales
Manager, **Orange France (France)**

Rob Lawson, Co-Founder, **Enpocket (UK)**

11.30 Mobile Marketing - the Value Chain Enablers'

- Enabling mass market service access
- Ensuring a revenue stream exists
- Enhancing the user experience
- Evolving the service experience

Simon Holmes, Product Marketing Manager,
Messaging, **LOGICA MOBILE NETWORKS (UK)**

Planning a successful mobile marketing campaigns

12.05 Effective use of mobile marketing Case Study

CASE STUDY

Suzy Smith, Marketing Manager, **Smirnoff Spirits, GUINNESS UDV (UK)**

12.40 Lunch and exhibition 

14.10 Successful 'wireless marketing' for big entertainment brands

This presentation will focus on the development and commercial issues involved in taking huge brands to market, focusing on case studies of FIFA, The Weakest Link, and World Wrestling Federation.

- Different bodies involved
- Bringing together different industries
- Viable business models
- Related marketing

Balbir Bugan, Business Development
Manager, **KUJU ENTERTAINMENT (UK)**

15.00 Close of Day One Conference, followed by

15.10 MMA's General Meeting

About MMA's General Meeting:
All delegates are invited to attend the General Meeting, hosted by MMA. At the General Meeting, you will be able to discuss the latest happenings in the industry and you will hear about the MMA's activities over the past months. Topics discussed will include recent regulatory developments, early experiments in MMS marketing, and developments in the industry's Codes of Conduct. After brief, interactive presentations on these issues, the group will break into several roundtables to discuss cutting-edge topics in depth.

18.00 Close of Day One

Day Two - 11th October 2002

08.15 Morning Coffee

08.45 Welcome and introduction from Conference Chairman

Steve Wunker, European Co-Chair, **MOBILE MARKETING ASSOCIATION**
And CEO **BRAINSTORM**

09.00 Obtaining interaction with consumers and gaining customer knowledge Case Study

CASE STUDY

This presentation will outline how a female targeted TV programme ventured in the realm of SMS and discovered that women respond well to mobile phone use. Interaction between its viewers

MARKETING & ADVERTISING

and GMTV blossoms as they are offered off-air competitions and on-air programme support material direct to their mobiles. Nog unveils tips on how not to offend, bore or annoy your mobile database and how to keep them entertained and make best use of their varied interests.

- GMTV discovers SMS, the "New Kid on the Block"
- Generating new revenue streams
- Winning with SMS

Nog Sawdon, Head of Interactive Services, GMTV (UK)

09.35 SMS and Radio Case Study

CASE STUDY

SMS is ideally suited to radio – both mobile media – listeners close to station and text is natural way to communicate and feel involved with the actual make up of the station. Radio has a strong heritage with premium rate phones and therefore text is next generation of phone interactivity.

- How SMS enhances listener loyalty
- SMS as a promotional channel to enhance radio campaign effectiveness
- SMS as return path for advertisers
- Broad and narrowcasting
- Reverse billing – what are the implications and how do we utilise the facility.

Chrysalis Radio 4 is the largest operator in UK. Core Brands Heart (A/C 25-44) and Galaxy 15-34 youth targeted Dance and R&B

Ian James, Interactive Sales Director, CHRYSALIS RADIO (UK)

10.10 Morning Coffee: Take a break, mingle, conduct business and network



10.40 How Cell Broadcast can help operators boost SMS traffic as a mobile marketing facilitator

- Building on the success of SMS
- Benefits of Cell Broadcast
- The complementary nature of Cell Broadcast and mobile marketing
- How to use Cell Broadcast for personalisation and better response rates
- Market examples
- Getting around spam

Richard Evers, Product Manager Cell Broadcast, CMG Wireless Data Solutions

11.15 Location Based Services: A killer application for Mobile Marketing? Case Study

CASE STUDY

Over the last year there has been substantial press coverage of the potential for geographic targeting of mobile handsets, not all of it favourable. This presentation explores issues related to implementation and privacy.

- Knowing the location of a user's handset opens up potentially vast marketing opportunities
- Users themselves are expected to be less enthusiastic
- Carriers show signs of great commitment
- Technical implementations lag – privacy issues abound

Sean Phelan, Chairman, MULTIMAP.COM (UK) + Case study from leading network operator (chosen operator to be announced)

The future: design, innovation, creativity and regulations

11.50 Making MMS a mass market issue

1. Learning from the Japanese experience
 - Targeted content for mass market. Examples & Prices
 - State of the art on terminals. Examples & Prices
2. Analysing: The traffic model associated to a mass market MMS

3. Through MMS Terminals
 - Availability. State of the art
 - Ergonomics. State of the art
 - Interoperability. State of the art

Regina Hernanz, Mobile Internet Marketing Manager, ALCATEL (FRANCE)

12.25 Lunch and exhibition



What is the technical set-up for a commercially successful mobile marketing campaign?

13.30 Panel session:

This Panel session will enable panellists to present different angles that will then be followed by a lively debate involving questions & answers from the audience.

Panel session chaired by:

Steve Wunker, European Co-Chair, Mobile Marketing Association (MMA)

Panellists included:

Elias Moubayed, Vice President, AVESAIR Inc (UK)

Vesa-Matti Paananen, Co-founder and Chief Technology Officer, Add2Phone (Finland)

Andrew Bud, Board Member, Mobile Entertainment Forum and CEO mBlox Ltd (UK)

14.05 Afternoon Tea – Take a break, mingle, conduct business and network



Which new mobile devices are the 'winners' for Today and Tomorrow

14.40 Panel session:

This Panel session will enable panellists to present different angles that will then be followed by a lively debate involving questions & answers from the audience.

Panel session chaired by:

Steve Wunker, European Co-Chair, Mobile Marketing Association (MMA)

Panellists included:

Craig Peddie, General Manager, Lexicus Division, MOTOROLA (US)

Mika Setälä, Senior Manager, Marketing Imaging Business Unit, NOKIA (Finland)

Eoin McGloughlin, Director of Content & Services, POGO TECHNOLOGY (UK)

Nick Hunn, Managing Director, TDK Systems Europe Ltd (UK)

15.05 Legal and Regulatory Guidelines for mobile marketing

- Tightening data protection rules
- Rules on unsolicited advertising
- Rules that advertising be "fair"
- Control over the copyright of delivered materials and related issues
- Wholesale interconnection pricing for delivered messages and revenue sharing arrangements
- Application of competition law to control the behaviour of mobile network operators in pricing their own marketing products
- Copyright and IP rights in interfaces

Edward Pitt, Partner, THEODORE GODDARD (UK)

15.40 Chairman's summing up

16.00 Close of conference

'A huge market opportunity is about to open up. With MMS in particular, picture messaging is going to greatly increase our ability to get closer to mainstream advertising' - Virgin Mobile.

'Response to SMS ads are over 5 times that of direct mail' -

12 Snap Research 2002

"When delivered by a network operator, consumers find SMS advertising more acceptable than Radio or TV advertising" Research carried out by Enpocket (UK)

"The average effect of an SMS campaign is a 21% uplift in brand affinity and a 40% uplift in intention to purchase"

Research carried out by Enpocket (UK)

Why mobile marketing is powerful

- '7 out of 10 households own a mobile phone' 12 Snap Research 2002
- 'Response to SMS ads are over 5 times that of direct mail' 12 Snap Research 2002
- '68% of respondents would recommend that others receive mobile marketing messages.' InterQuest Research, 2002
- 'SMS brand recall is 46% to 95%' 12 Snap Research 2002
- The highest brand impact (59%) was measured with a mobile campaign consisting of multiple messages' InterQuest Research, 2002
- 86% of students in further education have a mobile, 16% of primary school children own mobiles, 77% of all teens between 14 and 16 own a mobile phone 12 Snap Research 2002
- Average 16-18 year old sends 8 text messages a day 12 Snap Research 2002

ENDORSED BY:



The Mobile Marketing Association is the worldwide leader in promoting the growth

of marketing via mobile phones. With 120 members, we unite network operators, media companies, marketing agencies, technology specialists and others to set standards, educate the marketplace, and assist the public and regulators in understanding the industry.



Established in 1985, the British Interactive Media Association (BIMA)

is the trade association

representing the diverse interests of the UK interactive industry. Through a variety of activities and networking opportunities we provide information and advice on creativity, technology, business strategies and emerging digital channels to our members, whilst promoting the use of interactive media in Britain. For more information please contact info@bima.co.uk.