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MOBILE VAS FORUM 2008

*Originated from the
Mobile Messaging Americas



April 22-23, 2008 • Sheraton Panama Hotel & Convention Center • Panamá

Join the only event dedicated to address
VAS experiences and critical issues!

¡Ingrese al único evento dedicado a las
experiencias del mercado de VAS!

Focused on Latin America and the Caribbean
Enfocado en los mercados Latino Americanos y del Caribe

More than 20 networking hours!
¡Más de 20 horas de networking!

 Gulianna Barbosa
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 Gustavo Pizon
MOVISTAR - COLOMBIA

 Ernesto Velasco
DIGICEL GROUP - JAMAICA

 Jaime Tole
TIGO - PARAGUAY

 Erasmo Rojas
3G AMERICAS - USA

 Jose Alberto Escobar Grajeda
TIGO - GUATEMALA

 Pablo Moreira
ANTEL - URUGUAY

 Melva Siles
ENTEL S.A - BOLÍVIA

 Omar Rodriguez
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 Rafael Magdalena
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AMERICA ECONOMIA - CHILE



www.mobilevasforum.com

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International
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Growing Mobile

160 characters



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THE MESSAGING
INDUSTRY ASSOCIATION

mma
mobile marketing
association

an informa business

Estrategias de Mobile Marketing

21 de Abril

Objetivos:

Este workshop tiene como objetivo hacer una presentación de como planear, segmentar y hacer la gerencia de una campaña de Mobile Marketing. Analizar las acciones que pueden ser echas en este medio y que a su fin tengan un buen resultado, las posibilidades para los negocios, los desafíos y hasta donde el marketing por celular puede llegar para alcanzar a su publico sin invadir el consumidor, son los principales temas de la primera parte del Mobile VAS Forum.

Participe y sepa como aprovechar las ventajas de este nuevo canal de marketing interactivo y como desarrollar convenios de largo plazo con sus clientes.

- Potencial y tamaño del mercado mundial y regional de mobile marketing
- ¿Lo que es y cómo se trabaja el mobile marketing?
- ¿Cómo iniciar una campaña de mobile marketing?
- ¿Cual es el modelo de negocios que se debe adoptar?
- ¿Cómo medir el índice de aceptación de la publicidad móvil en sus clientes?
- ¿Cuales son los segmentos que están creciendo y donde debo invertir?
- ¿Cuales son las nuevas tendencias?
- Interacción con el consumidor
- ¿Cuales son las exigencias para las nuevas aplicaciones de mobile marketing?
- Componentes de suceso para llegar a los clientes usando el celular
- La división del mercado (publico) basado en precios
- Desarrollando un modelo de negocio enfocado en cada rubro
- Multimedia en dispositivos móviles: ventajas, restricciones y caminos
- Opt-in y opt-out
- Principales objetivos y como los alcanzamos
- Un nuevo player se asoma a la industria de Telecom: la agencia de publicidad
- Sinergia entre contenido gratuito y publicidad (advertisement based)

Orador a ser anunciado, entre en nuestra pagina web

www.mobilevasforum.com

14h00 Registro • 14h30 Inicio del Workshop • 17h30 Fin del dia
 * A los participantes sera ofrecido coffee break

Mobile Marketing Strategies

April 21st

Objective:

This workshop aims to show how to plan, segment, and manage a campaign in Mobile Marketing. Analyzing the actions potentially taken in this setting to have good results, the possibilities for the business, the challenges, and how far mobile marketing can go to reach its target public without being invasive for the consumer are the key topics of this first part of Mobile VAS Summit.

Participate and learn how to take the advantages of this new interactive marketing channel and how to develop long-lasting relationships with your clients.

- Global and regional market size and potential for mobile marketing
- What is mobile marketing and how does it work?
- How to set out mobile marketing campaign?
- Which business model should be adopted?
- How to measure the mobile publicity's acceptance rate from your clients?
- What are the high growth segments and where should I be focusing my dollars?
- What are the new emerging trends?
- Interaction with consumers
- Successful components to reach customers via mobile channel
- Segmenting customers based on price
- Developing a business model that is adapted to the segment
- Defining a value proposition to that customer
- Multimedia in mobile devices: advantages, restrictions, and paths
- Opt-in and opt-out
- Key objectives and how to reach them
- A new player comes into the telecom industry: the advertising agency
- Synergy between free content and (advertisement-based) publicity

Workshop leader to be announced visit

www.mobilevasforum.com for programme update

14h00 Registration • 14h30 Workshop Start • 17h30 End of day
 * We will offer a coffee break for attends

INFORMA TELECOM & MEDIA LATIN AMERICA

Informa Telecoms & Media es el proveedor delantero de inteligencia del negocio a mercados globales de telecoms y de prensa. Nuestro objetivo es el de proporcionar el consejo procesable y estratégico y pronosticando en todos aspectos de convergir móvil, fijo, el entretenimiento y vende. Manejado por el contacto de primera mano constante con la industria, nuestro equipo de analistas e investigadores produce más de 300 servicios anuales de acontecimientos e inteligencia inclusive noticias y productos analíticos, los informes del mercado de indepth y conjuntos de datos. Beneficiamos de personas sobresalientes, inclusive 100 + analistas, los investigadores y los periodistas a través de 14 países. Nuestros clientes incluyen a vendedores, los operarios, y los reguladores de primera mayores para adaptar además a jugadores de las comunidades financieras y contentas. Estamos orgullosos del papel que jugamos a traer la industria junto y mantener a 100.000 individuos mejores informados.

¿PORQUE USTED DEBE COMPARECER AL MOBILE VAS FORUM?

- Se quede informado sobre los estudios de caso de la vanguardia de talla mundial
- Aprenda con los modelos de Negocios más bien sucedidos
- Descubra nuevas y efectivas maneras para que sean obtenidos productos más rentables
- Juntese a una audiencia de alto nivel, constituida pelos ejecutivos máximos de la industria de Telecom de Latinoamérica
- Explore todas las oportunidades de Negocios y de network que se encontrarán en este evento

INFORMA TELECOM & MEDIA LATIN AMERICA

Informa Telecoms & Media is the leading provider of business intelligence to global telecoms and media markets. Our aim is to provide actionable, strategic advice and forecasting on all aspects of converging mobile, fixed, entertainment and IT markets. Driven by constant first-hand contact with the industry, our team of analysts and researchers produce over 300 annual events and intelligence services including news and analytical products, indepth market reports and data sets. We benefit from outstanding people, including 100+ analysts, researchers and journalists across 14 countries. Our customers include major blue-chip vendors, operators, and regulators in addition to key players from the financial and content communities. We are proud of the role we play in bringing the industry together and keeping 100,000 individuals better informed.

WHY YOU SHOULD ATTEND MOBILE VAS FORUM?

- Get acquainted with the cutting edge world class cases study
- Learn from the most successful business model
- Discover new and effective ways for roll out profitable products
- Join a high level audience made of top executives from the Latin American telecom industry
- Explore all networking and business opportunities provided by this event

- 8h00 Registro y Desayuno de Bien-Venida / Registration and Welcome Coffee
- 8h45 Rápido Networking / Speed Networking
- 9h00 Apertura del Congreso / Chairman's Opening Remarks
Nils Strandberg
 Presidente
AMERICA ECONOMIA

PANEL / ROUND TABLE

- 9h10 **Tendencias para el Corto Plazo: Período 2008/2009 - Proyectos ya Aplicados y en Implantación**
Short term tendencies - 2008/2009 Period - Applied and Under Implementation Projects

Guliana Barbosa
 Gerente VAS

MOVISTAR - COLOMBIA

Gustavo Pizon
 Director

MOVISTAR - COLOMBIA

Jaime Tole

TIGO - PARAGUAY

- 10h10 Coffee Break / Pausa para Cafe

- 10h40 **Pasos para incrementar el uso de los servicios de VAS. Estrategías de incremento de ARPU en VAS**
Pasos para Incrementar el Uso de los Servicios de VAS. Estrategías de Incremento de ARPU em VAS

Ernesto Velasco

Pricing & Research Manager Group

DIGICEL GROUP - PUERTO RICO

- 11h20 **Mobile Payment & Banking : Alineando Expectativa de Banca, Operadoras y Cientes**
Mobile Payment & Banking: Aligning Bank Expectations, Operators and Clients

Jaime Tole

TIGO - PARAGUAY

- 12h00 Lunch / Almuerzo

- 14h00 **Mobile Content & Contenido Auto-Generado**
Mobile Content & Self-Generated Content

Jose Alberto Escobar Grajeda

VAS Tech / IT Manager

TIGO - GUATEMALA

- 14h40 **Las estrategias y los requisitos previos para aumentar rentas de VAS**
Strategies and prerequisites for growing VAS revenues

Senior Executive

SMARTTRUST

- 15h20 Coffee Break / Pausa para Cafe

- 15h50 **Mobile Advertisement & Marketing: ¿Un Cambio en la Telefonía Movil?**
Mobile Advertisement & Marketing: A Change in The Mobile Telephony?

Marcelo Castelo

Partner

F.BIZ - BRASIL

Melva Siles

VAS & New Services IP

ENTEL S.A - BOLÍVIA

PANEL / ROUND TABLE

- 16h30 **De 2010 Hacia el Futuro - Servicios de Valor Agregado en 3G**
From 2010 to the future - 3G's Value Added Services

Omar Rodríguez

VAS

C&W - PANAMÁ

Nils Strandberg

Presidente

AMERICA ECONOMIA

- 17h10 **Proceso de Testes para la Aceptación de Nuevos Productos VAS**
Test Procecing for New VAS Products

Gustavo Adolpho Bonesso

Anti-Fraud And Revenue Assurance - Pricing Control

CLARO - BRASIL

- 17h50 Final del Dia / End of Day One

PRENSA

Informa Telecom & Mídia invita a los periodistas que actualmente trabajan en periódicos o publicaciones del rubro que se registren para que tengan disponible un pase gratuito. Para mayores informaciones, por favor contacte a:

Marcelo Toledo : +55 11 3017 6857 • press@ibcbrasil.com.br

PRESS

Informa Telecom & Media invites qualified journalist currently working for commercial news/publishing organizations to register for a complimentary press badge, for free. For further information on press credentials, please contact:

NETWORK E INTERACCIÓN CON UNA AUDIENCIA GARANTIZADA ENCUENTRE A LOS TOMADORES DE DECISIÓN

Esta conferencia es conocida como el lugar más importante de encuentro de los profesionales de VAS. Y nosotros estamos honrados por recibir los mejores profesionales y más importantes asistentes, poniendo bajo a un mismo lugar participantes, operadores, proveedores de contenido y vendedores de todas las Américas.

NETWORK AND INTERACT WITH A GUARANTEED AUDIENCE MEET THE DECISION MAKERS

This conference is acknowledged as the most important meeting place for VAS professionals. And we are honored to host the highest profile and most representative delegates, gathering under the same roof top level participants, operators, content providers and vendors from the whole Americas.

9h00 Opening Remarks / Apertura del Congreso

Nils Strandberg
Presidente
AMERICA ECONOMIA

9h10 **Servicios y Productos en 3G**
3G services and products

Erasmó Rojas
Director Latin America and Caribbean
3G AMERICAS - USA

9h50 **Mobile TV & Vídeo: Las Tendencias de Un Producto Premium**
Mobile TV & Video: The Premium Product Trends

Operator **Pablo Moreira**
ANTEL - URUGUAY

10h30 Networking Coffee Break / Pausa para Cafe

11h00 **Servicios de Valor Agregado para Corporaciones: Más Allá del Mobile E-Mail**
Value Added Services for Corporations: Beyond the Mobile E-Mail

Operator **Oswaldo Gac**
MOVISTAR - CHILE

11h40 **Evolución de los Terminales y su Capacidad de Apoyo a los Nuevos Servicios**
The Terminals evolution and their Support Capacity to the New Services

Speaker to be announced / Orador a confirmar

12h20 Lunch / Almuerzo

14h00 **Nueva Frontera para la Industria del Entretenimiento**
New border for the Entertainment Industry

Sandra Jimenez
Director
MTV BRASIL

14h40 **Mobile Games: Impulsando el Consumo de Jugos para Celulares**
Mobile Games: Stimulating the consume for them

Operator **Rafael Magdalena**
VAS Manager
BRASIL TELECOM - BRASIL

15h30 Cierre del Evento / End of Event

La agenda puede ser cambiada pelos organizadores a cualquier momento debido a problemas de fuerza mayor. Los organizadores trabajaran al máximo para que la agenda final sea consistente con lo que aquí está presentado.

The agenda may be modified by the organizers at any time due to scheduling conflicts, cancellations, closures, bankruptcies, or due to any contingency beyond the organizer's control. The organizers will perform to the best of their ability to ensure the final agenda is consistent in scope, topics, speaker, level and tenor as the Agenda in this brochure

TESTIMONIALES / TESTIMONIALS

"Felicitaciones para la excelente organización y la audiencia de alto nivel. Espero comparecer a las próximas conferencias de ustedes".

J. P. D., CEO, LATCEL

"It was a great networking experience and gathered lots of valuable information from the participants. I enjoyed the sessions very much. Many thanks for giving me and the company the opportunity to present".

M. D. S., General Manager Corporate Planning, CSR, MIS and Quality Systems, DIALOG TELEKOM

"El cambio de información que el evento ha proporcionado excedió mis expectativas. Muestra que hay un futuro consolidado para ustedes en el segmento de VAS Mobile, dónde había una falta de oportunidades para el VAS de Latinoamérica".

G. M., VAS Manager, TIM BRASIL

"Congratulations for the very interesting presentations and especially the participation of companies, whom we expect to do business with".

G. B. P., Service and Mobile Solutions Manager,
TELEFONICA MÓVILES COLOMBIA

SHARE THE SUCCESSFUL EXPERIENCES

This event is a wealthy environment for you to discover new case studies and best practices from this very competitive market. Take advantage from this meeting to talk and share successful stories and prepare to put into practice what you learn at Mobile VAS Forum 2008.

NETWORKING & SOCIAL EVENTS

Informa Telecom & Media has designed a very special set of activities to foster networking and to ensure that this will be your best investment of the year. Cocktail parties and a lot of social activities will be an excellent opportunity for you to meet other participants. Enjoy outstanding Panama and relax!

For further information, please visit www.mobilevasforum.com

COMPARTA LAS EXPERIENCIAS BIEN SUCEDIDAS

Este evento es un ambiente rico para que usted descubra nuevos estudios de caso y las mejores prácticas para este mercado competitivo. Tome ventaja de este encuentro para hablar y compartir historias bien sucedidos y prepárese para poner en practica lo que usted aprendió en el Mobile VAS Forum 2008

NETWORKING & EVENTOS SOCIALES

Informa Telecom & Media elaboró un grupo de actividades especial para aumentar el networking entre los participantes y asegurar que este sea su mejor inversión en el año. Cocktails y muchas otras actividades sociales serán una excelente oportunidad para usted encontrar y conocer a otros participantes. ¡Aproveche al sobresaliente Panamá y relaje!

Para más informaciones, por favor acceda al sitio web www.mobilevasforum.com



Operadora oficial del evento.
Todos los participantes que compraren el ticket aéreo de la empresa COPA tendrán una rebaja de 5%. Para facilitar su hospedaje y ticket aéreo contacte:

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Special 5% discount for all participants flying COPA
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Growing Mobile

Mobile operators worldwide rely upon SmartTrust to manage subscribers, handsets and mobile services access.

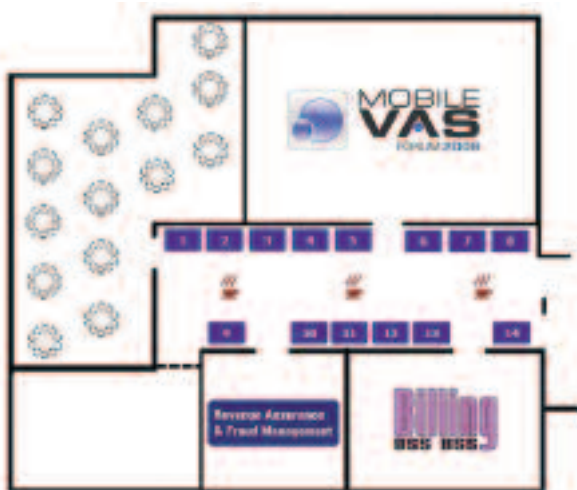
Combining a carrier-grade OTA platform with fully scalable repositories of subscriber and device knowledge, SmartTrust allows mobile operators to build solutions meeting the unique business challenges of today's mobile markets.

The comprehensive portfolio of Mobile Device Management technologies includes SmartProvisioning, SmartRoam and SmartAct, covering initial handset configuration through to the support and servicing of U/SIMs and handsets; and SmartàLaCarte: a configurable SIM- menu platform used for launching value-added and operator-centric services independent of underlying handset technology.

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www.smarttrust.com

SHERATON PANAMA HOTEL & CONVENTION CENTER



MARKETING OPPORTUNITIES AT MOBILE VAS FORUM 2008: RAISE YOUR COMPANY'S PROFILE!

Informa Telecom & Media conferences have an unrivalled reputation for attracting decision making delegates from mobile operators and for providing excellent opportunities for sponsors to raise their profile and demonstrate their expertise before valuable prospects.

In addition, **Mobile VAS Forum 2008** has been designed to create a single and accessible annual meeting place that maximizes learning and partnership building for all players across the mobile chain.

Direct route to your market and its decision makers

Mobile VAS Forum 2008 includes an exhibition where you can benefit from Informa's proven track record of high-quality participants and take the opportunity to showcase your products and promote your brand.

Sponsoring and Exhibiting at this event is an excellent platform for your company to network and explore business opportunities with corporations in the CALA market. Sponsors have an incredible amount of presence and in conjunction with an exhibitor stand it will not only give your company optimum exposure but also the opportunity for delegates to meet you and your executives to find out more about your role and business opportunities in the sector.

Why Exhibit?

- Do business at the only event focused to mobile business in the region
- Take advantage of the fantastic heritage, grown from a region leading conference with a track record for delivering the highest quality attendees
- Build partnerships with all mobile value chain
- Unmissable opportunity to meet so many focused people in one place over 2 days
- Gain competitive advantage and position your company as the market leader
- Demonstrate products and solutions, answer questions, overcome objections and meet your market face-to-face



EXISTEN LIMITADAS OPORTUNIDADES DISPONIBLES DE AUSPICIO. ¡CONTÁCTENOS HOY MISMO!

Para saber más sobre esta iniciativa de marketing y descubrir como las oportunidades de auspicio y de exhibición pueden ser hechas en conformidad con sus objetivos, por favor contacte nuestro Ejecutivo Comercial & de Auspicio

Raquel Freitas: +55 11 3017 6833 • raquel.freitas@ibcbrasil.com.br

THERE ARE LIMITED SPONSORSHIP OPPORTUNITIES AVAILABLE. CONTACT US TODAY!

To learn more about these marketing initiatives and discover how sponsorship and exhibition opportunities can be tailored to meet your objectives, please contact our Sponsorship & Commercial Executive:

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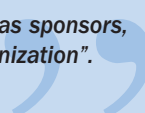


"The event was very well organized and ran very smoothly over the two days. We were delighted that Jinny had the opportunity to participate".

L.F., Jinny Software

"The show was very productive for us. I wanted to thank you for all of the help you provided us as sponsors, and we will make a note of that as we consider participating in future events with your organization".

Sybase 365



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Fecha / Date: Workshop: April 21st 2008 Conferencia/Summit: April 22nd – 23rd 2008 Local / Venue:: Sheraton Panama Hotel & Convention Center Via Israel y Calle 77 San Francisco - Panamá

Rebaja especial para grupos iConsultenos! Special prices for groups!	Hostie / Before 29/02/08*	Hostie / Before 21/03/08*	Valor de la inscripción después de / Full Price after 21/03/08*	Rebaje especial para operadores / Special Operator Rates 29/02/08*	Rebaje especial para operadores / Special Operator Rates 21/03/08*	Rebaje especial para operadores / Special Operator Rates 21/03/08*
<input type="checkbox"/> Conferencia / Summit	Inversión Total (1)	Inversión Total (1)	Inversión Total (1)	Inversión Total (1)	Inversión Total (1)	Inversión Total (1)
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^(*) ATENÇÃO: *Os valores incluem os impostos que devem ser recolhidos pela fonte pagadora em conformidade com a legislação vigente (Lei 116/2003, art. 5º da Lei 10.925/04 e art 647 do RIR). Tge fee includes lunches, refreshments and a CD with copies of congress documentation, if you are paying in credit card, the amount will be deducted in GBP

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If you do not receive your letter of confirmation 48 hours after apply, please contact us to confirm that a place has been reserved.

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Emissão de boleto restrita até 10 dias antes do evento. Após esta data, o inscrito deverá fazer depósito bancário identificado no Banco HSB - 399 Agência 0478 C/C 19.721-00, TND/32403, INFORMIA LA Planejamento e Organização de Congressos Ltda. e enviar comprovante de depósito até o dia do evento.

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Su inscripción será confirmada cuando B/C reciba esta ficha debidamente rellenada, firmada y sellada. **Cancelaciones y sustituciones:** para sustituciones, comuníquese B/C, hasta las 12h del día anterior al evento. Las cancelaciones deben ser hechas hasta 10 días antes del evento sin pagos extras o encargos. Después de esta fecha, se cobrará una tasa administrativa de US\$ 130.00. A los inscritos que no soliciten la cancelación de su participación, según las condiciones descritas y no comparezcan al evento, se cobrará el valor integral de la inscripción. Todas las notificaciones deben ser hechas por escrito a la dirección, fax o email que está en esta ficha. B/C se reserva el derecho de alterar el programa sin aviso previo, no entregar parte de la documentación por motivos ajenos a su voluntad y no proveer traducción simultánea cuando sea necesario hasta 10 días antes del evento. * Para ser elegible al precio especial para operadores, la compañía deberá proveer servicio directamente al consumidor final. B/C conserva el derecho de no conceder el descuento especial para empresas que no las considere como operadores.

You will receive your confirmation after B/C receive your registration form duly filled out, signed and stamped. **Cancellation and substitution:** If you should to cancel a conference registration ten days before the conference, you will receive a refund and no fee will be charged. After that date, we welcome substitute delegates without charge and cancellations incur a service charge US\$ 130.00. B/C must be notified of any cancellation or substitution by noon of the day before the event. We regret that no refunds can be made to registered delegates who do not cancel their participation as described above and do not attend the event. All notifications to B/C must be done in writing and sent to the address, fax or email described in this form. CHANGES IN THE PROGRAMME: B/C's commitment is to provide delegates with the opportunity to discuss issues, topics and cases of interest presented by experienced speakers. It may be necessary for reasons beyond the control of the organizers to alter the content and the timing of the programme or the identity of the speakers. Should a speaker be unable to make a scheduled presentation, B/C will do everything in its power to replace the absent speaker by another one who is able to address the same topic. This effort, however, is not a guarantee that there will be a substitute speaker. * To be eligible for the operator pass, you must be a company providing service to an end consumer. B/C retain the right to not award the operator rate.

Lugar y Fecha
Place and Date

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Signature, Position and Company