

# MOBILE BROADBAND

## New Commercial Models & Pricing Strategies for Mobile Operators

Tuesday 16th - Thursday 18th June, The Grosvenor Hotel Victoria, London



Delivering Optimum **Capacity, Performance, Price Points and Service Bundles** to Capitalise on Immediate Commercial Opportunities and Ensure Long term Market Share and ROI

The only forum focussed on strategies to monetise the mobile broadband opportunity now and in the future:

- Get up to date, detailed **analysis of the latest price points and bundles** being offered in Europe and internationally
- Examine the success of Mobilkom's bundled mobile broadband offers
- Assess the business case for deploying **femtocells** to optimise capacity and coverage in buildings
- Understand and plan for the future growth of **dongle** usage amongst consumers
- Evaluate the success of Wind's prepaid **mobile broadband offer**
- Identify network priorities to ensure **performance and QoS** that meet customer expectations
- Debate with mobile operators leading the field in innovation:  
**3, Orange, Vodafone, T-Mobile**

### Speakers include:

- 3, Austria
- 3, UK
- T-Mobile, International
- Vodafone, UK
- Mobilkom, Austria
- Orange Partner, France
- Telecom Wind, Italy
- H3G, Italy
- BT Innovate, UK
- TDC, Denmark
- Telia Sonera
- Ovum
- Analysys Mason
- Tariff Consultancy
- Nokia Siemens Networks
- Motorola
- Ofcom
- IP access
- Ubiquisys
- Nextivity

Examine the latest strategies from the operators leading the field in competitive mobile broadband markets, including:



**Wim de Mooij**,  
Director of Global  
Business Development,  
Orange Partner, **France  
Telecom**



**Jan Larsson**, Senior  
Strategy & Corporate  
Development  
Manager, **Telia Sonera  
International Carrier**



**Jens Backes**, Vice  
President Mobile  
Broadband,  
**T-Mobile  
International**



**Alberto Nava**,  
Marketing Manager,  
**H3G Italy**



**Werner Wiederman**,  
Head of Strategic  
Projects, **Mobilkom  
Austria**

### PLUS

**Pre-Conference Workshop:**  
16th June 2009, The Grosvenor  
Hotel Victoria, London

**Evaluating the  
business case for  
Femtocell Rollout**

*Enabling high performance mobile  
broadband access at home*

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W A D E**

# Mobile Broadband: *New Com*

## Conference Day One: Wednesday 17th June

8:30 Registration and coffee

9:00 Opening remarks from the chair

9:10 **The Recent Explosion of Mobile Broadband is Expected to have a Dramatic Impact on All Operator Business Models, Hear the Latest Forecasts of Market Take Up and Views on The Impact on the Industry**

- What is the current and future level of consumer demand for Mobile Broadband? How big an opportunity is this?
- To what extent will Mobile Broadband accelerate fixed to mobile substitution, how will this change the operator landscape?
- Taking into account the current low prices and high cost of CapEx and OpEx for Mobile Broadband is it actually generating ROI and what are the timescales for it doing so?
- Is Mobile Broadband going to make the 3G business model work and offset losses in voice revenues?
- Will WiMAX enable new players to enter the Mobile Broadband market, what will be the timescales for this and what defensive steps should be taken now?

The session will be chaired by Wim de Mooij who will open with a consideration of these points before leading a round table debate of the delegates.

Chair: **Wim de Mooij**, Director of Global Business Development, **Orange Partner, France Telecom**

Opening debate

9:50 **Determining the Criteria by which Customers Differentiate Mobile Broadband Services: Price, Speed, Quality**

- Overcoming the challenges of definitions of speed, average or maximum
- Quantifying the extent to which dissatisfaction with quality leads to churn
- Determining the extent to which customers are selecting mobile broadband based on price and the uptake of different price plans: Unlimited, timed, per download

**Tom Malleschitz**, Director of Marketing, **3 Austria**

10:30 Morning Coffee Networking Break

11:00 **Outlining the Requirements to Ensure Performance and QoS meet Consumer Expectations of Mobile Broadband Services and Drive ARPU**

- Outlining the key elements of performance and QoS required by customers
- Evaluating the different strategies for optimising network performance: network upgrade, intelligent traffic management
- Making the business case for managing traffic to offer different levels of service to different customers
- Determining the extent to which in-building performance is a key challenge and outlining the different solutions, including femtocells, to overcome it
- Quantifying the correlation between network upgrades and increased subscriber demand and ARPU

**Jan Larsson**, Senior Strategy & Corporate Development Manager, **Telia Sonera International Carrier**

The Technology Debate

11:40 **Comparing the Different Access Technologies, HSPA, LTE, Mobile WiMAX in terms of Long Term Performance and QoS and Determining Optimum Strategies and Timescales for Deployment and Achieving ROI**

- Examining HSPA's success in meeting capacity and performance needs and assessing the business case and costs and timescales for, upgrades to HSDPA, HSUPA, HSPA+ or LTE
- Quantifying the performance gap between HSPA and LTE
- Is HSPA+ a viable alternative to LTE and WiMAX?

FULLY INTERACTIVE

- What is the current status of Mobile WiMAX deployments and how will performance compare with LTE in supporting mobile broadband?
- Are LTE and WiMAX complementary or in competition, if so, who will win?
- What performance enhancements can LTE offer for mobile broadband and will it be sustainable long term?

This session will open with a series of five minute introductions from the panel of leading access network infrastructure providers on current and future technology deployments who will then lead a round table debate of the delegates.

**Stephane Daeuble**, LTE Global Marketing Home & Networks Mobility, **Motorola**

**Sandro Tavares**, Converged Core Marketing Manager, **Nokia Siemens Networks**

12:30 Networking Lunch

1:30 **Examining the Mobile Broadband Success so far and Challenges and Opportunities Moving Forward**

- Outlining traffic growth, service adoption, distribution and marketing campaigns
- Considering the customer experience, data speed - reality vs the hype
- Doing right thing for the customers - open Internet access
- Strategies for driving mass market consumer adoption

**Mony Kochupillai**, Head of Mobile Internet, Broadband & Innovation, **3UK**

2:10 **Determining the Optimum Segmentation Strategy for Mobile Broadband Services**

- Which services are being used by which segments of the market at the moment?
- Complementary versus substitution segments
- Understanding the 'internet anywhere generation'
- Ensuring business customers are not forgotten
- Establishing the right business model for the right segments

**Steven Hartley**, Senior Analyst, **Ovum**

2:50 Afternoon Tea Networking Break

3:20 **Evaluating the Revenue Potential and Challenges of Supporting Prepaid Mobile Broadband**

- Quantifying the extent to which the prepaid market is driven by the youth segment
- Understanding the attraction of prepaid Mobile broadband for high value customers
- Evaluating the revenue potential of prepaid mobile broadband
- Determining the optimum tariff levels per day, week, month
- Identifying and overcoming the challenges of supporting prepaid mobile broadband
- Examining the Internet keys distribution strategy

**Fabrizio Bona**, Chief Commercial Officer, **Wind Italy**

4:00 **Forecasting Mobile Broadband Growth and the Evolution of Devices, Datacards and Dongles**

- Determining the size of the mobile broadband opportunity in Europe over the next 5 years
- What is the prognosis for the different device types, including datacards, USB modems, home hubs, embedded modules and handset-as-a-modem?
- Considering how MNOs can best seize the opportunity presented by different form-factors

**Matt Hatton**, Principal Analyst, **Analysys Mason**

4:40 Closing Remarks from the chair

4:50 End of day one

# Commercial Models & Pricing Strategies for Mobile

## Conference Day Two: Thursday 18th June

8:30 Registration and coffee

9:00 Opening remarks from the chair  
**Matt Hatton**, Principal Analyst, **Analysys Mason**

### 9:10 **Outlining the Development of Mobile Broadband in Western and Eastern Europe**

- Detailing the T-Mobile Broadband story
- Determining the criteria for deciding the ideal price points for profitable Mobile Broadband

**Jens Backes**, Vice President Mobile Broadband,  
**T-Mobile International**

Opening  
Presentation

### 9:50 **Determining the Criteria for Deciding the Ideal Price Points for Profitable Mobile Broadband**

- Examining trend in mobile broadband pricing over the last three years
- Outlining the average price for a 12 months flat rate bundle in different regions
- Determining the most common monthly user allowance price point on offer
- Comparing mobile broadband with fixed in key regions
- Is mobile broadband pricing too cheap and is it sustainable in the long term?

**Magrit Sessions**, MD, **Tariff Consultancy**

10:30 Morning Coffee Networking Break

### 11:00 **Outlining the Time Based Mobile Broadband Pricing Strategy of H3G and the Impact on the Italian Mobile Broadband Market**

- Customers buy only what they understand: examining the success of time base pricing
- Determining the right price choice: fostering market while increasing ARPU
- Outlining the prepaid boost

**Alberto Nava**, Marketing Manager, **H3G Italy**

### 11:40 **Making the Business Case for Deploying Femtocells, Wi-Fi or UMA to Enable more Effective Mobile Broadband Indoor Coverage**

- Assessing the impact of Wi-Fi, femtocells, UMA on speed and indoor coverage. Is deployment cost justified?
- Outlining the challenges to mass deployment of femtocells, Wi-Fi, UMA – lack of standards, interference, cost to end users, handover issues
- Femtocells and Wi-Fi do they compete or coexist?
- Determining the impact that femtocells/Wi-Fi may have on 3G network technology choices

To be chaired by the Steven Hartley of Ovum who will open with a detailed outline of current and future technology deployments from the panellists before leading a round table debate of the delegates

**Lee McDougall**, Senior Product Marketing Manager,  
**Vodafone UK**

**Keith Day**, VP Marketing, **Ubiquisys**

**Chris Cox**, Director of Marketing Programmes, **ip.access**

**Andrew Gruar**, VP Sales and Business Development, EMEA,  
**Nextivity**

The In Building  
Debate

12:30 Networking Lunch

### 1:30 **Identifying and Overcoming the Challenges of Achieving Handover between Different Technologies to Enable Effective in Building Coverage and drive Mobile Broadband Adoption**

- Outlining the key challenges to effective handover: network discovery, selection, handover authentication
- Delivering effective 3G WLAN handover for real time services (VoIP, Video)
- The role of the Connection Manager in future convergence
- Driving forward standards for convergence – The FMCA

**Dave Wisely**, Head of Mobility and Convergence  
Research Lab, **BT Innovate**

### 2:10 **Case study, Mobilkom Austria: Examining the Success of a Bundled Mobile Broadband Service Offering to Reduce Traffic Load and Drive Consumer Take Up**

- Making the business case for a bundled mobile broadband service offer to reduce traffic load
- Outlining the bundled offer in terms of cost and data limits
- Quantifying the success of the solution
- Determining the extent to which there is risk of cannibalising existing service offers

**Werner Wiedermann**, Strategic Projects, **Mobilkom Austria**

2:50 Afternoon Tea Networking Break

### 3:20 **Outlining the findings of the 2008 UK Regulatory Ofcom report on Mobile Broadband Usage**

- Understanding the specific usage habits of the youth market
- Examining the extent to which mobile broadband is used within the home and the implications of this
- Outlining the growth and uptake of double and triple service bundles including mobile broadband

**Speaker to be confirmed, Liz Hall**, Market Intelligence,  
**Ofcom**

### 4:00 **Developing Strategies to Combat High Roaming Charges for Mobile Broadband and Ensure Consumer Up Take**

- Examining current data roaming price plans and packages
- Determining the priorities in negotiating bi-lateral agreements for mobile broadband roaming to achieve fair transparent pricing
- Outlining the potential impact of European Union move to impose controls on mobile broadband pricing
- Evaluating the strategy of blocking mobile broadband in specific countries while roaming to ensure extreme costs are not incurred

**Jesper Holm Schlichtkrull**, International Account  
Manager, **TDC**

4:40 Closing remarks from the chair

4:50 End of day two

### **Your take aways from conference:**

- ✓ Detailed view of mobile broadband pricing strategies in different regions
- ✓ Optimum strategies for bundled pricing models
- ✓ Tools and techniques to set ideal price points for different market segments
- ✓ Ideal packages for prepaid mobile
- ✓ Full understanding of the different solutions for enhancing in-building coverage
- ✓ Comprehensive forecasts for device, datacard and dongle evolution



## Pre-Conference Workshop: Tuesday 16th June 2009

# Evaluating The Business Case for Femtocell Rollout: *Enabling high performance mobile broadband access at home*

One of the key challenges faced by mobile operators is delivering high quality broadband within the home. Femtocells appear to offer a cost effective solution offering additional capacity and coverage without the high CapEx costs of expanding the network. But what is the business model for femtocell deployment, what are the CapEx and OpEx costs and what is the value proposition for the end user? Plus, to what extent are the technical challenges of standardisation, interference and device management resolved? This pre-conference seminar will bring together leading femtocell developers along with operators who are currently trialling femtocells to provide you with all the information you need to make an informed decision about the cost effectiveness of femtocells as a long term solution for mobile broadband in the home.

9:30 Registration and coffee

10:00 Start of workshop

### The technology & market readiness

- Introduction to femtocell technology
- Outlining deployment time lines and determining when they will be ready for market
- Examining the results of recent trials

### The business case

- Examining the business case for femtocell deployment in the home to improve coverage and capacity
- Quantifying the CapEx benefits for the macro network
- Evaluating the additional revenue streams that femtocells may enable
- Determining the extent to which femtocells in the home will drive higher ARPU
- Quantifying the cost of deployment of femtocell access points
- Determining the key target markets for femtocell deployment: Individual, household, SoHo, Enterprise
- Examining the drivers for different mobile operators to consider femtocell deployment
- New entrants, incumbents

1:00- 2:00 Lunch

### The customer proposition

- Quantifying the value of the femtocell proposition for the consumer
- Determining the optimum pricing strategy for femtocells – who will pay consumer or operator?
- Considering the marketing and distribution challenges of the femtocell box
- Evaluating stand alone femtocell products versus integrated set top boxes

### The technical and management challenges

- Examining the current status of network interface standardisation
- Outlining the radio interference issues in high density deployments
- Determining the implications of femtocells on IP Backhaul requirements
- Effectively ensuring the QoS, authentication & encryption of traffic
- Meeting the challenge of managing multiple femtocell devices

### Future femtocell evolution

- Embedded femtocells
- Business femtocells
- Public space femtocells
- Femtocell applications

4:00 Close of workshop

### Your workshop leaders:

**Steven Hartley**, Senior Analyst, Mobile practice, **Ovum**

Steven Hartley is a Senior Analyst on Ovum's Mobile analyst team. Steven leads a team of analysts providing strategic advice to wireless vendors and operators, which includes some of the largest players in the world. The team provides strategic analysis of industry and product trends, evaluations of the wireless strategy of major players and reports with advice on the opportunities and threats in the mobile market. His areas of focus include mobile broadband, 4G service strategies, femtocells and the North American and South and Central American wireless markets.

**Steven will be joined by the following speakers during the day:**

**Lee McDougall**, Senior Product Marketing Manager, **Vodafone UK**

**Keith Day**, VP Marketing, **Ubiquisys**

**Chris Cox**, Director of Marketing Programmes, **ip.access**

#### Endorsed by:



#### Wi-Fi Alliance

The Wi-Fi Alliance is a global non-profit industry association of hundreds of leading companies devoted to the proliferation of Wi-Fi technology across devices and market segments. With technology development, market building, and regulatory programs, the Wi-Fi Alliance has enabled widespread adoption of Wi-Fi, worldwide. The Wi-Fi Alliance has completed more than 5,000 product certifications to date, encouraging the expanded use of Wi-Fi products and services in new and established markets.



#### Global Suppliers Association (GSA)

GSA represents leading GSM/3G/WCDMA-HSPA/LTE suppliers worldwide, covering close to 100% of mobile market share. GSA delivers authoritative facts, market intelligence, objective analysis and information. 56,704 professionals from 198 countries used [www.gsacom.com](http://www.gsacom.com) in 2008. GSA advises governments, regulators and policy-makers on optimum conditions for market development. GSA is a 3GPP Market

Representation Partner and co-operates with other key organisations worldwide.



#### UMTS FORUM

Founded in 1996, the UMTS Forum is an international industry association that is committed to the success of Third Generation (3G) UMTS mobile systems and their Long Term Evolution. Bringing together players from across the mobile industry on a peer-to-peer basis, the UMTS Forum promotes a common vision of 3G/UMTS and its evolution, as well as its worldwide commercial success. It conducts studies and reports on key focus areas such as markets & trends, spectrum & regulation, impact of technologies & implementation issues, and key growth markets.



#### Wireless Industry Partnership

WIP makes the path easier for mobile developers, reduces cycle times and increases innovation in the mobile ecosystem. This is accomplished through events like WIP Jam Sessions, the WIPwiki.com resource portal for mobile developers and tools like the WIP Connector Quiz for connecting to

the right partners in the ecosystem. WIP also partners with wireless organizations and Developer Programs around the world. [www.wipconnector.com](http://www.wipconnector.com)

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Analysis Mason is the world's premier adviser in telecoms, IT and media. Through our global presence, we deliver strategy advice, operations support and market intelligence to leading commercial and public-sector organisations in over 80 countries. The company has over 300

staff worldwide, with headquarters in London and offices in Cambridge, Dubai, Dublin, Edinburgh, Madrid, Manchester, Milan, Paris, Singapore and Washington DC.



#### Tariff Consultancy

Tariff Consultancy Ltd is a new consultancy focused on pricing and tariff research, analysis and consultancy across mobile operator businesses internationally. [www.telecomspricing.com](http://www.telecomspricing.com) is the resource centre for information, data, analysis, reports, studies, consultancy, research, symposia and events related to fixed and mobile pricing. Tariff Consultancy Ltd's key products are: Roaming Tariff Tracker, Mobile Voice Tariff Tracker, Mobile Broadband Tariff Tracker.



#### Ovum

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# Mobile Broadband: New Commercial Models & Pricing Strategies for Mobile Operators

Tuesday 16th - Thursday 18th June • The Grosvenor Victoria Hotel



## Mobile Broadband is hailed as one of the 'keys' to recovery from the Global Recession at Mobile World Congress - Can you afford to miss the only event addressing how to monetise Mobile Broadband?

Mobile Broadband officially exploded in 2008 with many countries seeing 60% of broadband connections being sold as mobile and Austria, Finland and Sweden seeing it cannibalising the DSL market. With mobile broadband expected to be as big, if not larger an opportunity than voice was, operators know that it is imperative they move fast to ensure delivery of optimum quality, performance and attractive pricing and service bundles in order to ensure market position now and in the long term.

Through in depth research with the mobile industry Hanson Wade has identified a very real need for a forum that gives mobile operators the opportunity to hear, first hand, how their peers around the world are reacting to the demand for mobile broadband. Network upgrades are being accelerated to ensure that capacity and performance needs are met, new devices subsidised and innovative pricing and service bundles developed to lock in customers. *Take this opportunity to ensure that you are one step ahead of your competitors in ensuring your drive profitable mobile broadband growth.*

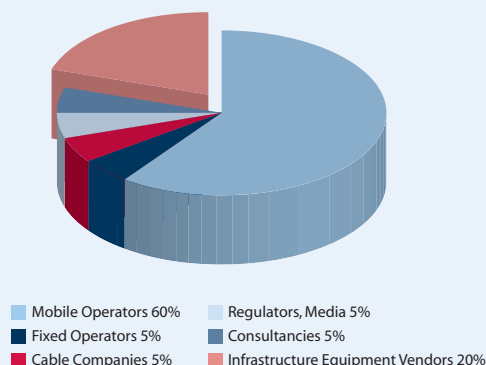
### Sponsorship and Exhibition Opportunities

**Mobile Broadband** represents a unique opportunity to demonstrate your expertise and provide solutions to those mobile professionals responsible for driving technology and business revenues in the mobile broadband market. For details on which sponsorship and Exhibition opportunities will raise your profile with the right people please contact Miles Harley at [miles.harley@hansonwade.com](mailto:miles.harley@hansonwade.com) +44 (0)20 3178 3421

## 5 key reasons you cannot afford to miss Mobile Broadband: New Commercial Models & Pricing Strategies for Mobile Operators:

- 1 Hear directly from **10 market leading mobile operators** on how they are optimising the growth of Mobile Broadband
- 2 Take part in fully **interactive roundtable discussions** with your peers to determine optimum pricing strategies, device strategies and technology requirements
- 3 Get up to the minute **forecasts** on the potential of the Mobile Broadband market
- 4 Prepare **new business models** and **segmentation strategies** to exploit the market potential
- 5 Evaluate the **potential of femtocells** to enhance the Mobile Broadband proposition

### Who will you meet at Mobile Broadband?



**Within mobile operators the following functions will be in attendance:**

Head of Mobile Broadband, Manager Mobile Broadband, Head of Network Strategy and Planning, VP Marketing, Marketing Director, Pricing Manager Mobile Broadband, Segmentation manager.

**Meet at mingle with your peers from companies such as:**

O2, Orange, 3, T-Mobile, Vodafone, Wind, Mobilkom, TDC, Telia Sonera

**New forecasts about Mobile Broadband growth are announced daily, attend a live event and here directly from your peers how they are responding to a fast changing market:**

### Fast market growth

*"At the end of 2007, there were approximately 2.88m mobile broadband subscriptions worldwide. Our estimates suggest that this figure will grow to 330m by the end of 2010 and to 1.3bn at the end of 2013."*

*Informa WCIS Insight, Mobile Broadband, November 2008*

*"Analysys Mason estimates that mobile broadband will account for 5.7% of all telecoms service revenue in Europe by the end of the forecast period, up from 1.7% in 2008."*

*Analysys Mason, Mobile broadband in Europe: forecasts and analysis 2009-2014, February 2009*

*"Mobile broadband within national boundaries are insanely cheap at times and the discussion about sustainable business models continues to run."*

*MobileBroadband Watch, February, 2009*

### Donglemania

*"Since the start of 2008, 'donglemania,' the use of wireless broadband PC/MCIA devices, has contributed to an explosion in mobile data traffic, with some wireless operators suggesting that laptops are responsible for generating more than 90% of such traffic."*

*Cindy Whelan, Current Analysis Prepaid Mobile*

### Prepaid Broadband

*"In February 2008, fewer than 10% of new mobile data subscribers opted for a prepaid service, but by June 2008, this percentage had increased to 24%."*

*Informa WCIS Insight, Mobile Broadband, November 2008*

### Media Partners:

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**MobileIN.com** strives to help educate and inform industry professionals through focusing on a balance of wireless and mobile technology and applications as well as regulatory and business issues. MobileIN.com is dedicated to professionals engaged in the wireless and mobile network profession, including product and service providers, infrastructure and software developers, consultants and analysts, and the investment community. Come visit us at [www.MobileIN.com](http://www.MobileIN.com).

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**Mobile News** has been the mobile industry's 'Bible' since 1991 and is the premier resource for independent, accurate and reliable investigative reporting and in-depth features about the mobile trade channel. Mobile News is mailed to more than 6,000 named readers in the UK mobile communications industry working in all areas: dealers, service providers, network operators, manufacturers, consultants etc. It has the highest number of paid-for subscribers of any UK mobile publications.

**FierceWireless**

**FierceWireless** is the wireless industry's daily monitor for senior wireless industry executives. Get the latest news and information about wireless technology, wireless security, WiFi, WiMAX and other wireless industry advancements.

**FierceWireless Europe**

**FierceWireless:Europe** is a twice-weekly wireless industry update for European mobile industry executives. Get the latest news and information about European mobiles & operators, mobile commerce, mobile handsets, mobile applications, 3G technologies, and other European mobile industry advancements.

# Mobile Broadband:

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Payment must be received before the cut off date to qualify for early booking discounts.  
Only one discount can be used per booking.

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You will receive the documentation immediately after the conference.  
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### VENUE & ACCOMMODATION

**The Grosvenor Victoria Hotel**  
Buckingham Palace Road, London SW1W 0SJ

#### Accommodation

Overnight accommodation is not included in the registration fee. For The Grosvenor (4 Star), prices are from £148.00 + VAT & Including Breakfast. Dial +44 0871 971 1773 & (ask for groups) or email [groups.grosvenor@guoman.co.uk](mailto:groups.grosvenor@guoman.co.uk) **always quoting Promotional Code: HANW160609.**

**Rooms need to be booked before May 29th** after this date rooms are subject to availability. For a further selection of nearby hotels & to book online please click here  
<http://www.cityhotelaccommodation.com/sw1w.html>

All rooms are subject to availability so it is advisable to book early.

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Full payment is due on registration.

**Cancellation and Substitution Policy:** Cancellations must be received in writing. If the cancellation is received more than 14 days before the conference attendees will receive a full credit to a future conference. Cancellations received 14 days or less (including the fourteenth day) prior to the conference will be liable for the full fee.

A substitution from the same organisation can be made at any time.

**Changes to Conference & Agenda:** Hanson Wade reserves the right to postpone or cancel an event, to change the location or alter the advertised speakers. Hanson Wade is not responsible for any loss or damage or costs incurred as a result of substitution, alteration, postponement or cancellation of an event for any reason and including causes beyond its control including without limitation, acts of God, natural disasters, sabotage, accident, trade or industrial disputes, terrorism or hostilities.

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Conference only	<input type="checkbox"/> £1249 + VAT	<input type="checkbox"/> £1349 + VAT	<input type="checkbox"/> £1499 + VAT
Femtocell Workshop	<input type="checkbox"/> £749 + VAT	<input type="checkbox"/> £749 + VAT	<input type="checkbox"/> £749 + VAT
Conference Documentation	<input type="checkbox"/> £349		

VAT will be charged at 15%

The conference fee includes lunch, refreshments and course documentation. The fee does not include travel or hotel accommodation.

### DELEGATE DETAILS

Please complete fully and clearly. Please photocopy for additional delegates.

Title: \_\_\_\_\_ Forename: \_\_\_\_\_

Surname: \_\_\_\_\_ Job Title: \_\_\_\_\_

Company/Organisation: \_\_\_\_\_

Email: \_\_\_\_\_ Direct Manager: \_\_\_\_\_

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Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### HOW TO PAY

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Send to: Hanson Wade Ltd, 83 Victoria Street, London, SW1H 0HW

☐ **BANK TRANSFER** HSBC Account: 92027399, sort code: 40-07-30, Account Name: Hanson Wade, HSBC Bank, 5 Wimbledon Hill Road, Wimbledon, London, SW19 7NF  
Swift Code: MIDLGB22 IBAN: GB55MIDL40073092027399

CODE: 380