

21 – 23 JUNE 2010 | CONCORDE HOTEL, SINGAPORE

MOBILEWORLD ASIA

SUCCESSFULLY INTEGRATING YOUR MARKETING & VAS CAPABILITIES TO MAXIMIZE YOUR ROIS

With more than 1 billion of mobile devices sold annually, consumers will always be on the move and connected. For the mobile operators and marketers, it is an opportunity to capitalize on this by delivering the right marketing information to the subscriber at the right place and the right time. With such growth, it also presents several challenges: - Who will be in the driving seat – operators, telecom companies or internet companies? What comes after mobile applications? How do we measure and monetize mobile? What are the next generation of VAS services that consumers require?

MobileWorld Asia - Successfully integrating your Marketing & VAS capabilities to maximize your ROIs will provide the perfect opportunity to discuss every aspect related to the progress of Mobile Marketing and VAS. It will assemble the Telecom Service Providers, Cellular Service Providers, VAS Technology & Platform Companies, Portal Providers, Entertainment & Electronic Media, Multimedia Service Providers, Content Solution Providers, Research Organizations Advertising Agencies, Marketing Professionals and Media Buyers & Planners under one single platform.

Addressing The Latest Commercial Mobile Issues -

- Overview and Current Trends
- Developments On Mobile's Applications
- Incorporating Social Media Into Your Mobile Services Offerings
- Latest Commercial Opportunities in Mobile
- Driving Mobile Innovations – from a Telco's Perspective
- Exploring VAS Marketing Channels
- Mobile Advertising
- Anticipating The Next Wave of Mobile



ROHIT DADWAL
Managing Director,
APAC Branch Mobile
Marketing Association



DR. LAI KOK FUNG
Co-Founder and Chief
Executive Officer,
BuzzCity



CHONG FUI KIM
Managing Director,
Mobile Ethos



ANTONY NORTH
CEO,
Footsi (an operationally
independent subsidiary of
StarHub)



JOHN MARTINEZ
Head of Portfolio
Planning,
Maxis
Communications



EMMANUEL ALLIX
Vice President &
Managing Director,
APAC, InMobi



MATT BRIANT
Account Director,
Asia, Out There Media



ASHISH THOMAS
Director,
SingTel, Group
Innovations



TOMMASO DEL RE
Head of Mobile
and Business
Development,
YAHOO! SEA



**CHRISTIAN
CADEO**
Head of Brand
Advertising, APAC,
AdMob



JAMES FERGUSSON,
Global Director, Emerging
Markets
TNS, AP MEA, International
Research Centre



GIAN LUCA GIOLETTI
Leader, Business
Development - EMEA,
Forum Nokia,
Nokia Corporation



**ANDREAS
VOGIATZAKIS**
Managing Director,
OmnicomMedia
Group



PRAJAY GANDHI
Business Director,
OneAmongMany



CHRIS SCHAUMANN,
Regional Head of Online
Sales and Marketing,
Nokia

Organised by:



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Supporting Organizations:



Official Regional Media Partners:



Official Media Partners:



Welcome Address by MobileWorld Asia 2010 Conference Chairperson

Dear delegates,

It is a privilege and an honor to chair this upcoming conference.

As a digital immigrant, as many of us are, we have a mandate to try harder and become an integral part of a changing society and a positive contributor in our even more complex and rapidly developing communications landscape. The younger generation today - the digital natives - are born with technology comprising their DNA, and they are enabled by the technological advancements of our era to act faster, better, and in more complex ways that we ever thought. Technology has, and will continue to enable society to advance faster, in ways that many times are hard to keep up with – what Alvin Tofler has described as Future Shock back in mid 20th century! In this dramatic paradigm shift that has brought us in the age of perpetual partial attention, the age where people do it all at the same time and are able to multitask successfully and constantly, we do not have many options but to fully embrace this sea of change.

This change is like a bend on the winding road ahead; a turn that if we do not take we will have to face the grave consequences. In this transformation of society and communication environments, mobile is in the heart of it all, and it will become an even more critical platform to communicate, connect, be part of social circles and society, and be enabled to influence and be influenced. This is because mobile is the only platform that is personal, an enabler, an information provider, a device through which we can express our individuality, thought and opinion - all at the same time, 24/7. It has become now a platform that encapsulates what the digital era we are already in is all about. It is a platform to be reckoned with, to be associated with, and a medium that is critical to be leveraged in many ways in order to connect, engage and affect behaviors and actions.

On a personal level, perhaps I might have never held, or knew what a mobile phone is until my mid/late twenties. Regardless, I neither can deny nor shy away from today's reality that mobile phone ownership has been established and a mandatory requirement to family happiness at ages below 7 year old today. To this, and as a communications professional in the 21st century, I have but only one option: embrace mobile, learn mobile, love mobile, and leverage mobile. If you are a digital/mobile native like the younger generations today, you can be part of this sea-change in teaching the digital immigrants what this all means and help them be more involved. If you are a digital immigrant, you can learn and add one more rock to build an even stronger foundation of understanding, and usage of this platform that is now re-shaping our world, society and every individual in more than one ways.

See you in Singapore on June 22-23, for a rewarding and useful 2-day conference, full of first class speakers from the industry and workshops that are guaranteed to enhance your knowledge and skill. All you have to do is bring an inquisitive mind, your understanding of how our world has shifted to a higher digital gear and your willingness to embrace this change that can only bring you personal success and business rewards.

The time is NOW!

Sincerely,
Andreas Vogiatzakis,
Managing Director, OmnicomMedia Group

ABOUT THE ORGANIZER

T.U.N International was formed with the objective of truly understanding the needs of each individual organization's training requirements. Our strength lies in our ability to listen to our clients, understand their unique business issues and assisting them to deliver the appropriate training solution based on the business challenges in the current market situation.

Our vision is to be the No. 1 preferred training provider for all corporate companies by providing an innovative approach to your training requirements. We facilitate a training solution that is not only cost effective, but tailored to yield maximum benefits. We deeply value our working relationship with our clients and constantly dedicate ourselves to exceed your expectations of us. Besides customizing in-house training solutions for corporate companies, we also offer public courses and conferences in various industries.



INVITATION TO SPONSORS

T.U.N International offers your business the unique opportunity to stimulate & enhance sales by showcasing your products and services to influential industry leaders through a sponsorship or exhibition opportunity with us. Attracting senior-level international delegates, this focused & targeted event will be the ideal platform to initiate business relationships. For sponsorship options and packages, please contact our sponsorship team at: Tel: +65 6376 3177, HP: +65 9743 4606 Fax: +65 6271 9029, Email: sales@tun.sg

08.15 **Registration & Morning Coffee**

09.00 **Opening Remarks By T.U.N International**

09.05 **Chairperson's Opening Address**

Andreas Vogiatzakis, Managing Director, OmnicomMedia Group

OVERVIEW AND CURRENT TRENDS

09.15 **Building A Sustainable Mobile Marketing Ecosystem**

- Who's in the mobile Marketing world
- Mobile Marketing Landscape
- A shift in brand thinking
- Reach and opportunity
- Case Studies: Success with mobile

Rohit Dadwal, Managing Director, APAC Branch, Mobile Marketing Association

Rohit Dadwal is Managing Director (MD) for the Mobile Marketing Association's Asia Pacific (APAC) branch, running the regional headquarters in Singapore. He joined the Mobile Marketing Association (MMA) in November 2008, having spent 8 years at Microsoft and participated in MMA activities as a board member. In his role as MD, Rohit has been working to build a sustainable ecosystem for the mobile marketing industry in the Asia Pacific region, promoting the MMA as the leading association for region-wide consultation on key industry issues such as measurement and metrics, mobile advertising guidelines, codes of conduct and consumer best practices.

09.45 **Q&As**

10.00 **Mobile Marketing in the Present**

- What is mobile advertising and what can it offer
- What are the current trends of mobile usage in the Asia Pacific region
- How can mobile advertisers create the most effective campaign
- Who can advertisers reach via mobile and how do they reach them
- A forecast on the trends of the mobile industry and what can advertisers expect from 2010

Emmanuel Alix, Vice President & Managing Director APAC, InMobi

Emmanuel heads the Asia Pacific efforts for InMobi and oversees the entire operations of InMobi in the region. He joined InMobi from Pudding Media where he worked as the Managing Director and was responsible for the operations and business in Asia Pacific. Emmanuel has also worked for GroupM Interaction (a WPP media investment company) where he was their Regional Technology Development Director. Emmanuel was an APAC MMA Board Member in 2008 and is a regular speaker at various events including CommunicAsia, Media360, AdTech, IMMAP and MMC. Prior to joining GroupM, Emmanuel has spent more than 19 years in the IT and Internet arenas across Asia and Europe. He founded and run one of the first Internet Website development startups in France back in 1995, creating and launching several Websites and online activities for major French companies. He also led KPMG Consulting France E-Commerce Strategy group for two years. In 2001, he joined Singapore Airlines to head their E-Commerce initiatives for nearly 6 years.

10.30 **Q&As**

10.45 **Networking Coffee Break**

DRIVING MOBILE'S INNOVATIONS – FROM A TELCO'S PERSPECTIVE

11.15 **Telco Transformation for the Internet Revolution**

- What is Driving Mobile Innovations
- What Roles do Applications play
- Understanding and working with Telco

Ashish Thomas, Director, SingTel, Group Innovations

11.45 **Q&As**

DEVELOPMENTS ON MOBILE'S APPLICATIONS

12.00 **Empowering Mobile Internet Users In Emerging Markets**

- How services are moving from PC Platform to being mobilized
- Making Connectivity Relevant and Immediate For Consumers
- Seamless Integration In Services from the PC to the Mobile

Tommaso Del Re, Head of Mobile and Business Development, YAHOO! SEA

Tommaso Del Re joined Yahoo! SEA in 2009 and is the Head of Mobile and Business Development. In this role he is responsible for distributing world-class Yahoo! products and services, and developing strategic partnerships across the region that drive incremental reach and revenue. Before moving to Singapore Tommaso worked for Yahoo!7 in Australia as Head of Mobile overseeing the mobile initiatives as well managing the broadband partnership with Telecom NZ. Prior to Yahoo!7 Tommaso was the strategic alliances manager for Sharman Networks where he led content strategy development and implementation working with a number of record labels, distributors, film producers and artist management agencies. Before locating to Australia in the early 2000s, Tommaso held various roles in the United Kingdom including e-commerce manager and project manager for the Telegraph Group, the publisher of The Daily Telegraph newspaper. He was also the new media marketing and strategic development manager for Whittard of Chelsea, a high-street tea and coffee retailer, as well as a strategic alliances and marketing manager for Bertelsmann AG, where he managed a 550 million USD worldwide strategic online marketing relationship between Bertelsmann and AOL Time Warner. Tommaso holds a Bachelor of Business and Economics from the Università Cattolica Del Sacro Cuore in Milan, Italy.

12.30 **Q&As**

12.45 **Networking Lunch**

14.00 **Riding The Application Wave**

- The different wave in mobile industry for developer – ringtone, java games, enterprise application, widget etc.
- The different Operation system and should a developer focus on 1 to make a living?
- Is there "shortcut" to developing application for different OS?
- What type of application sells?
- Can an individual make a career out of developing application? Can Company survive in making application only?

Chong Fui Kim, Managing Director, Mobile Ethos

Kim is a regional mobile service pioneer with 17 years of marketing experience in Internet/mobile and FMCG industry. Kim founded Mobile Ethos Pte Ltd in 2002 and provides international marketing and business development consultancy service to Asian and European mobile software/content/platform developers and operators. His clients include SingTel, SPH Magazine, Singapore Pools, etc. Kim's latest foray is advising brands and advertisers in developing applications [over a few platforms] to reach out to their user group, maximizing brand awareness as well as capturing new revenue stream.

14.30 **Q&As**

INCORPORATING SOCIAL MEDIA INTO YOUR MOBILE SERVICES OFFERINGS

14.45 **Social Goes Mobile - the gateway to mass adoption of mobile services**

- Social networking is a mainstream, mass-market behaviour
- Mobile is the natural home of social networking and it is booming
- Handset evolution, the rise of "now" and payment plans have facilitated adoption
- Adoption is fast and "sticky", led by US
- Social networking provides supplementary usage occasions
- Social network brands have a major opportunity in mobile

James Fergusson, Global Director, Emerging Markets, TNS, AP MEA International Research Centre

James Fergusson holds the position of Global Director Emerging Markets based in Singapore. James sits on TNS' APMEA Board and is responsible for ensuring TNS provides a high level of research solutions to clients investing in the world's rapid growth and Emerging Markets. He leads a team of Emerging Markets Insight Directors representing the BRIC markets along with South East Asia, Sub Saharan Africa and Latin America – this team is responsible for delivering rapid growth and Emerging Markets thought leadership to TNS' clients across the globe. Prior to taking up his current role in early 2009, James held the position of Strategic Head of Sectors for the ALM Region (Asia Pacific, Latin America, and Middle East & Africa). Australian by birth, James has 17 years experience in market research, across several agencies. During this time he has specialized heavily in technology and mobile phone research most recently from the perspective of optimizing consumer utility across rapid growth markets. James is experienced in both advanced qualitative and quantitative research design and implementation and brings hands-on experience to projects he is involved in.

15.15 **Q&As**

15.30 **Networking Coffee Break**

16.00 **Social Media Marketing at Nokia**

- Latest trends and developments in the Social Media (SM) industry and its impact on Marketing & Advertising
- Nokia's holistic approach to SM – Integrating SM listening insights into the marketing mix & leveraging SM engagement platforms effectively
- Utilizing SM insights and engagements to develop the next generation SM solutions

Chris Schaumann, Regional Head of Online Sales and Marketing, Nokia

Chris used to work as Global Advertising & Digital Lead for the Asia Pacific/Greater China Region in Microsoft's Worldwide Corporate Marketing Group, before he joined Nokia in October 2009 as regional Head of Online Sales and Marketing for Southeast Asia and Pacific. At Nokia, he is responsible for leading the online sales and digital marketing activities, supporting and accelerating the shift of marketing mix shift to digital and developing the online sales channels for the region. Leveraging his extensive experience in Germany, US and Asia, he has worked with almost every MNC harnessing the power of digital media. Chris has more than 11 years of multimedia production and digital marketing consulting experience, and has participated in more than 130 Internet-related projects, which include strategy/concept, online media strategy (planning, buying and managing), complete web site architecture development process and maintenance, proprietary applications development as well as entertainment solutions for the music industry. He's a passionate Blogger, Internet Evangelist and has spoken at over 140 conferences around the world and has conducted over 40 Digital Marketing Workshops, training over 1,000 practitioners.

16.30 **Q&As**

16.45 **Day 1 Wrap Up By Chairperson & End of Conference Day 1**

17.00 **Networking Cocktail Reception**

08.15 **Registration & Morning Coffee**

09.00 **Chairperson's Welcome Back Remarks**

Andreas Vogiatzakis, Managing Director, OmnicomMedia Group

LATEST COMMERCIAL OPPORTUNITIES IN MOBILE

09.15 **New Opportunities in Mobile VAS and Interplay with Devices**

1. Opportunities in Mobile VAS in 2010
 - a. Social Networking
 - b. Games
 - c. Music
 - d. App Stores and Widgets
2. Device Innovations
 - a. Smartphones
 - b. Entertainment Devices
 - c. Niche Devices
3. Vendor Strategies
 - a. Android
 - b. Bada
 - c. Limo
 - d. Blackberry
 - e. iPhone
 - f. WinMob
4. Dependencies and Synergies
5. Mobile Operators Driving Applications

John Martinez, Head of Portfolio Planning, Maxis Communications

John Martinez is Head of Portfolio Planning at Maxis Communications, Malaysia's number one MNO, where he is responsible for service and device propositions. He brings with him over 20 years of working experience in network engineering and product development gained at operators such as MCI, Vodafone, Deutsche Telekom, Telenor, and Telefonica. Most of his career has been spent in Europe and Asia, particularly in Germany and Vietnam. His most recent post was as Assistant General Manager at CSL Limited in Hong Kong, where he assisted with the launch of the world's first 3.75G (HSPA+) network. John holds an M.Sc in Telecommunications from Pace University in New York City.

09.45 **Q&As**

10.00 **The Mobile Opportunity Unleashed by iPhone & Android.**

- How have agencies and advertisers leveraged the unique capabilities of mobile?
- What are the innovative options the iPhone and Android have delivered?
- Why now for mobile advertising?
- Case studies from around the world, including Asia

Christian Cadeo, Head of Brand Advertising, APAC, AdMob

As Head of Brand Advertising, APAC for AdMob, Christian is responsible for the development and evangelizing of the company's leading position within the mobile advertising space in the Asia-Pacific market. Prior to joining AdMob, Christian was the Country Sales Manager for Singapore, Indonesia and Vietnam at Microsoft's MSN and Windows Live business, where he was responsible for building the sales team and managing agency relationships. Prior to Microsoft, Christian spent four years in Los Angeles and San Francisco with major media investment companies Mediaedge:ia, Initiative and Publicis. Christian holds a BA in Communications from the States.

10.30 **Q&As**

10.45 **Networking Coffee Break**

11.15 **Youth & Mobile**

- What motivates young people, and why?
- How are digital platforms critical in engaging with them?
- Why is mobile a powerful and to-be-reckoned with platform for reaching them successfully?
- How do we shift our thinking and executions in the age of perpetual partial attention?
- What should drive us as marketers and communication experts?

Andreas Vogiatzakis, Managing Director, OmnicomMedia Group

As the MD of the Omnicom Media Group in Malaysia, Andreas oversees the overall operations for the award-winning OMD and PHD brands in the market. A true internationalist, he started his media career with DMB&B in New York and later managed JWT's international clients in Greece for several years. In 1997 he set sail for Japan, establishing D'Arcy's media department and restructuring Starcom to be the strongest international media independent. Later in Taiwan as the head of MindShare Group, he re-engineered the company enabling it to be the most acclaimed local media group. He later relocated to Malaysia, assuming his current role at the helm of Omnicom Media Group (OMG) in Malaysia. Armed with strong media and management experiences spanning three continents and six countries, Andreas has elevated OMG to a highly desirable position in Malaysia. Under his leadership, OMD Malaysia has grown from strength to strength. The agency was conferred the Silver Award in 2008 and 2009 for Best Office of the Year in South East Asia - the only agency from Malaysia and the only media agency in South East Asia to win this highly coveted industry award. Andreas was inducted in the International WHO's WHO of Professionals in January 2009 and in the Young Presidents Organization (YPO) in January 2010.

11.45 **Q&As**

12.00 **Building The Right Foundations for Mobile – Content and Communities**

- The mobile marketing opportunity
- The challenges for brands
- How major brands have overcome these challenges
- The results

Antony North, CEO, Foosti, an operationally independent subsidiary of StarHub
Antony is founder and CEO of Foosti, an operationally independent subsidiary of StarHub. Antony has been a pioneer in Mobile Marketing since co-founding AdIQ in London in 2002 and has delivered solutions for over 100 major brands across Europe and Asia Pacific. Since launching in 2009 Foosti's unique mobile marketing technology has been adopted over 25 corporates and government departments.

12.30 **Q&As**

12.45 **Networking Lunch**

EXPLORING VAS MARKETING CHANNELS

14.00 **Channels to Marketing VAS Services to Consumers**

The mobile VAS industry is poised to grow and contribute greater revenues to the mobile industry. The key growth drivers for VAS services are. Different market sectors will continue to drive growth particularly in the entertainment services like Music, Gaming etc. How do players reach out to these consumers?

1. VAS Overview (Stakeholders are making all possible efforts to optimize the value chain and higher integration of VAS businesses and their distribution).

- a. Growth drivers (wireless network rollout, inexpensive handsets and affordable access)
- b. Not just SMS
- c. Paid Content
- d. Ad Supported Services

2. The Marketing Challenge (Increasingly fragmented and geographically dispersed).

- a. On-portal distribution
- b. Off-portal distribution
 - i. Ad-networks
 - ii. Indie sites
 - Social Networks and Discovery
 - Verticals
- c. Traditional channels

3. Other Challenges (Problems and opportunities of commoditization)

- a. Product Definition and Differentiation
- b. Localization

4. Summary

- a. The content value chain is in place..some consolidation..recognizing distribution partners and their tools

Dr. Lai Kok Fung, Co-Founder and Chief Executive Officer, BuzzCity

Dr KF Lai is co-founder and chief executive officer of BuzzCity, one of world's leading mobile media companies in the development and marketing of mobile services and entertainment to a global audience. Established in 1999 in Singapore, BuzzCity's business focuses on two distinct audiences: the newly connected emerging middle class in developing markets and the blue collar sector in developed regions. These "unwired" consumers are accessing the mobile Internet on their phones due to widespread and affordable wireless access. Prior to founding BuzzCity, Dr-Lai worked as an applied researcher in laboratories funded by the Singapore government, specializing in pattern recognition and text retrieval. He graduated with First Class Honours in Electrical Engineering from the National University of Singapore and obtained his Doctorate in Electrical Engineering from the University of Wisconsin-Madison.

14.30 **Q&As**

MOBILE ADVERTISING

14.45 **Engaging With An Audience Via Mobile Advertising**

- Creating a comfortable environment for mobile advertising
- Engagement and building consumer super groups
- Measuring a mobile campaigns effectively and learning about your audience

Matt Briant, Account Director Asia, Out There Media

Matt Briant is a Management Graduate from the UK who began his career in the Recruitment industry. After much success he became the manager at a UK Government funded organization named Step Enterprise. Here Matt worked with SME's to implement business projects that would improve performance, he recruited elite students & graduates from local Universities for work placements to complete projects and help SME's to move forward. From there Matt's knowledge of the market landed him the role of Head of Careers and Education Advertising at the Ad-Funded MIND Blyk. This sector was very successful for Blyk and soon Matt was also heading up the media's direct relationships with brands from all sectors. When Blyk's MIND came to an end, Matt joined Out There Media to set up their Asian office based in Singapore, overseeing the operator partnership strategy and advertiser relationships.

15.15 **Q&As**

15.30 **Networking Coffee Break**

16.00 **Mobile Advertising Revenue Models**

- Mobile Advertising Overview
- Mobile Advertising Strategy and Implementation
- Mobile Advertising Revenue Models
- Mobile Advertising Channels
- Mobile Advertising Ecosystem
- Mobile Advertising Case Studies

Prajay Gandhi, Business Director, OneAmongMany

Prajay Gandhi is a Mobile Business Director at One Among Many, a company specialized in providing digital and mobile solutions. He is a graduate from dual disciplines, Computer Science and Business Administration. He began his career in the core technical field and eventually shifted into the commercial and marketing aspects of the business. He has experience in a variety of fields including IT, Telecommunication, Marketing, Mobile VAS and CRM. Prajay has worked for some of the leading IT and Mobile/Telecom companies and has extensive exposure in the field of Mobile Marketing and Advertising.

16.30 **Q&As**

ANTICIPATING THE NEXT WAVE OF MOBILE

16.45 **The Next Big Thing**

- What is changing in the market and how does it change?
- What are the trends?
- Is the app store as a business model sustainable for the ecosystem?
- What the consumers actually want to have and want to do with their mobile?
- What would be the next "big thing"?

Gian Luca Cioletti, Leader, Business Development - EMEA, Forum Nokia, Nokia Corporation

This is how Gian-Luca define himself: He is an executive in the Telecom industry, a strategic thinker, a visionary and inspiring Leader, he is a consumer, and he is a human being with over 16 years of experiences in international business. Luca has a background as Engineer designing hard and software for more than 10 years. After that he got his MBA and he shifted to the business. He has overall more than 16 years of experiences in international business development and management, the last 10 years in the telecom sector. Luca has been working for several Finnish companies, the last 3 years he has been at the head of the business development team of Forum Nokia EMEA, before joining Nokia, Luca was at Hewlett-Packard.

17.15 **Q&As**

17.30 **Day 2 Wrap Up By Chairperson & End of Conference Day 2**

FEATURING 2 SEPARATELY BOOKABLE PRE CONFERENCE WORKSHOPS

WORKSHOP A: MOBILE MARKETING AND ADVERTISING

(MONDAY, 21 JUNE 2010, 9AM – 12PM)

Led by Prajay Gandhi, Business Director, OneAmongMany

WORKSHOP SUMMARY

Mobile Marketing and Advertising is one of the most exciting method in interactive marketing and advertising in the world. As the Internet is reinvented on mobile devices - smaller, more personal and personalized, ubiquitously accessible - established forms of interactive marketing and advertising will also evolve as they migrate from PCs to mobile devices.

This course offers advertisers and agencies a guide to this emerging platform. Mobile marketing and advertising opportunities span a broad range from search to messaging to in-game placements. It illustrates mobile marketing and advertising considerations and outlines the opportunities for mobile devices, from the perspective of established interactive marketing and advertising on the web. Besides, it will focus on the following questions:

WHAT IS MOBILE MARKETING AND ADVERTISING?

Understand the mobile landscape, who is using mobile applications, and the key interactive mobile marketing and advertising opportunities that exist today.

WHAT DOES THE ECOSYSTEM LOOK LIKE?

Learn about the chain of intermediaries that connect advertisers with consumers, and how it is similar to, and different from, the PC-based Web.

HOW CAN MARKETERS REACH THE MOBILE CONSUMER?

Differentiate the technical and market factors of mobile marketing and advertising to identify the best opportunities for different brands and campaign goals.

WHAT DOES THE FUTURE HOLD?

Identify key trends on this evolving platform, with an eye to how mobile marketing and advertising opportunities will expand over the next five years.

WORKSHOP ACTIVITIES

Interactive Activities which include Business Models, Marketing Plans and Case Studies of Mobile Marketing and Advertising.

KEY BENEFITS OF ATTENDING THIS WORKSHOP

- Understanding new ways of making revenue for operators
- Lesson to discover efficient and cost effective ways of marketing and advertising
- Identify ecosystem in the field of mobile marketing and advertising
- Learn how to reduce customer churn and acquire potential customers

WHO SHOULD ATTEND?

- General Manager
- Marketing Manager
- Advertising Manager
- Content Manager
- Project Manager
- Technical Manager
- Operations Manager
- Business Development Manager

ABOUT YOUR WORKSHOP FACILITATOR



Prajay Gandhi is a Mobile Business Director at OneAmongMany, a company specialized in providing digital and mobile solutions. He is a graduate from dual disciplines, Computer Science and Business Administration. He began his career in the core technical field and eventually shifted into the commercial and marketing aspects of the business. He has experience in a variety of fields including IT, Telecommunication, Marketing, Mobile VAS and CRM. Prajay has worked for some of the leading IT and Mobile/Telecom companies and has extensive exposure in the field of Mobile Marketing and Advertising.

WORKSHOP B: EFFECTIVE WAYS TO ENGAGE WITH AN AUDIENCE VIA MOBILE AND HOW TO ACCURATELY MEASURE THAT EFFECTIVENESS

(MONDAY, 21 JUNE 2010, 1PM – 4PM)

Led by Matt Briant, Account Director - Asia, Out There Media
Andreas Vogiatzakis, Managing Director, OmnicomMedia Group

WORKSHOP SUMMARY

Mobile advertising is perceived as a rather complex media when it comes to planning and complimenting other activities. This workshop will demonstrate the ways to use mobile messaging dialogues to engage with an audience, learn from an audience and measure the effectiveness of the activities. Once the golden rules of mobile advertising are understood, the planning process for really effective mobile campaigns can become quite simple. This workshop will look at the various end goals of a brand campaign and investigate the best mobile messaging strategies to achieve those goals.

WORKSHOP ACTIVITIES

Interactive Activities which include planning a mobile campaign – the golden rules, identifying the best call to action and making the most of an engaged audience.

KEY BENEFITS OF ATTENDING THIS WORKSHOP

- How to get the best out of mobile advertising
- How to complement other media with mobile
- Understanding effective mobile ad products

WHO SHOULD ATTEND?

- Communications/Marketing Directors and Managers (Brands)
- Account Directors (Agency)
- Media Managers
- Senior Media Planners (Agency)

ABOUT YOUR WORKSHOP FACILITATORS



Matt Briant is a Management Graduate from the UK who began his career in the Recruitment industry. After much success he became the manager at a UK Government funded organization named Step Enterprise. Here Matt worked with SME's to implement business projects that would improve performance, he recruited elite students & graduates from local Universities for work placements to complete projects and help SME's to move forward. From there Matt's knowledge of the market landed him the role of Head of Careers and Education Advertising at the Ad-Funded MVNO Blyk. This sector was very successful for Blyk and soon Matt was also heading up the media's direct relationships with brands from all sectors. When Blyk's MVNO came to an end, Matt joined Out There Media to set up their Asian office based in Singapore, overseeing the operator partnership strategy and advertiser relationships.



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MOBILEWORLD ASIA CONFERENCE

21 – 23 JUNE 2010
CONCORDE HOTEL, SINGAPORE

Event Code: MWA (10) S UMTS

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SPECIAL TEAM DISCOUNT

Book 4 delegates for the price of 3 & SAVE up to SGD 3,099!

<p>GROUP OF 3 OR MORE</p> <p style="font-size: 1.2em; color: red;">5% OFF</p>	<p>GROUP OF 5 OR MORE</p> <p style="font-size: 1.2em; color: red;">7% OFF</p>	<p>GROUP OF 7 OR MORE</p> <p style="font-size: 1.2em; color: red;">10% OFF</p>
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RESERVE A SPACE NOW!

- Yes! I/We Will attend MobileWorld Asia Conference, 21 – 23 June 2010, Concorde Hotel, Singapore**
- I cannot attend this event but please include me in your mailing list.
- I would like to purchase the course documentation at SGD 500 per set

Delegate 1

Mr/Ms/Mrs: _____
Name: _____
Job Title: _____
Tel: _____
Email: _____

Delegate 2

Mr/Ms/Mrs: _____
Name: _____
Job Title: _____
Tel: _____
Email: _____

Delegate 3

Mr/Ms/Mrs: _____
Name: _____
Job Title: _____
Tel: _____
Email: _____

Delegate 4

Mr/Ms/Mrs: _____
Name: _____
Job Title: _____
Tel: _____
Email: _____

For group of more than 4 attendees, kindly photocopy this to add on

Company Details

Company Name: _____ Invoicing Person: _____
Address: _____
Tel: _____ Fax: _____ Email: _____

PACKAGES (Please tick accordingly)

FEES PER DELEGATE <small>(Please tick accordingly)</small>	EARLY BIRD <small>(Register & pay by 7 May 2010 to enjoy the Early Bird Savings plus attend either Workshop A or B for free!)</small>	STANDARD RATE <small>(Register & pay after 7 May 2010)</small>
Conference + Workshop A and B	<input type="checkbox"/> SGD 3,699	<input type="checkbox"/> SGD 3,999
Conference + Workshop <input type="checkbox"/> A or <input type="checkbox"/> B	<input type="checkbox"/> SGD 3099	<input type="checkbox"/> SGD 3399
2 Day Conference only	<input type="checkbox"/> SGD 2,699	<input type="checkbox"/> SGD 2,999
Workshop A + B	<input type="checkbox"/> SGD 1,399	<input type="checkbox"/> SGD 1,399
Workshop <input type="checkbox"/> A or <input type="checkbox"/> B only	<input type="checkbox"/> SGD 899	<input type="checkbox"/> SGD 899
Please tick to indicate if you are a member of the following organizations: <input type="checkbox"/> MMA (15% discount) <input type="checkbox"/> DMAS (15% discount) <input type="checkbox"/> WTA (10% discount) <input type="checkbox"/> UMTS Forum (10%) <input type="checkbox"/> WTIA (10% discount) Please provide your membership number: _____		
Please tick if you are joining us for the Networking Cocktail Reception: <input type="checkbox"/> Networking Cocktail Reception, Tuesday, 22 June 2010		

- Above fee includes refreshments, lunches & course materials
- If you do not receive a confirmation from us within 1 business day of sending in your form kindly contact us to re-confirm your seat.



FREE TRAVEL LAPTOP (NETBOOK)

when you sign up in group of 4 delegates*

*Discounts may not be combined and while stock lasts

Payment Methods

- **Cheque/Bank Draft**
Made Payable To: **T.U.N INTERNATIONAL**
Redhill Forum, 16 Jalan Kilang Timor,
#03- 07Singapore 159308
 - **Bank Transfer**
Account Name : T.U.N INTERNATIONAL
Bank Name : OCBC Bank
Account No : 569-034796-001
Bank No : 7339
Branch Code : 569
Swift Code : OCBCSGSG
Bank Address : 65 Chulia Street, OCBC Centre,
Singapore 049513
- *Please Quote Ref MWA (10) S and Invoice No.*

Hotel accommodation & travel costs are not included in the registration fee. A reduced corporate room rate has been arranged at the hotel for attendees at this conference. To take advantage of this special rate, please process the hotel room reservation form provided upon confirmation of your attendance.

Payment Policy

Full payment of course fee to be received by the stipulated date of training, failing which T.U.N INTERNATIONAL will exercise the right to refuse entry to the delegate.

Program Change Policy

T.U.N INTERNATIONAL reserves the right to replace or modify the advertised speakers/topics should there be circumstances beyond the control of the organizers before the event. Any changes will be updated on our website as soon as possible.

Cancellations

If you are unable to attend the training course for which you have registered, you may send a substitute free of charge. If you cannot send a substitute or otherwise need to cancel your class registration, please provide written notice to us via e-mail at admin@tun.sg. Cancellation requests received by T.U.N INTERNATIONAL seven (7) days or more prior to the course start date will receive full credit for use in another future course with no time limit. Credit is not available for cancellation requests received by T.U.N INTERNATIONAL seven (7) or fewer days before the course start date. T.U.N INTERNATIONAL reserves the right to alter or change any part of the course. In the event T.U.N INTERNATIONAL cancel a course due to inclement weather, or other events beyond our control, the fees will be credited to a future seminar of the registrants choice. Upon registration, the registrant acknowledges that T.U.N INTERNATIONAL will not be held liable for any charges or fees incurred due to the cancellation of travel or accommodation reservations.