

New Executive Format: Uniting 14 years of Pricing Experience
with the Latest Thinking on Retention & Loyalty



mobile Pricing, Retention & Loyalty

// Executive Programme 2009

2-4 September 2009, The Oxford Centre, Oxford

Supercharge your strategy to drive consumer
spending and maintain competitive advantage



Combining insights from **15** global
operators with industry experts in
one open and customised programme

www.informatm.com/mobilepricing

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REGISTRATION HOTLINE
+44 (0)20 7017 5506

“A great conference, the content was right and provided insight into enhancing loyalty”

HP, Uganda Telecom, CRL 2007



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// Executive Programme 2009



Opportunities and Lessons Presented by the economic downturn

An effective pricing and retention business strategy is the core to any operator's survival and success in the fight against falling ARPU and increased churn, magnified in the recent economic climate.

As consumers become savvy with their spending and hunt around for the best deals, across the industry we are seeing forward thinking companies harnessing their assets to increase stickiness and build their brand, while developing ideas which are easy on the company wallet but highly effective for customer loyalty.

Creating and maintaining competitive advantage will be at the forefront of all operator minds at this uncertain time. Informa Telecoms & Media's Mobile Pricing, Retention & Loyalty Executive Programme will give you the tools and strategic vision to create successful business plans in the pricing, retention and loyalty landscape of today and tomorrow.

“Excellent content and very valuable networking opportunities”

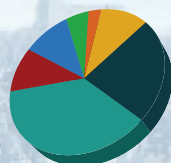
SH, Strategy Analytics, Mobile Pricing 2008

Our Research has Revealed the Challenges You are Facing Today:

- Best policy pricing for economic turmoil
- Real-life impact of pricing on profit
- Optimising tariff plans for the customer
- Achieving successful segmentation
- Overcoming the Eurotariff effect
- Achieving fair data rates
- Realising the impact of convergence
- Creating differentiation in saturated markets
- Initiating churn prevention
- Leveraging customer service and care
- Extending the customer lifecycle curve
- From mass marketing to mass personalisation

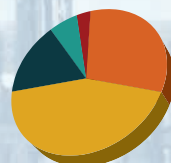
Join us to understand the latest thinking and strategy behind these issues

Previous Alumni Have Included:



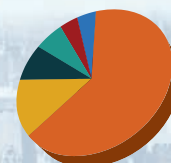
Senior Audience Representation:

3%	SVP/VP
11%	CxO
23%	Director
38%	Senior/Manager
10%	Research/Strategy
10%	Analyst
5%	Other



Global Delegate Attendance:

31%	Middle East
44%	Europe
16%	Africa
6%	South America
3%	Other



High Operator Participation:

64%	Operator
14%	Analyst
8%	Solution Provider
6%	Content Provider
4%	Regulator
4%	Other

Book Now! Call +44 (0) 20 7017 5506

Tuesday 1st September

Pre-Event Seminar: Pricing for Success

Understand how to drive bottom line profit through strategic pricing plans and tariffs. Learn how to link services with innovative pricing across your product portfolio to drive consumer uptake and penetrate new segments.

Case study examples will give attendees a full understanding of the strategic power and bottom-line potential of effective pricing.

Price smart, price for success.

Seminar Programme:

Hosted by **Mark Billige**, Director,
Simon Kucher & Partners, UK

9:30 *Registration*

10:00 Morning session

- Uncovering the strategic value of pricing and understanding its impact on the consumer psyche
- Examining multiple industries and critiquing their approach to pricing – what can telcos learn?
- Determining how to effectively position, price and link new services and content to encourage uptake

12:30 *Lunch break*

13:30 Afternoon session

- Utilising pricing as a differentiating factor without damaging long-term revenues
- Targeting individual customer segments and developing tailored packages
- Developing pricing in line with a successful loyalty and retention business plan

16:00 *Seminar Close*

Each session will have a 15 minute break for refreshments

Wednesday 2nd September 2009

Executive Social Programme – Networking Dinner

Pricing, Retention & Loyalty Executive Programme participants are invited to join us for an exclusive social and networking dinner in the Northampton Suite of the Oxford Centre.

The dinner, which takes place at the end of day 1 will allow you to further your networking time and meet informally with representatives from across the pricing, retention and loyalty ecosystems. Make sure you make a note of this exclusive dinner in your diary – it is one not to be missed!*



Thursday 3rd September 2009

Event Drinks Evening

Join us for an informal after-programme drinks evening at the close of Day 2. Held at a local pub, this social event is complimentary for all Executive Programme participants.

Feel free to join us for the evening, or simply pop in for a swift drink before heading off to explore the delights of central Oxford for dinner. Suits and business cards are not required, so come and mingle with your fellow executives at the after-programme drinks night.



Day 1: Wednesday 2nd September 2009

08:00 Analyst Breakfast Briefing **The Price of Pricing**



An industry analyst run briefing; focusing on the latest trends in prepaid markets including analysis of growth in prepaid subscribers, prepaid mobile revenues and prepaid ARPU. Understand the new opportunities for growing the prepaid market beyond voice and assess how to develop loyalty within the prepay customer base.

Angela Stainthorpe, Senior Research Analyst, **Informa Telecoms & Media**, UK
(see www.informatm.com/pricing to sign yourself up for these complimentary breakfast briefings)

08:15 Registration & Refreshments

09:00 Programme Welcome and Speed Networking

09:15 Chair's Introduction:

Jan Larsson, Senior Strategy & Business Development Manager, **TeliaSonera**, Sweden

KEYNOTE LECTURE 1

09:30 Best Policy Pricing in Times of Economic Turmoil: Avoiding Brand and Revenue Damage in the Long-Term while Protecting Short-Term Returns

Michael Natusch, Vice President, **Cappgemini**, UK

KEYNOTE LECTURE 2

10:00 The Crystal Ball Approach to Pricing: Examining New Revenue Streams and Discussing Innovative Pricing Models

Bernd Hoogkamp, Director Mobile Sales & New Business, **TeliaSonera**, Netherlands

Operator

KEYNOTE LECTURE 3

10:30 Voice as a Commodity: Is Competing on Price a Relic of Yesteryear within Forward Thinking Operator Companies?

Awais Malik, Head of Marketing Segment & Products, **Zong**, Pakistan

Operator

11:00 *Networking Break*

PANEL DISCUSSION

11:30 How much Influence does Pricing Wield in Relation to Company Competitiveness and Bottom-Line Profit?

Michael Natusch, Vice President, **Cappgemini**, UK

Saima Khan, Head of Pre-Paid/VAS Pricing, **Telenor**, Pakistan

Awais Malik, Head of Marketing Segment & Products, **Zong**, Pakistan

Stephen Ness, Head of Pricing, **Hutchison 3G**, UK

12:15 Managing the Revenue Glidepath in Order to Keep a Grip on Cash Flow While Defending Market Share in a Turbulent Environment

Roberto Lago Arenas, Pricing Senior Analyst, **Telefonica Espania**, Spain

Operator

12:45 *Networking Lunch*

UTILISING SEGMENTATION STRATEGIES

14:00 Achieving Successful Segment Pricing Initiatives to Drive Target Group Penetration

Dipanker Mukherjee, General Manager Marketing, **Idea Cellular**, India

Operator

14:30 Enhancing Profitability by Designing Tariffs for Specific Consumer Needs

Saima Khan, Head of Pre-Paid/VAS Pricing, **Telenor**, Pakistan

Operator

15:00 Tailoring Offerings Using Customer Data to Ensure Optimised and Personalised Pricing Plans

Sungwon Cho, Vice President, **AMA.Comm**, South Korea

15:30 *Networking Break*

OPTIMISING TARIFF OPPORTUNITIES

16:00 Beyond Bundling: Leveraging Customer Intelligence to Improve Traditional Tariff Bundle Options for the Customer

Wido Dijkstra, Director Strategic Marketing, Corporate Strategy & Strategic Marketing, **du**, United Arab Emirates

Operator

16:30 Realising the Impact of Convergence on Tariff Offerings and the Growth in Bundled Packages

Margrit Sessions, Managing Director, **Tariff Consultancy Ltd**, UK

PANEL DISCUSSION

17:00 Understanding Pricing in Relation to the Customer Psyche: How can Operators Better Understand the Links between Pricing and Emotion to Effectively Communicate Tariffs to Consumers?

Wido Dijkstra, Director Strategic Marketing, Corporate Strategy & Strategic Marketing, **du**, United Arab Emirates

Margrit Sessions, Managing Director, **Tariff Consultancy Ltd**, UK

17:45 *End of Day 1*

18:00 *Exclusive Networking Dinner: See left*

Day 2: Thursday 3rd September 2009

08:00 Analyst Breakfast Briefing **Global Mobile Pre-Paid Strategies**

An industry analyst run briefing; focusing on the latest trends in prepaid markets including analysis of growth in prepaid subscribers, prepaid mobile revenues and prepaid ARPU. Understand the new opportunities for growing the prepaid market beyond voice and assess how to develop loyalty within the prepay customer base.

Nicolas Jotischky, Principal Analyst, Informa Telecoms & Media, UK

08:30 Registration & Refreshments

09:00 Chair's Introduction:

Angela Stainthorpe, Senior Research Analyst, Informa Telecoms & Media, UK

KEYNOTE LECTURE 1

09:15 Targeting Small Business Customers: Tariffing Approaches to Build Loyalty

Operator **Sarah Medicoff**, Director of Strategy, Orange Business Solutions, Orange, UK

KEYNOTE LECTURE 2

09:45 Pricing and the Emerging Market: Avoiding Pricing Wars through Service Differentiation and Transparent Tariff Propositions

Operator **Alan Price Mbida**, GM - Commercial & Customer Service, MTN, Côte d'Ivoire

BROADBAND, DATA PRICING AND OPEN NETWORKS

KEYNOTE LECTURE 3

10:15 Lessons From a Pure 3G Network: Broadband Pricing, Customer Behaviour and the Prepaid Segment

Operator **Stephen Ness**, Head of Pricing, Hutchison 3G, UK

10:45 *Networking Break*

11:15 Determining how the Growth in Mobile Broadband is Driving the Pricing Market

Operator **Yesim Gurdere Erman**, Head of Mobile Internet Services, Avea, Turkey

PANEL DISCUSSION:

11:45 Charing in the New Data Environment: What Role do Flat Data Rates Play and How are Operators Dealing with the Open World of Ap Delivery?

Roberto Lago Arenas, Pricing Senior Analyst, Telefonica Espania, Spain
Yesim Gurdere Erman, Head of Mobile Internet Services, Avea, Turkey
Sungwon Cho, Vice President, AMA.Comm, South Korea

12:30 Driving Scale in Mobile Internet Usage by Removing Data Charge Fear through New Tariff Models

Speaker to be confirmed. See www.informatm.com/mobilepricing for updates

13:00 *Networking Lunch*

14:00 - 15:00 BREAKOUT DISCUSSION GROUPS

Breakout Group A) Strategies for Ensuring Rapid Deployment of Pricing Plans in a Legacy IT Environment
Keith Mitchell, Solutions Sales Manager, T-Impact, UK

Breakout Group B) Understanding New Media Pricing and Negotiating Revenue Share Agreements

Franz Jachim, VP Content Services Europe, Amdocs International, Austria

Breakout Group C) Understanding the Role of Real-Time Billing as Data Goes Global

Warren Drummond, Head of Product & Marketing, CTI Group, UK



15:00 *Networking Break*

ALTERNATIVE PRICING PERSPECTIVES

15:30 Get Yourself Selected - Access Devices as a Driver for Consumer Mobile Purchase Choices and Profitability

Operator **Geoff Ibbotson**, Head of Handset Price & Optimisation, T-Mobile UK

16:00 Overcoming the Challenges of Regulatory Intervention in Pricing Strategy

Operator **Tolga Kilic**, Expert, Information Technologies and Communications Authority (BTK), Turkey

PANEL DISCUSSION

16:30 What are the Best Pricing Strategies for Encouraging Loyalty and Retention?

Alan Price Mbida, GM - Commercial & Customer Service, MTN, Côte d'Ivoire
Dipanker Mukherjee, General Manager Marketing, Idea Cellular, India
Mark Johnson, CEO, Loyalty360, USA

17:15 *End of Day 2*

18:00 *Informal Drinks Evening in Oxford (See previous page)*

Separately Bookable Module

Day 3: Friday 4th September 2009

08:00 Analyst Breakfast Briefing **Minimising Mobile Churn**

An industry analyst run briefing; focusing on the latest trends in prepaid markets including analysis of growth in prepaid subscribers, prepaid mobile revenues and prepaid ARPU. Understand the new opportunities for growing the prepaid market beyond voice and assess how to develop loyalty within the prepay customer base. Analyst to be confirmed. See www.informatm.com/mobilepricing for updates

09:00 Chair's Introduction:

Pang Chiang, Principal, Greenwich Consulting, UK

KEYNOTE LECTURE 1

09:15 Case Study: An Introduction to KTF's Unique Product Selling & Retention Program

Operator **J.S Kim**, Deputy Director, Price Planning Team, KTF, South Korea

KEYNOTE LECTURE 2

09:45 Strengthening the Customer Base Relationship through Effective Retention Management Processes

Operator **Christian Asperger**, Head of Business Voice and Customer Loyalty, Telekom Austria, Austria

KEYNOTE LECTURE 3

10:15 Integrated Approach to Churn Prediction, Win-Back Prediction and Operational Optimization to Enhance Overall Retention Performance at a European MNO

Sascha Stürze, Owner, Analyx, Germany
Peter McMenemy, Director, Alloio-Konrad, Germany

10:45 *Networking Break*

PANEL DISCUSSION

11:15 How can Value-Added Services Offer Significant Package Differentiation and Provide the Sticky Business Model that Operators Crave?

Saima Khan, Head of Pre-Paid/VAS Pricing, Telenor, Pakistan
Christian Asperger, Head of Business Voice and Customer Loyalty, Telekom Austria, Austria
Mark Johnson, CEO, Loyalty360, USA

OUT OF THE BOX PRESENTATION

12:00 Expert Insight: The State of the Loyalty Industry

Mark Johnson, President & CEO, Loyalty360, USA

12:30 *Networking Lunch*

14:00 - 15:00 BREAKOUT DISCUSSION GROUPS

Breakout Group A) Building Outstanding Customer Service and Care at all Consumer Contact Points throughout the Organisation

Natasha Clough, Senior CRM Marketing Manager, International, BT Global, UK

Breakout Group B) Utilising Intelligent Customer Segmentation Models to Identify Trigger Retention Points

James Doyle, VP Product Development & Marketing, Arantech, Ireland

Breakout Group C) Understanding Influencer Marketing and Harnessing its Advantages to Improve Loyalty & Retention

Duncan Brown, Director of European Operations, Influencer50, UK

Breakout Group D) Combined Charging and Policy: the revolutionary new paradigm for Customer retention, profitability and cost reduction

Akil Chomoko, Product Marketing Director, Volubill, UK



15:00 *Networking Break*

IN-DEPTH INDUSTRY INSIGHT

15:30 Assessing the Customer Lifecycle and Methods to Keep Extending the Curve

Operator **Ivan Janovskij**, Head of Scoring and Segmentation, Telefonica O2, Czech Republic

16:00 Keeping Customers in a Tough Economy: Recognising Changes in Customer Behaviour and Aligning Business Strategy to Retain Them in Times of Crisis

Prof. Dr. Evangelos Xevelonakis Xenis, Managing Director and CRM Advisor, Swiss Valuenet, Switzerland

16:30 Integrating the Mobile Business into a Core Global Loyalty Programme via the MVNO

Jacques Bonifay, CEO, Transatel, France

PANEL DISCUSSION

17:00 Balancing the Relationship between Customer Retention and Subscriber Acquisition Costs

Natasha Clough, Senior CRM Marketing Manager, International, BT Global, UK
Prof. Dr. Evangelos Xevelonakis Xenis, Managing Director and CRM Advisor, Swiss Valuenet, Switzerland
Ivan Janovskij, Head of Scoring and Segmentation, Telefonica O2, Czech Republic
J.S Kim, Deputy Director, Price Planning Team, KTF, South Korea

17:45 *End of Day 3*

“A great opportunity for networking and exchanging ideas and different experiences”

NJ, Jawwal, Mobile Pricing 2008

Innovative Executive Programme Format

Our Innovative Executive Programme format will give you the opportunity to really get involved in the debates, innovations and presentations taking place over the three day event.

Insight from 15 Global Operators:

We have 15 in-depth operator case studies being delivered over the course of the programme offering unrivaled experience, perspectives and analysis. Participating operator companies include: TeliaSonera, Zong, Hutchinson 3G, Telenor, Telefonica O2, Idea Cellular, du, Orange, MTN, Avea, T-Mobile, KTF, Telekom Austria, and BT Global.

Analyst Breakfast Briefings:

These 45 minute analyst breakfast briefings offer an interactive forum designed to stimulate thought-provoking new debate and provide a two-way opportunity for operators to communicate with a carefully assembled line-up of industry analysts. The briefings feature findings from the latest independent research and are designed to offer guidance as to best practice strategy and implementation.

Limited places available at these exclusive sessions – make sure to confirm your place see www.informatm.com/mobilepricing for further details.

Keynote Lectures:

An opportunity to hear from the best in the business. These 30 minute lectures, with dedicated time for audience Q&A, will provide expert observation and innovative thinking on market topics at the forefront of current business strategy. Offering a new perception of business-critical situations, Informa's Mobile Pricing, Retention & Loyalty Keynote Lectures will be presented by hand-picked thought leaders.

Breakout Discussion Groups:

Participants will have the opportunity to join two 30 minute breakout discussion groups during selected event afternoons. These interactive discussion groups will provide a comprehensive and detailed look at an individual industry topic. Providing business case analysis and drawing on first-hand experience, these breakout discussion groups will provide depth to subject matter which is not achieved in the usual PowerPoint presentations.

Panel Discussions:

These 45 minute panel discussions give participants and speakers alike the chance to get involved with some of the main event debates. Our expert panels will debate the issues at hand offering expert vision and insight. The audience is encouraged to get involved, ask questions and offer personal perspectives of the subject.

Pre-Programme Seminar Day:

This pre-programme full-day seminar offers delegates an opportunity to benefit from a day of in-depth and communal learning on pricing for success. Seminars offer the ideal opportunity for attendees to benefit from case study experience, first hand industry knowledge and detailed insight from experts in the field. Add value to your executive programme experience by signing up to this exclusive seminar.



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Informa Telecoms & Media is the leading provider of business intelligence and strategic marketing solutions to the global telecoms and media markets.

Driven by constant first-hand contact with the industry our 90 analysts and researchers produce a range of intelligence services including news and analytical products, in-depth market reports and datasets focused to technology, strategy and content. Informa Telecoms & Media also organizes more than 125 annual events, attended by more than 70,000 executives. In addition to the Comm World Series, our events cover subjects as diverse as fixed and mobile operator strategy, technology, TV, mobile music and games.

For more information please visit www.informatm.com

RAISE YOUR COMPANY'S PROFILE Sponsorship & Exhibition Opportunities

If you are looking for direct access to your potential key clients then **Mobile Pricing, Retention & Loyalty 2009** is the place to be.

Informa Telecoms & Media Events have an unrivalled reputation for attracting decision making delegates from mobile operators and MVNOs providing an excellent opportunity to raise your profile and demonstrate your expertise before a valuable group of potential customers.

For further information on how you can take advantage of the vast networking and marketing opportunities available, please contact:

Carine Vandeveld +44 (0)20 7017 4833 | carine.vandeveld@informa.com

Book Now! Visit: www.informatm.com/mobilepricing

“A great experience, a very high level of speakers and many opportunities to make new connections”

PFP, Entel, Mobile Pricing 2008

About Oxford:

Oxford, The City of Dreaming Spires, is famous the world over for its University and place in history. For over 800 years, it has been a home to royalty and scholars, and since the 9th century an established town, although people are known to have lived in the area for thousands of years.

Nowadays, the city is a bustling cosmopolitan town. Still with its ancient University, but home also to a growing hi-tech community. Many businesses are located in and around the town, whether on one of the Science and Business Parks or within one of a number of residential areas.

Oxford is about about 60 miles (90 kms) northwest of London and is well served by road and rail networks that give fast and direct access locally, nationally and from Europe.

The Oxford Centre:

The Oxford Centre is set in its own grounds just half a mile inside the City's northern ring road, and a mile and a half from the City centre. The centre offers both on-site parking and is easily accessible via public transport.

The Oxford Centre has several excellent accommodation providers located within a short distance. Burlington House is directly opposite, The Remont is a minute's walk away and The Galaxie is about five minutes away in Summertown.

All benefit from well presented accommodation and have ample parking on-site.

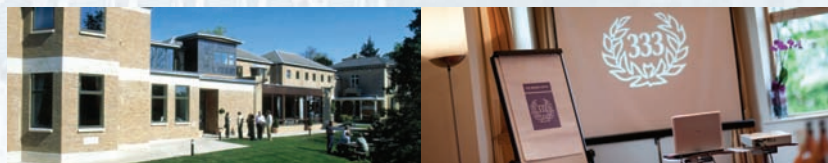
For further details visit:

The Oxford Centre: www.the-oxford-centre.co.uk

Burlington House: www.burlington-house.co.uk

The Remont: www.remont-oxford.co.uk

The Galaxie: www.galaxie.co.uk



How do I get to Oxford from London airports?

By rail:

First Great Western operates a frequent direct train service from London Paddington to Oxford (approx. every 30 minutes. See www.firstgreatwestern.co.uk) From Heathrow airport take the Heathrow Express directly to London Paddington. From Gatwick airport take the Gatwick Express to Victoria and then the Underground Central Line to London Paddington.

By road:

Oxford is connected to London, the M25 and the Midlands by the M40 motorway. Junctions 8 and 9 link directly to the city. The Oxford ringroad provides direct access to the south and west coast ports of Southampton, Portsmouth and Bristol via the A34.

A number of companies, including Oxicans (www.oxicans.com) and CCB Cars (ccbcars.com) offer pre-bookable airport transfers.

By coach:

London Heathrow and Gatwick airports are linked to Oxford by The Airline coach service, which operates a direct frequent service twenty-four hours a day (www.oxfordbus.co.uk).

London Stansted airport is linked to Oxford by the National Express 757 coach service, running every two hours (www.nationalexpress.com).

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**Mobile Pricing,
Retention & Loyalty
Executive Programme**
2-4 September 2009

The Oxford Centre
333 Banbury Road
Oxford, OX2 7PL

Tel: 01865 554719
Fax: 01865 559072
www.the-oxford-centre.co.uk

How do I Register for Mobile Pricing, Retention & Loyalty?

Event code: I08FX

Visit the website: www.informatm.com/mobilepricing

Telephone bookings hotline: +44 (0) 207 017 5506

For group discounts call: +44 (0) 207 017 5391

Email customer services: ITMevents@informa.com

All registrations are subject to our terms and conditions which are available at www.informatm.com/mobilepricing. Please read them as they include important information. By submitting your registration you agree to be bound by the terms and conditions in full.

Registration confirmation: All registrations are subject to acceptance by Informa Telecoms & Media which will be confirmed to you in writing (usually by email).

Payment requirements: See below for payment options. In any event payment must be received not later than 48 hours before the Event. Entry to the Event may be refused if payment in full is not received.

Cancellation Policy: Registrations cancelled more than 7 days before the Event are subject to a £125 administration charge. Registration fees for registrations cancelled 7 days or less before the Event must be paid in full. Substitutions are welcome at any time.

***Networking Dinner:** To cover the networking dinner, an additional charge of £60 has been added to some pricing options. This charge is not applicable to Retention & Loyalty Day or Pre-Programme Seminar only bookings. If you do not wish to attend the networking dinner, please highlight that you wish to have this charge removed at the time of booking.

	Price Available for Registrations Before 30th July 2009	Price Available for Registrations After 30th July 2009
Complete Event (3-day programme & pre-programme seminar)	£2359 + VAT@ 15% = £2712.85	£2659 + VAT@ 15% = £3057.85
3 Day Programme Only	£1859 + VAT@ 15% = £2137.85	£2059 + VAT@ 15% = £2367.85
Pricing Days Only (2nd-3rd September)	£1259 + VAT@ 15% = £1447.85	£1359 + VAT@ 15% = £1562.85
Retention & Loyalty (4th September)	£599 + VAT@ 15% = £688.85	£699 + VAT@ 15% = £803.85
Pre-Programme Seminar	£599 + VAT@ 15% = £688.85	£699 + VAT@ 15% = £803.85