

Anytime, Anywhere Marketing



mma[™]
mobile marketing forum

asia



Grand Copthorne Waterfront, Singapore: April 14-15, 2010

- What Marketers REALLY Want From Mobile Media!
- Mobile and Media usage trends around the world and the key implications for mobile marketers and advertisers
- Engaging via social media on the handset - implications and strategies
- The Mobile Search Opportunity
- Is Location Based Advertising the Future of Proximity Marketing?
- Ad Networks Shoot Out

OVER 50 INDUSTRY LEADING SPEAKERS INCLUDE....

Sandy Agarwal
Navteq Media

Aalok Agrawal
Procter & Gamble

Sam Balsara
Madison World Communications

Anand Chandrasekaran
Openwave Systems, Inc

Brad Ellis
Google

Richard Fraser
Alcatel-Lucent

Hanis Harun
The Nielsen Company

Hisham Isa
BuzzCity

Charles Johnson
Microsoft

Anuj Khanna
Affle Pte Ltd

Barney Loehnis
Ogilvy One

Atul Madan
Comviva

Jim Manis
Mobile Giving Foundation

Anne Meilhac
Gemalto

Sean Rach
Prudential Corporation Asia

Brian Stoller
Mindshare

Kerstin Trikalitis
Out There Media

Rahul Welde
Unilever

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New for 2010: PRE-EVENT WORKSHOPS

April 13, 2010 - Grand Copthorne Waterfront

Mobile Marketing 101 (10am - 1pm)

In this intensive mobile marketing workshop we introduce mobile marketing, discuss many facets and show you, through the review of industry leading case studies and examples, how mobile marketing can be used to engage consumers at every stage of the customer lifecycle: awareness, acquisition, relationship, support and within mobile-enhanced social media engagements.

Jojit Alcazar, Smart Communications
Paul Berney, MMA
Barney Loehnis, Ogilvy One
Konny Zsigo, Wireless Developer Agency

Mobile Analytics - Sponsored by Openwave (2pm - 5pm)

One of the fundamental ingredients in an effective internet advertising solution is the ability to leverage behavioral data for optimal ad selection. This workshop will discuss the ad targeting systems and how they can leverage subscriber data in an anonymous way and optimize the match between specific ad campaigns and available profiles. The result will be higher eCPMs and a growth in the overall appetite for mobile advertising.

Anurag Patnaik, Openwave Systems, Inc
Dr. K F Lai, BuzzCity
Christian H. Cadeo, AdMob
Emmanuel Allix, InMobi
Milind Sattur, Navteq Media Solutions

Day One - 14th April

08:00 **Registration**

08:45 **Master of Ceremonies**

Mark Laudi, Managing Director, **Hong Bao Media**

08:50 **Welcome from the Mobile Marketing Association**

Sean Rach, Director, Digital Media & Corporate Events,
Prudential Corporation Asia, Chairman, **Mobile Marketing Association Asia Pacific**

09:00 **Keynote: Global Successes in Mobile Marketing**

A global perspective on the mobile marketing industry.

09:20 **Mobile and Mobile Media Usage Trends Around the World, and the Key Implications for Mobile Marketers and Advertisers**

Hanis Harun, Global Executive Director, Consumer Research & BASES,
The Nielsen Company

09:35 **Mobile Analytics**

Henry Stevens, Director Media and Entertainment, **GSM Association**

09:50 **Internet and Mobile: Are the Lines Blurring?**

Neeraj Roy, CEO, **Hungama**, Chairperson, **MEF Asia**

10:05 **PANEL Has Mobile Reached its Tipping Point? Usage Trends and its Key Implications for Mobile Marketers and Advertisers?**

Moderator: Mark Laudi, Managing Director, **Hong Bao Media**
Panelists: TBC

10:25 **CASE STUDY Presentation 1 - Can Mobile Advertising Mirror the Market Penetration**

Heather Wee, Head of Mobile Advertising & TV,
Maxis Mobile Services (M) SDN BHD

10:35 **Networking Break**

11:10 **CASE STUDY Presentation 2 - Insights into Mobile Advertising and Marketing in Phillipines Market**

Jojit Alcazar, Head of Mobile Advertising, **Smart Communications**

11:25 **A Brand's Secret Weapon - Mobile**

Sean Rach, Director, Digital Media & Corporate Events,
Prudential Corporation

11:40 **How are Global Brands Using Mobile?**

11:55 **Drivers that are Increasing Mobile Internet Adoption and Leading to the Acceleration of Mobile Advertising**
Chris Schaumann, Head of Online Sales & Marketing, Southeast Asia & Pacific, **Nokia Pte Ltd**

12:10 **Driving Mobile Mainstream - Innovations from Across the Ecosystem in Europe**

Paul Berney, Managing Director, **MMA EMEA**

12:25 **Fresh Thinking - Seven Rules for Effective Mobile Advertising**
Eric Kip, Director of Operating Countries, **BLYK**

12:40 **CASE STUDY Presentation 3**

Audio Advertising on Mobile: Can they be game changing?
Vinay Kumar, Founder & CEO, **StratosHear**

12:50 **Lunch**

13:50 **CASE STUDY Presentation 4**

14:00 **Rethinking Mobile Marketing: Turning Subscribers into Audiences**

Richard Fraser, Marketing & Strategy, Multimedia Applications,
Alcatel-Lucent

14:15 **In Service Advertising Business - a Perspective**

Atul Madan, Vice President, Mobile Advertising, **Comviva**

14:30 **Deliver the Best Engagement Rates with Interactive SMS Campaigns**

Anne Meilhac, Mobile Marketing Director, **Gemalto**

14:45 **Is Location-Based Advertising the Future of Proximity Marketing?**

Sandy Agarwal, Director, Asia Pacific and Middle East, **Navteq Media**

15:00 **PANEL Mobile Data Mediation Opportunity**

Moderator: Anand Chandrasekaran, Director of Product Management,
Openwave Systems, Inc.

Panelists: Dr. K F Lai, Chief Executive Officer, **BuzzCity**
Christian H. Cadeo, Head of Brand Advertising APAC, **AdMob**
Sandy Agarwal, Director, Asia Pacific and Middle East, **Navteq Media**
Panel Sponsored by: **Openwave Systems, Inc.**

15:20 **CASE STUDY Presentation 5**

15:30 **Networking Break**

16:10 **CASE STUDY Presentation 6**

16:20 **Mobile Giving: Is it Cause Marketing or Commerce?**

Jim Manis, Chairman & CEO, **Mobile Giving Foundation**

16:35 **Mobile Commerce - What Makes it Viable**

Mathew Talbot, Vice President, **mCommerce** and **Sybase 365**

16:50 **m-commerce Implementation Strategies:**

Moderator: Mark Laudi, Managing Director, **Hong Bao Media**
Panelists: Jim Manis, Chairman & CEO, **Mobile Giving Foundation**
Mathew Talbot, Vice President, **mCommerce** and **Sybase 365**

17:10 **Engaging Via Social Media on the Handset - Implications and Strategies**

John Kerr, Director, **Edelman Digital Asia**

17:25 **Brands Best Practices: Permission Database & Adopting and Enforcing Guidelines**

Melis Turkmen, Mobile Marketing & Advertising Unit Head, **Turkcell**

17:40 **Closing Remarks**

Rohit Dadwal, Managing Director, **MMA, APAC**

18:00 **Business Networking Reception TBD**

Visit www.mobilemarketingforum.com for full programme details

Day Two - 15th April

- 08:00 **Registration**
- 09:00 **Master of Ceremonies**
Paul Berney, Managing Director, **MMA, EMEA**
- 09:10 **Keynote Session - Inside the Mobile Value Chain: A New Mobile Advertising Partnership**
Mobile advertising has become mainstream with all parties in the mobile ecosystem working together to integrate mobile into overall media objectives.
- 09:30 **Mobile Advertisers Are Moving from Experimental to Full Implementation**
Charles Johnson, GM, Mobile Advertising, **Microsoft**
- 09:45 **The Mobile Search Opportunity**
Brad Ellis, Product Manager, Japan Mobile, **Google**
- 10:00 **Strategies for Maximizing Reach Using Mobile Advertising**
Matthias Kunze, Managing Director, **Yahoo! Mobile, APAC**
- 10:15 **In Ever-evolving Ecosystem - How Does a Brand Keep Pace with the Learning Coming Out of the Industry?**
- 10:30 **CASE STUDY Presentation 7**
Insights into Mobile Advertising and Marketing in Indonesian Market
Joseph Lumban Gaol, CEO, **M-stars, Indonesia**
- 10:40 **Networking Break**
- Track Sponsored by: Affle**
- 11:15 **Brand and its Mobile Objectives**
Mayank Pareek, EO Marketing and Sales, **Maruti Limited** (invited)
- 11:30 **What 'Being Brave' Can Do For Your Advertising Message and Medium**
- 11:45 **Agency's Perspective on Mobile Marketing & Advertising**
Sam Balsara, Chairman and Managing Director, **Madison World Communication**
- 12:00 **Brand Building - A Fruitful Partnership**
Raja R Peter, Head-Media, **United Spirits Limited**
- 12:15 **PANEL Inside the Mobile Advertising Partnership: A Panel Discussion with an Advertiser, Telco and Its Publisher**
Moderator: Anuj Khanna, CEO, **Affle Pte Ltd**
Panelists: Mayank Pareek, EO Marketing and Sales, **Maruti Limited** (invited)
Raja R Peter, Head-Media, **United Spirits Limited**
Sam Balsara, Chairman and Managing Director, **Madison World Communication**
- 12:40 **CASE STUDY Presentation 8**
Insights into Regional Markets
Mobile network operator (MTN) using location based mobile advertising deployment to its advantage
Richard Lee, Chief Executive Officer, **Creativity Software**



- 12:50 **Lunch**
- 13:50 **CASE STUDY Presentation 9**
The Digital Glue-Harnessing a Potent Mobile Mix
Adam Dunne, Chief Executive Officer, **AURA Interactive Pty Ltd**
- 14:00 **Mobile Advertising & its Place in the Marketing Mix**
Rahul Welde, Vice President, Media, **Unilever Asia, Africa, Middle East & Turkey**
- 14:15 **What Marketers REALLY Want From Mobile Media!**
Aalok Agrawal, Associate Marketing Director, **Procter & Gamble**
- 14:30 **Mobile First - But Not the Last**
Kerstin Trikalitis, CEO, **Out There Media**
- 14:45 **What Type of Customer Engagement is Possible Through Mobile That Isn't Possible Through Other Marketing Channels?**
- 15:00 **How Publishers Approach the Mobile Channel**
S N Bhaduri, Country Manager, **Reuters India**
- 15:15 **BRAND PANEL A Chance to Question Leading Brands**
- 15:30 **Networking Break**
- 16:00 **CASE STUDY Presentation 10 - Driving Brand Dollars, Real Mobile Marketing Cases**
- 16:10 **AGENCY PANEL What Type of Customer Engagement is Possible Through Mobile That Isn't Possible Through Other Marketing Channels?**
Moderator: Hisham Isa, VP Business Development, **BuzzCity**
Panelists:
Mindshare - Starcom Media Vest - Mobile Dreams Factory
Out There Media - Hyperfactory
Panel Sponsored by: **BuzzCity**
- 16:30 **Mobile Ad Networks Shoot Out**
Moderator: Brian Stoller, Partner Invention, Asia Pacific, **MindShare Interaction**
Panelists:
AdMob - BuzzCity - InMobi - Madhouse - Navteq Interactive
- 17:20 **PANEL Global Panel of Industry Leaders**
Moderator: Tom Navasero, Chairman & Founder, **Glocal Media Networks Pte. Ltd**
Panelists: TBC
- 17:50 **Closing Remarks**
Rohit Dadwal, Managing Director, **MMA, APAC**



Visit www.mobilemarketingforum.com for full programme details

“The MMF delivers on crucial industry needs in an open, engaging, and interactive environment that truly fosters a real sense of community within the mobile marketing industry” New York

The MMA Forum Singapore brings together attendees from agencies, brands, carriers and other members of the global mobile marketing ecosystem.

The annual event features a wide variety of keynotes, panels and presentations discussing the latest technology developments, case studies, and innovative ways of using the mobile channel to extend the reach and effectiveness of marketing campaigns. Brands and agencies recognize and agree that the mobile channel is a highly effective way to reach consumers but the most successful campaigns are built on the understanding that the mobile channel isn't homogeneous.

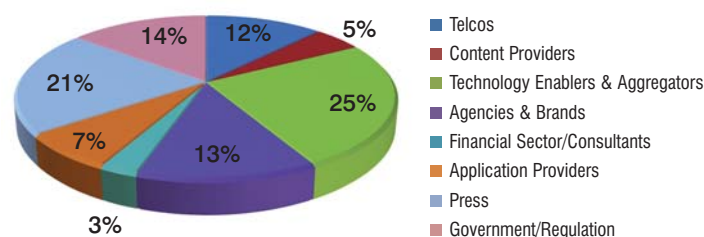
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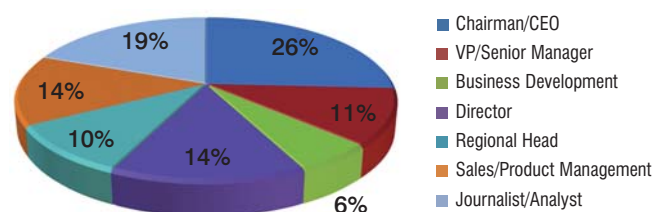
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Who Attends the Forum?

2009 FORUM ATTENDEES BY INDUSTRY SECTOR



2009 FORUM ATTENDEES BY JOB TITLE



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14th - 15th April 2010, Grand Copthorne Waterfront, Singapore

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Work Out The Price - Mobile Marketing Forum 2010

	MMA Members	Non Members
Gold package - Register before 10 March 2010 <small>(Includes Forum DVD & Both Workshops)</small>	■ \$995	■ \$1310
Gold package - Register after 10 March 2010 <small>(Includes Forum DVD & Both Workshops)</small>	■ \$1150	■ \$1495
2-day pass - Register before 10 March 2010	■ \$760	■ \$1060
2-day pass - Register after 10 March 2010	■ \$895	■ \$1250
Mobile Marketing 101 Workshop	■ \$75	■ \$100
Mobile Analytics Workshop	■ \$75	■ \$100
Mobile Marketing 101 Workshop + Mobile Analytics Workshop	■ \$120	■ \$160

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