

Mobile 2005 Revelation

MOBILE REVELATION '05 | MOBILE REVELATION '05 | MOBILE REVELATION '05



The Biggest Mobile Event
is back ...

And it's Bigger & Better!



*Cross Business Conference
and Trade Expo*

Date: 5th March '05 Venue: Taj Lands End

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Mobile 2005 Revelation

Dear Reader,

After the huge success of Mobile Revelation 2004, we bring to you Mobile revelation 2005, the only mobile conference & expo where you can learn about the growing possibilities of using the mobile platform as a Marketing, Application and Enterprise solution tool.

With over 1.52 billion mobile phone users in the world and about 135 billion sms being sent only in the 1st quarter of 2004 and an estimated 7.4 billion messages which will be sent and received in India for the year 2004, India has truly been clocking the fastest growth in mobile telephony space in the world with as many as one million cellular additions every month. The cellular subscriber base which was 28.19 million across the country at the end of Dec 2003 has escalated to 50 million subscribers in the end of 2004; we can be rest assured that this consumption will be doubled in 2005.

Today, mobile phones have become the consumer's most personalized possession and are seeing a rapid growth in the rural parts of India, as well, with the wide deployments of wireless networks around the country. The explosive growth in the number of mobile users has only created the need for a very strong demand on the burgeoning mobile Marketing, advertising, Application, Enterprise Solution and other services.

Companies can use the mobile platform to advertise their service and products thereby, building a strong and undying brand loyalty with consumers.

Mobile Revelation 2005 will bring together Industry experts from the telecom sector, technology leaders and Gurus from the Advertising and Marketing World to help you determine the possibilities of marketing and branding your products and services using the mobile platform and also understanding the possible mobile solutions that can be integrated with your existing business model, You can also get an insight into the latest mobile developments including technology, applications, security and privacy.

This event will be an ideal forum for making valuable new contacts. It offers excellent networking opportunity between companies having turnkey solutions and companies looking to incorporate new technology into their existing business module.

After going through the program details, we strongly believe you can not afford to miss out on this one-of-a-kind event. We believe that 2005 onwards will see a new emerging Mobile era for Indian businesses.

Yours truly,



Prasanna Arumugam
Head of operations
Asia Knowledge Associates

Mobile 2005 Revelation

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Mobile Advertising Overview

Mobile Advertising market is already overtaking the Internet Ad spend. It will do to value-added services what the web did to the Internet. Mobile analysts predict the revenues from mobile advertising and marketing to top \$16 Billion worldwide by the end of 2005.

With average click-through rates that are five times higher than standard online advertising and stronger recall rates than television advertising, mobile marketing has come of age as the most productive and cost effective medium for reaching a highly desirable demographic.

Short message service (SMS) advertisements, is an excellent channel for consumer advertisers to reach a large, affluent and highly desirable demographic through wireless devices, SMS advertising is a highly effective means of reaching wireless consumers today The potential of wireless advertising is huge, with proof in a recent study released by Logica predicting that the global volume of SMS will increase by 170% per year. Mobile office an international mobile statistics company estimated that over 500 billion messages will be sent and received worldwide by the end of 2004.

M-Advertising: Key Learning's

By attending this Conference you will learn how mobile marketing can help you:

- Build brand equity by enticing consumers with value-added content
- Distribute promotional offers to consumers at the ideal time and place
- Drive purchases with instant mobile coupons providing immediate acquisition
- Extend marketing programs by adding a direct response channel
- Improve customer loyalty with ongoing dialogue and transaction relationships
- Deliver results through data-intensive, accountable marketing programs

M-Advertising: Conference Highlights

- Market trends and long terms outlook of mobile advertising & marketing trends around India.
- Mobile advertising - What's involved and how it works
- How to implement a successful campaign. Lessons learnt from leading global players
- The business of managing and evaluating a successful mobile marketing campaign
- What are the key enabling technologies for mobile advertising & when will they impact the market
- How will multimedia messaging affect the delivery of advertising & it's capabilities of mobile commerce / ad server platform?
- Learn how to deploy a Mobile Marketing campaign - or how to add a mobile marketing application to an existing campaign
- Learn both the marketing and technical aspects of the wireless industries
- Branding on the Mobile

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Mobile Advertising Campaigns

Indian companies that are extensively using Mobile Marketing as a Medium:

- Coca Cola
- L'Oreal
- Standard Chartered Bank
- HDFC Bank
- Electrolux
- Cartoon Network
- Lufthansa
- Creation Hoardings

BHOOT SMS Campaign (India)

Bollywood is not far behind with SMS marketing, as days before Ramgopal Verma's Bhoot was premiered, cell phone users received 15 varieties of SMS messages hinting about the movie's climax. The advertising strategy was an immediate success with the film reportedly recovering its investment in the first three days of its release

Lara Croft Tomb Raider - The Cradle of Life (India)

Airtel decided to add a sprinkle of excitement prior to the film's release through an exclusive mobile promotion for Airtel users in 16 cities. This push based SMS activity comprised four questions - a mix of movie related questions and a movie based poll. Besides winning tickets to an exclusive screening, special couple packages to Goa and Kerala along with the grand prize of a couple package to a Thai resort were other highlights of this promotion. This contest was featured in the press advertising rolled out for the movie while a microsite on Hungama.com further promoted the movie. Airtel registered a whopping 30423 SMS' in the time that the contest was live with a consumer stronghold of over 110338.

McDonald's - i'm lovin' it (India)

Hungama Mobile essentially created a pull-based promotion in which the entire campaign revolved around McDonald's new brand positioning. Users were invited to SMS into 4646, what makes them say 'I'm Lovin' it'. The best entries then received McDonald's mobile coupons which they could flash at any outlet to avail of discounts on food and beverages. The results were revealed that the activity went down extremely well with its audience and the teaser campaign served to build up to the communication as well as created brand recognition among the masses.

Mobile Advertising: Current Technologies and Opportunities

A timely look at technologies and models that make advertising to mobile devices possible today. The focus will be on delivering non-intrusive campaigns that appeal to consumers and generate sales. Push/Pull, location-based services, Bluetooth and other technologies are examined along with pay-for-play advertising schemes, location-sensitive advertising, using personalization and supporting user preference.

Scope

At the rate at which the mobile telephony industry in India is growing, the future for mobile marketing certainly looks bright. With GRPS including the 3G experience that some mobile phone operators are planning to introduce, there is a bright future ahead for mobile marketing in the country.

Mobile 2005

Revelation

Mobile Enterprise solutions overview

Imagine a world where inefficient activities and delays in the transaction and fulfillment process can be eliminated and cash flow and profitability improved. Transportation costs for remote workers can be significantly reduced by eliminating needless journeys back to the office to file reports, collect parts or simply deliver purchase orders. Business information and intelligence can be made available to whoever needs it - employees, suppliers, partners and customers - wherever they are, at any time, and using whatever device they choose.

Wireless technologies, such as mobile Internet browsing using Wireless Application Protocol (WAP) and device- independent mobile applications are becoming the standard interface on mobile devices.

Mobile Revelation 2005 will throw new light on how companies can integrate Mobile Enterprise solutions seamlessly in to there existing business platform.

Conference Highlights

- What are the key concerns of the mobile enterprise user, and what can be done to address these?
What are the different needs of users in various types of mobile enterprises?
- What systems and infrastructure needs do mobile enterprises need to meet to ensure safe and efficient device platform and identification management?
- What lessons can you learn from mobile enterprise implementations in companies across different industries?
- How is the mobile enterprise industry likely to change in the future and how can you take advantage of emerging opportunities?

Mobile Security Overview

Mobile phones are the next vector for hackers and malware writers, who are now more interested in financial gain than earning a little fame. Security vendors are now taking a more proactive approach, trying to stay ahead of the attackers.

As the number of data-centric mobile devices grows, industry analysts expect them to become the next target of virus writers, at Mobile Revelation 2005 you will learn how to protect and secure your smart phones against viruses and short message service (SMS) spam.

Conference Highlights

- How are security threats changing?
- New Security Threat from virus and hacker in the future
- Securing the Mobile enterprise
- What techniques/methods are being used to ensure that end-users are exercising appropriate security measures

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TOPICS

Creating the new Mobile Future

9:00am to 9:45am

Speaker- Gartner

- Key drivers
- Mobile services, enabling your business
- Is the Mobile Revolution a Myth or reality?
- What is in for you?

Mobile Operators perspective - Views Development and opportunities for the Indian Market

- Bringing information, entertainment, communication, commerce and transactions
- New opportunities in the fast growing mobile market
- The power of reach and interactivity
- What's in it for all of us?

Refreshment Break 10:30am to 11:00am

Mobile advertising systems & Branding

11:00am to 11:45am

Speaker- Legion Interactive

- Targeted Campaigns
- How to build an ad campaign harnessing the benefits of the mobile platform
- Branding on the Mobile

Strategies for Mobile Marketing

11:45am to 12:30pm

- How to increase brand awareness with mobile marketing
- Mobile marketing - developments in context with other media
- The value of mobile marketing as the most productive and cost effective medium for targeting a specific audience
- Discover why mobile marketing has made a great impact
- The mobile phone - a personal item, other media is shared
- How the development of MMS services have strengthened

CASE STUDY: Using the mobile - why would a successful branded company invest in m-platforms? 12:30pm to 1:15pm

A mobile and multi channel approach:

- Achieving a brand transfer: Moving your brand from one innovative channel to the mobile marketplace

... contd above

Benefits of working with various channels:

- Mobile operators
- Messaging, etc
- Lessons learnt - strategies for future use of the mobile to strengthen successful brands

Lunch 1:15pm to 2:30pm

MOBILE Strategies for CRM Adoption

2:30pm to 3:15pm

- Creating a personalised marketing machine
- Scheduled Synchronization
- Ease-of-use should be top of mind
- Enhancing Customer Satisfaction
- Security is crucial

Mobile Enterprise Solutions

3:15pm to 4:00pm

Speaker- Start Corporation

Mobile Enterprise Solutions

- Technology - Mobile Barcodes & Mobile Middleware Development
- Applications - in Banking, Aviation, Retail
- Future

MCRM - Mobile CRM

- Migrating from Voice to Text - Call Centres

Evening Refreshment Break 4:00pm to 4:30pm

Security on the Mobile Platform

4:30pm to 5:15pm

Speaker- RSA Security

- Securing the Mobile enterprise
- Risk Management
- Mobile Virtual Private Network
- Mobile identification
- New Security Threat from virus and hacker in the future

Panel Discussion - 5:15pm to 6:00pm

Building a Successful Mobile Road Map

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Delegate Registration Form

Delegate Information

Name: _____

Designation: _____

Direct Phone / Extn: _____

Email: _____

Name: _____

Designation: _____

Direct Phone / Extn: _____

Email: _____

Name: _____

Designation: _____

Direct Phone / Extn: _____

Email: _____

For more delegates, please send delegate information on another page

Company: _____

Address: _____

Authorized by / Billing Information:

Signatory must be authorized to sign on behalf of contracting organization

Name: _____

Designation: _____

Phone: _____

Fax: _____

Email: _____

Your Signature & Company Seal

This booking is invalid without a signature.

Date: _____

Delegate fees is to reach us
within 7 days of contract date

Completed contracts can be faxed or e-mailed

Fax: +91-22-26319376

Email: reg@asiaknow.com

Please make cheques / DDs payable in favour of:

"Asia Knowledge Associates"

and send to:

Suite 20, Mayfair, Raviraj-Oberoi Complex,

Off New Link Road, Andheri West,

Mumbai 400053 INDIA

Phone: 91 (22) 30951667 / 8

Avail 20% discount before 19th February, 2005

Avail 10% discount before 26th February, 2005

Investment for both days:

- 1 Delegate: 5,990/- INR
- 2 Delegates: 9,990/- INR
- 3 Delegates: 12,990/- INR

Split Nominations accepted.

Terms & Conditions:

1. Confirmation: Telephone bookings are provisional until written confirmation is received, either by fax with credit card details or by post with a cheque. Alternatively an invoice can be sent out in which payment must be made within 5 working days of booking.
2. Payment: All payments must be received within 5 working days of booking. Failure to pay within this time may result in the course palce being cancelled subject to the cancellation terms below.
3. Cancellations: Cancellations must be received in writing and are subject to the following charges: cancellations received more than 2 weeks prior to the date of the course will be charged at 50% of the booking cost. Cancellations received within 2 weeks of the course date will be charged at 100% of the booking cost.
4. Substitutions: Deligates substitutions are welcome at any time and do not incur any charge. Please fax or mail your changes to us.
5. Transfers: Transfers to alternative events or dates may also be subject to changes. Transfers received before 2 weeks prior to the course date will not be charged. Transfers received within 2 weeks of the course date will be subject to 50% of the initial booking cost. A credit note will be issued for the remaining 50%.
6. Alterations to the advertising course: We put the greatest care and effort to ensure solidity of the program schedule. AsiaKnowledge will not be responsible for covering airfare, hotel or any other cost incurred by the registrants. In the event that AsiaKnowledge cancels the course, AsiaKnowledge reserves the right to transfer this booking to another course to be held in the folloeing 12 months or to provide a credit note of an equivalent amount to another course within the following 12 months.
7. Liability: By completing this registration form the client hereby agrees that AsiaKnowledge will not be able to mitigate its losses for any less than 50% of the total booking cost.
8. Once signed and returned by e-mail, mail, or fax, this form is regarded thereafter as a firm contract.