

Asia
Singapore
May 5-6th

US
New York
July 1st

Europe
London
September 29-30th

South Africa
Cape Town
December 7th

mobile^{SQUARED} Roadshow 2010 speaker opportunities

What are the mobile^{SQUARED} Roadshows?

We position the Roadshows as the essential guide to driving revenues and awareness from the mobile channel in some of the key mobile markets around the world. The Roadshows goal is to help every company – whether you're in the mobile industry, blue-chip corporation, education, brand, media ... create a successful mobile

strategy. And that's why each Roadshow is structured around three core areas of:

- Messaging and Marketing
- Internet and Social Media
- Content, Apps and Services.

Why speak at the mobile^{SQUARED} Roadshows

Speaking at the Roadshow will not only provide a fantastic platform in front of your mobile peers and some of the companies that are shaping the mobile industry, but also potential new clients.

The mobile^{SQUARED} Roadshow's strategy is to actively reach out to the non-mobile sectors and attract delegates from all industries. And that's exactly what we do, as our delegate breakdown testifies.

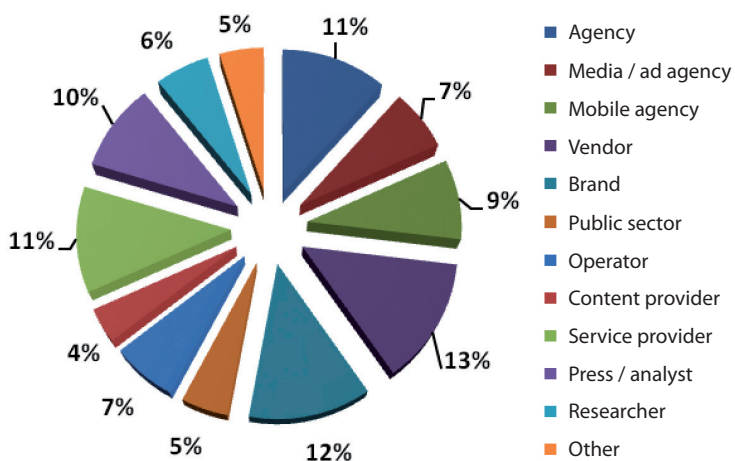
We want speakers with a pedigree in delivering exceptional mobile campaigns and strategies, with something compelling and relevant to communicate to an audience made up of mobile and non-mobile delegates.

Companies speaking at the UK Roadshow included: **Vodafone, Flirtomatic, Ogivy, Movenpick/Nestle, Tigerspike, Microsoft, Qualcomm, Bango, Airwide Solutions, Smaato, Reuters, GraphicoDMG, MediaCom, Sponge, Netsize** to name a few.

As well demonstrating multiple opportunities to not only present, the Roadshow agenda allows speakers to take a lead role in the Mobile Strategy Workshops, Open Mobile Surgery, or even lead a National Roundtable. As a speaker you will also be featured in the Roadshow's accompanying industry report.

Read on to view the agenda and see how your company can support the Roadshows.

Roadshow delegate breakdown



Testimonial:

"We were very happy with the level of presence delivered by our sponsorship of Taking Internet Mobile. All-in-all the seminar was well-attended by the right mix of people, and the accompanying research report well received by the delegates."

Anil Malhotra, Founder & SVP Marketing & Alliances, Bango

Produced by:



Visit our website for further information:

www.mobilesquared.co.uk

Agenda

DAY ONE	Topic	Subject
09:55	Chairman's introductions	Welcome
	Messaging & Marketing	
10:00	Research	Regional messaging and marketing overview
10:15	Keynote presentation	Taking the mobile channel seriously
10:30	Case study	Using messaging to reach the mass market
10:40	Case study	The best mobile marketing campaign ever ... possibly
10:50	Brand case study	Australian Football Association: Reaching the Soccerroos
11:00	Case study Q&A	Open Mic Question Time
11:15	COFFEE BREAK	
11:45	How To ...?	
12:05	Panel session	How to make mobile marketing work for your business
12:35	Mobile strategy workshop	Phase I
13:05	Lunch sponsor preso	
13:15	LUNCH	
Lunch extra; 13:30-14:15	Open Mobile Surgery: Should I App or should I WAP?	Ask The Experts: Experts include: Mobile Internet developer Online specialist App developer (Apple) App developer (Android) App developer (Java)
	Internet & Social Media	
14:30	Research	Regional Internet and social media overview
14:45	Keynote presentation	Embracing the mobile consumer
15:00	Case study	Making social media work for you
15:10	Case study	Extending your online strategy onto mobile
15:20	Brand Case study	This is what we did ...
15:30	Case study Q&A	Open Mic Question Time
15:45	COFFEE BREAK	
16:15	How To ...?	
16:35	Panel session	How to make the mobile Internet and social media work for your business
17:05	Mobile strategy workshop	Phase II
17:45	Networking sponsor preso	
18:00	Close of day one	
18:30+	NETWORKING DRINKS	

There are a number of speaking slots still available. Contact us now to discuss how your company will play a role in the event that is expanding the mobile ecosystem.
Email nick@mobilesquared.co.uk or james@camerjam.com

DAY TWO	Topic	Subject
09:55	Chairman's introductions	Welcome
	Content, Apps & Services	
10:00	Research	Regional content, apps and services overview
10:15	Keynote presentation	The greatest App in the world
10:30	Case study	What content works on mobile
10:40	Case study	Using the mobile's functionality
10:50	Brand case study	This is what we did ...
11:00	Case study Q&A	Open Mic Question Time
11:15	COFFEE BREAK	
11:40	How To ...?	
12:00	Panel session	The World Cup is coming: time to think creatively
12:30	Mobile strategy workshop	Phase III
13:00	Lunch sponsor preso	
13:15	LUNCH	
Lunch extra; 13:30-14:15	Open Mobile Surgery: Understanding the world of "marketising"	Ask The Experts: Experts include: Mobile advertising companies Mobile ad agencies Ad agencies Media experts Brand specialists
	National Roundtables	
14:20	Country panel session	Introduction
14:30	Country Roundtables	India; Thailand; Indonesia; Australia; Japan; Philippine; Malaysia; Singapore
15:30	Coffee break	
16:00	Mobile Strategy Workshop	Phase IV: Conclusion
16:30	Mobile mentor summary	
16:45	Last chance saloon	
17:00	Roadshow Round-up	
17:10	End of Roadshow	

Testimonials:

"Overall, a thoroughly useful and enjoyable day"

Terence Eden, Commercial Planning Manager, Vodafone Group

"The mobile^{Squared} Roadshow was one of the best events I've been to this year"

Harald Neidhardt, CMO, Smaato

Produced by: **mobile** SQUARED



Visit our website for further information:

www.mobilesquared.co.uk