

# Conference at a glance

mobilemarketing

Congress House, London | 28 November 2006

TIME	SESSION	CHAIR: NICK HIGHAM, BBC NEWS 24
8:30 - 9:00	Registration	Coffee, tea, smoothies and danish
9:00 - 10:10	Keynote Mobile - a coming of age	<b>Panellists:</b> Roisin Donnelly, <i>Corporate Marketing Director - UK &amp; Ireland, P&amp;G</i> Thomas Husson, <i>Mobile Analyst, Jupiter Research</i> Richard Saggors, <i>Head of Strategy &amp; Planning - Future Products Unit - Vodafone</i> Andrew Walmsley, <i>Founding Partner, i-level</i>
10:10 - 10:25	Keynote Mapping mobile - a quick journey around the mobile marketing marketplace	<b>Speaker:</b> Kurt Lyall, <i>Partner, FirstPartner</i>
10:25 - 11:15	Keynote Maximising content	<b>Speakers:</b> Matt Jerwood, <i>Head of Mobile, Dennis Publishing</i> Todd Tran, <i>Managing Director, Minick UK</i>
11:15 - 11:40	Break	Coffee, tea and fruit
11:40 - 12:25	Keynote Mobile TV and TV & mobile	<b>Speakers:</b> Peter Manten, <i>Head of Interactive Sales, ITV</i> Dr Hyacinth Nwana, <i>Managing Director - Mobile Media Solutions, Arqiva</i>
12:25 - 13:15	Keynote Monetising mobile	<b>Speakers:</b> Jason Wells, <i>SVP - Mobile Entertainment, Sony Pictures</i> Andrea Kilbourne, <i>Managing Director, Emap Performance Interactive</i>
13:15 - 14:15	Lunch	
14:15 - 15:00	Keynote Mobile campaign logistics	<b>Speakers:</b> Kristian Cholmondeley, <i>New Media Executive, Peugeot</i> Jon Carney, <i>Creative Director, Marvellous</i>
Delegate pre-selected choice of workshops or speed learning session takes place from 15:00		
15:00 - 15:40	Workshop Mobile search	<b>Speakers:</b> Jim Holden, <i>Director Wireless Strategic Partnerships, Google</i> Jon Myers, <i>Search Director, Latitude</i>
	Workshop Mobile CRM	<b>Speaker:</b> Caroline Worboys, <i>Managing Director, BroadSystems</i>
	Workshop Mobile commerce	<b>Speakers:</b> Jonathan Bass, <i>Managing Director, Incentivated</i> Mark Palmer, <i>Founder, Maverick Planet</i>
15:00 - 15:20	Speed learning session	<b>Presenters:</b> multiple
15:30 - 15:50	Speed learning session	<b>Presenters:</b> multiple
15:40 onwards	Coffee station available in foyer for delegates to help themselves	
16:00 - 16:40	Workshop Comply or die Integrated campaign	<b>Speakers:</b> Glyn Morgan, <i>partner, Taylor Wessling</i> Nicky Cheshire, <i>Sales Director - Digital, Viacom Outdoor</i> Paul Fairburn, <i>Managing Director Digital Platforms, Chrysalis Radio</i>
	Workshop Mobile CRM	<b>Speaker:</b> Caroline Worboys, <i>Managing Director, BroadSystems</i>
16:00 - 16:20	Speed learning session	<b>Presenters:</b> multiple
16:40 - 17:00	Speed learning session	<b>Presenters:</b> multiple
17:00 - 17:40	Workshop Mobile search	<b>Speakers:</b> Jim Holden, <i>Director Wireless Strategic Partnerships, Google</i> Jon Myers, <i>Search Director, Latitude</i>
	Workshop Integrated campaign	<b>Speakers:</b> Nicky Cheshire, <i>Sales Director - Digital, Viacom Outdoor</i> Paul Fairburn, <i>Managing Director Digital Platforms, Chrysalis Radio</i>
	Workshop Mobile commerce	<b>Speakers:</b> Jonathan Bass, <i>Managing Director, Incentivated</i> , Mark Palmer, <i>Founder, Maverick Planet</i>
17:10 - 17:30	Speed learning session	<b>Presenters:</b> multiple
17:40	Conference End	
18:30	Awards party	