

Anytime, Anywhere Marketing


mma™
 mobile marketing forum

asia

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

- What Marketers REALLY Want From Mobile Media!
- Usage Trends in Asian Markets and its Key implications for mobile marketers and advertisers - Targeting, Creative and Measurement
- Social Media - mobile is critical to social media, but is it vice-versa?
- The Mobile Search Opportunity
- Location Based advertising the future of Proximity Marketing?
- Evolving mobile market and the demand of mobile application helping develop the Mobile Ecosystems

OVER 50 INDUSTRY LEADING SPEAKERS INCLUDE....
Shubhodip Pal,
 Hewlett-Packard India

Neeraj Roj,
 Hungama Digital Media
 Entertainment

Brian Stoller,
 Mindshare

Salvador Carillo,
 Mobile Dreams Factory

Hanis Harun,
 The Nielsen Company

Sandy Agarwal,
 Nokia

Kerstin Trikalitis,
 Out There Media

Barney Loehis,
 Ogilvy One

Sean Rach,
 Prudential Corporation Asia

www.mobilemarketingforum.com

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New for 2010: PRE-EVENT WORKSHOP

April 13, 2010 - Mobile Marketing 101,
Grand Copthorne Waterfront

The practice of mobile marketing is growing rapidly throughout the world. Over 4 billion people worldwide carry a mobile phone and there are nearly 6 billion other mobile-enabled devices in use. This abundance of mobility is fostering a burgeoning marketplace, a marketplace with global reach and local relevance for consumers and businesses alike. Estimates vary, but it is evident that mobile marketing, both as a direct medium and enabler of traditional sales and marketing channels, is on its way to being a multi-billion dollar industry. A significant challenge for many businesses, however, is figuring out how to leverage mobile marketing to engage and service their customers.

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.

Day One - 14th April

- 08:00 **Registration**
- 08:45 **Master of Ceremonies:**
- 08:50 **Welcome from the Mobile Marketing Association**
- 09:00 **Keynote: Global Successes in Mobile Marketing**
- 09:20 **Presentation - What Marketers REALLY Want From Mobile Media!**
- 09:40 **Dramatic Changes in the Mobile Ad Industry in the Last Year in Areas such as Ad Formats, Measurement, Third Party Data and Information**
- 10:00 **Internet and Mobile: Are the Lines Blurring?**
- 10:20 **Usage Trends in Asian Markets and its Key Implications for Mobile Marketers and Advertisers - Targeting, Creative and Measurement**
- 10:30 **Networking Break**
- 11:00 **Driving Mobile Mainstream - Innovations from Across the Ecosystem**
- 11:30 **What Type of Customer Engagement is Possible through Mobile that isn't Possible through other Marketing Channels?**
- 11:45 **Mobile First - But Not the Last**
- 12:00 **Mobile Analytics**
- 12:15 **Opportunities for Mobile Marketing & Advertising in Asia vs. the West**



- 12:50 **Lunch**
- 13:40 **Social Media - Mobile is Critical to Social Media, but is it Vice-Versa?**
- 13:55 **Mobile Advertising on Social Media Network - Benchmarking Vis-A-Vis Other Conventional Media**
- 14:10 **iPhone Application and Use of Cross-Platform Marketing**
- 14:25 **More than just the iPhone**
- 14:40 **Mobile Advertising**
- 14:55 **Brands Best Practices: Permission Database and Adopting and Enforcing Guidelines**
- 15:10 **Where are the Biggest Opportunities in Mobile Advertising? Cross Industry Efforts to Accelerate the Adoption of Mobile Advertising**
- 15:25 **Inside the Mobile Advertising Partnership: A Panel Discussion with an Advertiser and Its Publisher**
- 15:45 **Networking Break**
- 16:10 **Case Studies 5 X 8 Showcasing what's New**
- 16:50 **Conversation: The Ecosystem is Ever-Evolving. How does a Brand Keep Pace with the Learning Coming out of the Industry?**
- 17:10 **Panel: Opportunities for Partnerships within the Mobile Ecosystem**
- 17:40 **The MMA: An Overview of Activities and How you can Participate**
- 17:55 **Closing Remarks**
Rohit Dadwal: Managing Director, MMA APAC
- 18:00 **Networking Reception**
- 19:00 **Mentor Program**
Innovative Companies (5 min presentations) to Showcase their Value Proposition followed by a Round of Q&A
- 20:00 **Close**

Visit www.mobilemarketingforum.com for full programme details

Day Two - 15th April

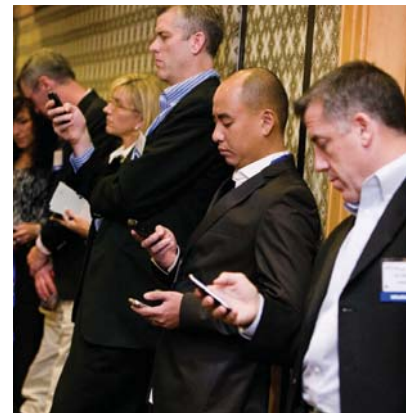
- 09:00 **Master of Ceremonies**
- 09:15 **Opening Remarks**
- 09:30 **Keynote Session: Emerging Technologies in Mobile Advertising on Device Portals, QR Codes and Strategic Corporate Development & Industry Relations**
- 09:50 **The Mobile Search Opportunity**
- 10:10 **Mobile Advertisers are moving from Experimental to Full Implementation**
- 10:30 **Agency's Perspective on Mobile Marketing & Advertising**
- 10:45 **Carrier Discussion**
- 11:00 **Networking Break**
- 11:30 **Is Location-Based Advertising the Future of Proximity Marketing?**
- 11:45 **Brand and Agency Partnership**
- 12:00 **Drivers that are Increasing Mobile Internet Adoption and Leading to the Acceleration of Mobile Advertising**
- 12:15 **Can Mobile Advertising Mirror the Market Penetration?**
- 12:30 **Panel: International Innovation in Mobile. What are Trends for the Future?**
- 13:00 **Lunch**
- 14:05 **Presentation: How a Brand has leveraged their Presence in the Mobile Space to create a Niche to their Consumer Marketing and Engagement Campaigns**
- 14:20 **Evolving Mobile Market and the Demand of Mobile Application helping Develop the Mobile Ecosystems**
- 14:35 **Presentation: Talking about Industry Solutions**
- 14:50 **Opportunities of Mobile Marketing and its Interaction with the Legacy Network**



- 15:05 **Mobile Commerce Case Study**
- 15:20 **Networking Break**
- 15:50 **Case studies 4 X 10 - Driving Brand Dollars, Real Mobile Marketing Cases**
- 16:30 **Mobile Ad Networks Shoot Out**
- 16:50 **Insights into China & Malaysia**
- 17:05 **A Perspective on Philippines and Indonesia**
- 17:20 **Global Panel of Industry Leaders**
- 17:50 **Closing Remarks**
Rohit Dadwal : Managing Director , Mobile Marketing Association -APAC

Visit www.mobilemarketingforum.com for full programme details

50+ Speakers now confirmed include:



- Agarwal Sandy, **Nokia**
- Berney Paul, Managing Director, Europe, **Mobile Marketing Association**
- Carrillo Salvador, Founder and Chief Executive Officer, **Mobile Dreams Factory**
- Dadwal Rohit, Managing Director, **APAC Mobile Marketing Association**
- Harun Hanis, Global Executive Director, Consumer Research & BASES **The Nielsen Company**
- Loehnis Barney, **Ogilvy One**
- Maislos Ruben Eduardo, Founder, VP Business Development, **Pudding Media**
- Manis Jim, **Mobile Giving Foundation**
- Pal Shubhodip, Marketing Head, **Hewlett-Packard India**
- Rach Sean, Director, Digital Media & Corporate Events, **Prudential Corporation Asia**
- Roy Neeraj, Managing Director & CEO **Hungama Digital Media Entertainment Pvt Ltd**
- Henry Stevens, **GSMA**
- Brian Stoller, Partner Invention, Asia Pacific; MMA APAC Board of Directors **Mindshare**
- Trikalitis Kerstin, CEO, **Out There Media**
- Wee Heather, **Maxis**
- Welde Rahul, Vice President, Media, **Unilever** Asia, Africa, Middle East and Turkey
- Zsigo Konny, President, **Wireless Developer Agency**

JOIN VIA A LIVE STREAM

Those unable to travel to the Forum can join an interactive Live Stream and watch all sessions and send real-time questions to speakers & moderators.

Call Now to Register on +65 6514 3180

“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.

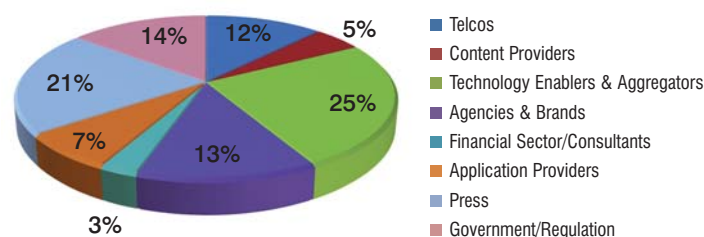
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Gain premium exposure with industry leaders and participants and increase your visibility within the mobile marketing community.

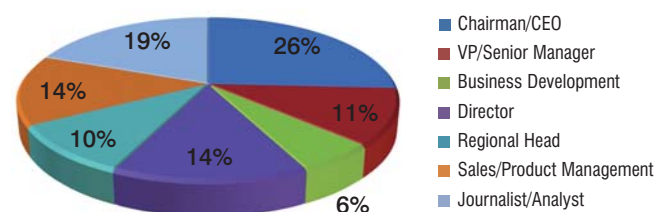
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Who Attends the Forum?

2009 FORUM ATTENDEES BY INDUSTRY SECTOR



2009 FORUM ATTENDEES BY JOB TITLE



How to Register

MMA Members

Mobile Marketing Forum 2010 - Gold package - Register before 10 March 2010	\$995
Mobile Marketing Forum 2010 - 2-day pass - Register before 10 March 2010	\$760
Mobile Marketing Forum 2010 - Live Stream WebCast 1 Day	\$149
Mobile Marketing Forum 2010 - Live Stream WebCast 2 Day	\$249
Mobile Marketing Forum 2010 - Mobile Marketing 101 Workshop	\$75

MMA Non Members

Mobile Marketing Forum 2010 - Gold package - Register before 10 March 2010	\$1310
Mobile Marketing Forum 2010 - 2-day pass - Register before 10 March 2010	\$1060
Mobile Marketing Forum 2010 - Live Stream WebCast 1 Day	\$199
Mobile Marketing Forum 2010 - Live Stream WebCast 2 Day	\$299
Mobile Marketing Forum 2010 - Mobile Marketing 101 Workshop	\$100

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