



VMA conference 2010

Hosted by



Lisbon — 6th to 8th October 2010



Agenda

Lunch will be served from 12 noon before the conference kick-off

Wednesday 6th October

- 14.00 - Welcome from Bertrand Gatellier — VMA President
- 14.10 - Conference introduction from Klaus Dieter Liedtke — VMA Chairman
- 14.20 - Keynote Presentation — TMN

Session A: Communities and Social Networks

- 14.50 - Social networks and impact on contact centre — Oliver Stalp, Telekom Germany
- 15.20 - Coffee break in the showroom *sponsored by Voxbone*
- 16.00 - Technology and Social networks for Charities — David Ryder, mGiving UK
- 16.30 - Outsourcing my social network presence to an Agency — C. Wells, Kinship Networking
- 17.00 - Focus on engaging for Customer Experience — Carla Basilio, Portugal Telecom
- 17.30 - End of presentations and visit of the showroom
- 19.15 - Dinner and networking activities *Hosted by TMN / Portugal Telecom*

Thursday 7th October

Session B: Behind and beyond the Service Centre

- 9.15 - Directory assistance and other projects — James Glasspool, Volt Delta
- 9.45 - Sunrise self-care project presentation — Harry Sigrist, Sunrise
- 10.15 - Telekom HR Speech Portal — Dr. Volker Kühn, Telekom Germany
- 10.45 - Coffee break in the showroom *sponsored by Voxbone*
- 11.15 - Food for Thoughts - New Rules for Designing the Future — B. Beusch, TNC Networks

Session C: Messaging and Call Completion Strategies

- 11.45 - Successful Automated Voicemail to Text service — K. Bruce, Cincinnati Bell Wireless
- 12.15 - Lunch



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Agenda cont.

Session C: Messaging and Call Completion Strategies (Cont'd)

13.30 - Messaging Services Strategy in TMN — Paulo Simoes, TMN

14.00 - Voice Messaging and IP Connect — Ronald Gruia, Frost & Sullivan

14.30 - Voice 2 Text Call Completion in Spain — Mauricio Aranguren, Vodafone Spain

15.00 Coffee break in the showroom

sponsored by Voxbone

Session D: Innovation and New Trends

15.30 - Convergence of Voice and Web 2.0 — Tanveer Sharif, Vopium

16.00 - The VMA Innovation Contest for start-up companies

- Demo of the solutions and services by the various contestants
- Vote by the conference attendees for the most interesting innovation

17.00 - Modern Voice User Interface Strategies — Voice and Vision + Discussion Panel

18.15 End of presentations and visit of the showroom

19.15 Dinner & Networking — including the Innovation Award ceremony

Friday 8th October

9.00 - Presentation from the Innovation Award winning company

Session E: No matter what they say, it's all about usability!

9.30 - Location Aware Apps. Enhancements or Privacy Breach? — Ed Parsons, Google

10.00 - What you hear is what you get — VMA Working Group

10.30 - Coffee break in the showroom

sponsored by Voxbone

11.00 - A Service to Save Lives — Luis Almansa, Telefonica Spain

11.30 - Analysing the Apple Phenomenon — Andy Wilkins, Strategyn UK

12.00 - Closing remarks — End of the conference

12.15 - Lunch