



HOSTED BY



swisscom

CONFERENCE 2009

Zurich, 14th - 16th October

Agenda

Wednesday 14th October

12:00	Lunch with all present participants - sponsored by Unisys
14:00	Conference Starts
	Welcome from Klaus Dieter Liedtke — VMA Chairman
	Keynote presentation — Bruno Messmer, Swisscom
Session A	Messaging and Call Completion strategies
	<ul style="list-style-type: none">• Visual Voicemail – TMN Portugal• Swisscom's vision: new messaging strategies – Swisscom• Coffee break sponsored by Convergys• Visual Voicemail in Wireline IP world – Deutsche Telekom• Successful Call Completion deployment – Telefonica O2 CZ
	Boat cruise and Aperitif sponsored by Unisys Dinner – Invitation from our host: Swisscom

Thursday 15th October

9:00	Keynote opening of the day
Session B	New trends in Call Centre and CRM
	<ul style="list-style-type: none">• UNITEL Angola IVR Case study – muTell• Latest CRM trends and Challenges – Telefonica• Hosted Business Services for Enterprise - PhoneControl• Coffee break sponsored by Convergys• Striving for Brilliance in Customer Care – Orange UK• Audiovisual interaction in customer service – T-Labs



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Agenda Preview

Thursday 15th October cont'd

12:15

Lunch *sponsored by HP*

Session C

New business rules and Revenue stream opportunities

- Mobile Marketing: Brands & Telcos together – Y6Media
- Driving revenue through better usability – Telefonica
- Web conferencing replacing meetings
- **Coffee break sponsored by Convergys**

Session D

Innovation

- The VMA Innovation contest
- Presentation of the Medical initiative
- Round table with initiative participants

Dinner – Including Innovation Award ceremony

Friday 16th October; until Lunch

9:00

Presentation from the Innovation Award winning company

Session E

Where are the growth opportunities ?

- Mobile Advertising Market analysis – Search Groove
- Mobile Commerce opportunity – FirstPartner
- **Coffee break sponsored by Convergys**
- Mobile Broadband in US market – McIlvane Partners
- European Mobile Broadband market – Strategyn

12:00

Lunch *sponsored by Unisys*