



# CONFERENCE 2009

HOSTED BY



swisscom

Zurich, 14<sup>th</sup> - 16<sup>th</sup> October

## Conference Announcement

### Join us in Zurich in October for our 34th conference



Hosted by Swisscom in the wonderful city of Zurich, our conference will start on Wednesday after noon. However, participants are welcome to join us for lunch just before the official conference kick-off.

The participants of our 2 day Event will consist of global representation from operators and service providers who come and share their experience with the audience. This year will also feature initiatives around innovation as well as several discussions around alternative business models and telecoms' business recovering from economic downturn.

#### Highlights covered in the agenda this year:

- New trends in CRM
- Call completion and call substitution strategies
- New business rules and sources of revenue for operators and service providers

#### Key figures from 2008 conference:

Hosted by Telefonica-O2 in Prague

112 participants



■ Operators ■ Vendors ■ Consultants

*Telefonica*

O<sub>2</sub>

Discover the detailed  
Agenda and register  
online at:

[www.thevma.com](http://www.thevma.com)



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