



VMA 2010 Conference Announcement

Hosted by

6th – 8th October 2010
Lisbon, Portugal



Join us in Lisbon in October for our 35th conference

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

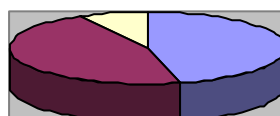
The participants of our 2 day Event will consist of global representation from operators and service providers who come and share their experience with the audience. This year will also feature initiatives around innovation as well as several discussions around alternative business models and new trends in the space of messaging, call centres and CRM.

Highlights covered in the agenda this year:

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

Key figures from 2009 conference :

Hosted in
Zurich by



92 participants

■ Operators ■ Vendors ■ Consultants

**Discover the detailed
Agenda and register
online at**

www.TheVMA.com

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