

MARKETING AND RISK: FRIENDS OR FOES?

NEW STRATEGIES FOR GROWING IN THE NEW REALITY

International Telecom and
Multimedia Forum 2010

10 & 11 June, Portorož - Slovenia



Join the 5th International Telecom & Multimedia Forum

Taking place in Portorož (Slovenia) on
Thursday 10 & Friday 11 June 2010.



EVENT OVERVIEW

Telecom industry trends for 2010 show clear signs that the coming year may well be the most transformational and revolutionary in recent years. It is believed that the economy is recovering and this will give telecoms and media players at least a slow revenue growth next year. However, the dominance of the Internet as well as the transition from hardware to software and services, mean that the landscape is becoming increasingly competitive. Companies will need to shift their strategies and implement cost-cutting measures to survive these new market dynamics.

Marketing and Risk: friends or foes?

Join us at the 5th edition of the International Telecom & Multimedia Forum 2010, the established annual event for Credit Risk professionals from Telecommunication & Multimedia sectors.

This year's event theme focuses on **"Marketing and Risk: friends or foes? New strategies for growing in the new reality"**. The two-day agenda will illustrate the **market trends, future challenges and solutions** that will help companies beat the competition after the current financial crisis.

Get valuable Insight

Join us at the 5th International Telecom & Multimedia Forum to get the opportunity to gather valuable insight on how to:

- face today's market challenges
- reduce risk and grow your business in the current situation
- adopt the right strategies and tools throughout every step of the customer life cycle



Debate, Discuss and Explore

The event brings together global leaders of the telecommunication arena to debate, discuss and explore areas essential to Risk Management in the Telecom & Multimedia industry.

The 2010 Forum promises to be the most influential out of the International Telecom & Multimedia Forums to date, featuring:

- experts in Telecoms and Multimedia from more than **15 countries** and **40 thought leader companies**
- presentations from experts of the Telecommunication & Multimedia arena, focusing on the topics of:
 - **Risk Management**
 - **Debt - Management**
 - **Fraud Prevention**
 - **Customer Relationship & Value Management**
- several **case studies, workshops** and **parallel interactive sessions** from a number of international market players
- **panel discussion on Mobile Banking**, where institutional representatives & operators will share their knowledge with the audience
- an outstanding location in the **Kempinsky Portorož Palace**, Portorož - Slovenia
- **networking** with Experian experts, client speakers and global senior level executives from the Telecom & Multimedia arena



Agenda

Thursday 10 June

09.30	Introduction from Chairman Tim Barber - Director of Telecoms Market EMEA, Experian		
09.45	General View of the Global Economy, Impacts on the Telco Industry William Thomson - Director of Economics, Experian		
10.15	Customer Value Management: Trends in managing the customer experience & multi-channel strategies applied Lisa Modisette - Vice President - Strategy Consulting, Amdocs Consulting (US)		
10.45	Digital Advertising Services: How to monetise your customer data Alex Kuhnel - Product & Delivery Director, Experian Digital Advertising Services		
11.15	Coffee Break & Innovation Centre		
11.45	COLLECTION Use of pre-delinquency and collections actions to gain pole position Veran Kathan - Credit & Risk Managing Executive, Vodacom (South Africa) and Phil Watson, Principal Consultant GCT, Experian	CUSTOMER RELATIONSHIP MANAGEMENT Customer Segmentation For Cross-Up Selling: <ul style="list-style-type: none"> • Data Intelligence • Key to the Data descriptions • Consumer Demographics, behavioural and Lifestyle • Case studies Manuel E. Esteban, Global Strategic Client Director, Experian	FRAUD PREVENTION Effective Application Fraud Prevention through ID&V, Application Anomaly Detection & Fraud Strategy Liam Rawsthorne, Senior Fraud Solutions Consultant, Experian and Chris Adams, Head of Credit & Fraud Risk, H3G Ireland
12.45	Lunch - Innovation Centre		
14.00	COLLECTION Use of pre-delinquency and collections actions to gain pole position Veran Kathan - Credit & Risk Managing Executive, Vodacom (South Africa) and Phil Watson, Principal Consultant GCT, Experian		FRAUD PREVENTION Effective Application Fraud Prevention through ID&V, Application Anomaly Detection & Fraud Strategy Liam Rawsthorne, Senior Fraud Solutions Consultant, Experian and Chris Adams, Head of Credit & Fraud Risk, H3G Ireland
15.00	How you can build a Customer Centric and Risk Based Revenue Management Department Abdullah Sevimli - Director of the revenue management department, Turk Telecom (Turkey)		
15.30	Mobile Virtual Network Customer Management: Challenges and Opportunities Kevin Stanfield - Head of Professional Services, Martin Dawes Systems (UK)		
16.00	Q & A		
16.15	Conclusions & wrap-up Tim Barber - Director of Telecoms Market EMEA, Experian		
16.30	INNOVATION CENTRE <ul style="list-style-type: none"> • Origination • Collection • Marketing Services • Optimization • Fraud 		

Agenda

Friday 11 June

09.00	Opening Remarks Tim Barber - Director of Telecoms Market EMEA, Experian
09.30	How to create new business models and cases to earn money with interactive mobile solutions Michael Boevink - Director, Telecoi BV (The Netherlands)
10.00	CASE STUDY: Credit verification experience, British Telecom Italy Ortenzio Bibbò - Credit & Risk Manager, British Telecom (Italy)
10.30	CASE STUDY: Evolution of the Fraud Department into Customer Protection Dave Wilson - Fraud Investigator, Hutchison 3G (UK)
11.00	Coffee Break & Innovation Centre
11.30	CASE STUDY: Increased flexibility in the client acquisition stage Neil Harvey - Head of UK Credit Risk, Telefonica O2 (UK)
12.00	CASE STUDY: How to move from mobile to total telco industry, focusing on the competitive intelligence market (TITLETBC) Francisco Javier Azores Bustarviejo - Competitive Intelligence Manager, Vodafone Spain (Spain)
12.30	The Evolution of Mobile Payment in Europe: Opportunities & Challenges Morten Kamper - The European E-commerce and Mail Order Trade Association
13.00	Q & A
13.15	Conclusion & Wrap-up Tim Barber - Director of Telecoms Market EMEA, Experian
13.30	Lunch - End of the day

Venue

The Experian International Telecom Forum 2010 takes place at the Kempinski Portorož Palace, which is the most wonderful and elegant 5-star hotel situated at Portorož, Slovenia (20 minutes from Trieste, Italy). Palace Hotel Portorož on the central strip of Portorož, is a luxury hotel property famous for its historical heritage as well as for its refined modern hospitality. The two hotel buildings (historical wing and modern wing) are oriented in an east-west direction and are overlooking the bay of Piran.



GETTING THERE

The hotel is situated at the very centre of Portorož. It is a well-known resort, famous for its mild Mediterranean climate and more than hundred years of SPA tradition. Close to Portorož, lies Piran, one of the jewels in the crown of Venetian towns in Istria.

Kempinski Palace Portorož

Hotel Address & Contact details:

Obala 45, 6320, Portorož, Slovenia

Tel +386 5692 7000, Fax +386 5692 7950

www.kempinski.com/en/portoroz/

Closest airports to Portorož

- From Trieste Airport (40 min)
- From Pula Airport (50 min)
- From Ljubljana Airport (60 min)

- From Venice Airport (120 min)
- From Portorož Marina (3 min)
- From Piran Marina (3 min)

Further information on Portorož, Slovenia

Portorož - the "Port of Roses" - has attracted people with its therapeutic baths and spas throughout the ages.

Portorož is one of the best-known tourist destinations in Slovenia and one of the most important tourist centres on the Slovene coast. It is



well known for its fragrant roses, the harbour, its salt pans, for the mild climate, the surrounding hills and its friendly, outgoing people.

Today, Portorož is recognized as a cosmopolitan tourist centre on the northern Adriatic coast, offering the best in catering, hotel trade and culture and boasting one of the most beautiful and modern marinas in the Adriatic, an airport and casinos.

Transport to/from the airport

Please note that a shuttle bus service is provided from the airport to the resort. Please make sure you indicate in the registration form (under the section conference booking) your flight details in order to arrange the transfers.



Booking



CONFERENCE BOOKING

Attendance to the International Telecom Forum 2010 is by invitation only. Attendance is free of charge, but places are limited and will be allocated on a 'first come, first served' basis.

If you are interested in attending the International Telecom & Multimedia Forum 2010 and have not received an invitation, please contact your local Experian account manager.

Register to the Telecom & Multimedia Forum 2010

To register for the International Telecom & Multimedia Forum 2010, please complete the [online registration form](#). In case you have any problems registering, please contact: heidi.fabricius.olsen@experian.com.

Confirmation details will be sent when we have received your registration form.

All delegates will be invited to an outstanding Dinner on Thursday 10 June evening, plus a buffet lunch and refreshments on both days.

Travelling with partner

If you register a partner to join you at the event, we have organized parallel activities. Your partner will have the opportunity to enjoy a two-day guided tour. Participation in the guided tours is free of charge with compliments of Experian.

ACCOMODATION BOOKING

Attendance to the International Telecom & Multimedia Forum 2010 is free of charge. Travel and accommodation costs are at the participants' expenses.

Book your accomodation

To book your accomodation at the Kempinski Palace Portorož, please send an email to: Ms Sasha Stanko, reservations.portoroz@kempinski.com and indicate on the title of the email "Accommodation Booking: Experian International Telecom & Multimedia Forum 2010". Please indicate in the email the type of room and the dates.

Room rates

OCCUPANCY	SUPERIOR ROOM	DELUXE ROOM
Single - Park view	155,00 Euro	--
Double - Park view	205,00 Euro	--
Single - Sea view	200,00 Euro	250,00 Euro
Double - Sea view	250,00 Euro	300,00 Euro

The above mentioned rates are per room per night and include lavish breakfast buffet, service charges and VAT. All the attendees staying at the Kempinsky Palace Portorož can also take advantage of the special rates during the following weekend.

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Visit the official website:
<http://www.experian.it/emea/telco-forum-2010-overview.html>



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