



The European Mobile Messaging Association

Has the pleasure of inviting you to attend the Industry's

**First Semi-Annual Conference and
Round Table Meeting, 2007**

*Putting the Customer First:
Getting More Value Out Of Established Relationships*

April 25-26, 2007

**HILTON HOTEL
Portomaso, St Julian's, Malta**





DAY 1, Wednesday, April 25, 2007

13:00 **Registration of the Delegates**

13:30 **Get-together Coffee**

14:00 **OPENING ADDRESS**

Derek Banner, Chairman, Jacques N. Couvas, President (Hon), EMMA

14:15 **Session 1**

CUSTOMER SATISFACTION IN MOBILE MESSAGING

KEY-NOTE ADDRESS: ANTOINE PORTELLI, CEO, TELEPAGE, MALTA

- **DIETMAR GOLLNICK, CEO, E*MESSAGE, GERMANY**
- **JOHAN AGREN, VP BUSINESS DEVELOPMENT, GENERIC MOBILE SYSTEMS, SWEDEN**
- **DAN KIELY, MANAGING DIRECTOR, VOXPRO, IRELAND**

15:30 **Session 2**

ORGANIZED VISIT TO MALTACOM AND TELEPAGE

CUSTOMER CALL CENTERS

17:30 **END OF DAY 1**

19:00 **Social Event**

20:00 **Gala Dinner**





DAY 2, Thursday, April 26, 2007

09:00

Session 3

CUSTOMER-FOCUSED PRODUCTS AND SOLUTIONS

- **BOB MORRIS, MANAGING DIRECTOR, COMPULOGIC, UK**
- **KEN KNAPP, PRESIDENT, ISC, USA**
- **ROY CHANDLER, BDM, INFOSTREAM, AUSTRALIA**
- **JIM NELSON, PRESIDENT, PRISM PAGING, USA**

10:30

Coffee Break

10:45

Session 4

CUSTOMER-TRIGGERED CHALLENGES AND OPPORTUNITIES FOR PAGING NETWORK OPERATORS AND MVNOs

- **ADRIAN GRILLI, MANAGING DIRECTOR, JOINT RADIO COUNCIL, UK**
- **PAUL FITZGERALD, MANAGING DIRECTOR, PARKMAGIC, IRELAND**
- **RUUD VELTENAAR, CEO, PARK MOBILE, THE NETHERLANDS**
- **BRIAN HICK, MANAGING DIRECTOR, DIGICALL, SWITZERLAND**

12:30

Lunch

14:00

INDUSTRY ROUND TABLE DISCUSSION

IN SEARCH OF CUSTOMER-FOCUSED STRATEGIES

MODERATOR: VIC JENSEN, CEO, UNICATION, USA

16:00

END OF CONFERENCE



REGISTRATION TERMS AND CONDITIONS

Registration Fee:

The attendance fee is Euro 99 per delegate. The fee includes access to all sessions, soft drinks during the sessions, coffee breaks, plus: Organized visit to Maltacom/SkyTel, Social event and Gala Dinner on Day 1; lunch on Day 2; and copies of the presentations in electronic format distributed after the conference.

Registration Form:

Please fill the attached registration form and e-mail it to admin@emma-info.com as soon as possible to enable the Secretariat run logistics smoothly.



Hotel Reservations:

You will receive information about hotel accommodation together with the confirmation of your registration to the conference. The EMMA special rate for this event in Deluxe rooms at the **Malta Hilton** is Lm 66 per night (approx. €150/UK£ 103) for Single occupancy, inclusive of service, VAT and full buffet breakfast. We have negotiated a special rate also for Double occupancy at Lm. 88 per night, inclusive of the referenced services. Malta has plenty of cultural events and opportunities for one-day historical visits and excursions on the main island or the other islands of the Maltese archipelago – Gozo and Comino -- in April, therefore we wish to encourage delegates bring their companion or family. Depending upon spouse attendance, EMMA reserves the option to organize a Spouses' Activities program.

Cancellation Policy

In case of impediment to attend after registration, you may be replaced by another member of your company without penalty.

Cancellations received at the Secretariat up to April 5 will result in a charge of Euro 25 per person.

Cancellations received at the Secretariat on or after April 6, and no-show, will give no right to refund, as EMMA is liable to the hotel for the number of delegates confirmed three weeks before the event.

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