



The European Mobile Messaging Association

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

**First Semi-Annual Conference and
Round Table Meeting, 2008**

*Ring the Bell for
Critical Messaging*



April 23 – 25, 2008

BLUE PALACE HOTEL
Elounda, Crete



THE LUXURY COLLECTION®





DAY 1, Wednesday, April 23, 2008

13:00 Registration

13:30 Get-together Coffee

14:00 OPENING ADDRESS

14:05 Session 1

REVIEW OF THE INDUSTRY

- Derek Banner, EMMA

14:30 Session 2

COMPETING TECHNOLOGIES FOR CRITICAL MESSAGING:

- Ron Wray, Multitone
- Benny Somech, Onset Technology

15:30 TOUR OF HERAKLION (Optional)

20:00 Group Dinner at Aghios Nikolaos (Optional)





DAY 2, Thursday, April 24. 2008

09:00

Session 3

THE MARKET FOR CRITICAL MESSAGING?

- Norbert Sells, e*Message
- Kirk Alland, Unication
- Johan Agren, Generic Mobile Systems

10:30

Coffee Break

10:45

Session 4

EARLY WARNING—HOW CAN THE INDUSTRY BENEFIT ?

- **GUEST SPEAKER: Dr. Sotiriou**, University of Athens
The Mediterranean Tsunami and the Destruction of the Minoan Civilization
- **Debate and Brainstorming:**
Lessons and Ideas for Early Warning Technologies and Applications
Moderators: **Dr. Sotiriou** and **Jacques N. Couvas**

12:30

Lunch

14:00

ORGANIZED VISIT OF THE ISLAND



20:00

Gala Dinner at a Typical Cretan Restaurant, at Aghia Pelaghia





Day 3, Friday, April 25, 2008

- 09:00** **Session 6**
HOW CAN WE TAP THE CRITICAL MESSAGING MARKET?
- Chris Jones, PageOne
 - Michael Lyons, Indiana Paging
- 10:15** **Coffee Break**
- 10:30** **Session 7**
HOW CAN WE TAP THE CRITICAL MESSAGING MARKET? (Cont'd)
- Manolis Stratakis, FORTHNet
 - Jacques N. Couvas, EMMA
 - Brian Hick, Digicall
- 12:30** **Lunch**
- 14:00** **Session 8**
ROUND TABLE MEETING: NEW INITIATIVES
- 15:00** **END OF CONFERENCE**



OPTIONAL PROGRAM

The EMMA Conference falls in the Holy Week of the Greek Orthodox Easter period. Easter is the most important Greek holiday and it is full of tradition, emotion, folklore and color. Why not take advantage to join the celebrations and have a memorable time? Your spouse and family could also benefit, thanks to special rates negotiated with the Blue Palace Hotel.

For those who decide to stay for the Easter weekend, we have some suggestions – see below. Depending on the number of delegates, and spouses/families, as applicable, we can organize the necessary transportation and entertainment.

Friday, April 25

Evening:

Participation to the Procession of the Crucifix at a typical church in Heraklion.

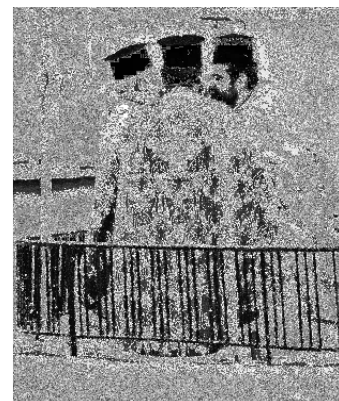
Dinner at a fish restaurant – special dishes served on Holy Friday.



Saturday, April 26

Day: Free. Recommended to visit the Archeological Museum of Heraklion. More recommendations will follow in updates of this program.

Late evening: Attendance to the Resurrection mass and celebrations at a typical church in Heraklion. Dinner at a restaurant with Cretan cuisine – special dishes served on Resurrection night.



Sunday, April 27:

Lunch at a seaside restaurant. Lamb on the skewers and other typical Easter dishes.



REGISTRATION TERMS AND CONDITIONS

Registration Fee:

The attendance fee is as follows:

EMMA Members, whose membership is paid for 2008:
Euro 150 per delegate.

Non-members:
Euro 1,500 per company. Several delegates from the same company may attend for no additional charge.

The attendance fee includes access to all sessions, soft drinks during the sessions, coffee breaks, plus:
Organized visits in the island of Crete and dinner, sponsored by ForthNet; lunch on Days 2 and 3; 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 the EMMA Secretariat,
events.emma@gmail.com as soon as possible to enable us 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 Superior Bangalows with Sea-view at the **Blue Palace Hotel (a property of the Starwood Luxury Collection)** is **€ 180** for Single occupancy (€218 for double occupancy), inclusive of service, VAT and full buffet breakfast.

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 March 23 will result in a charge of Euro 25 per person.

Cancellations received at the Secretariat on or after April 1st, 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.

08-04-2008

Copyright © 2007-2008 by Couvas Associates (www.couvas-associates.com)
Credit form photography: various artists, list on request