

Enhancing Innovations in Sales and Marketing in Telecom

Amsterdam

17th & 18th May 2006

This Forum is designed to offer new perspectives on key issues that telecom landscape is facing.

Interactive Discussion Forum will bring together senior executives, innovators of cutting-edge approaches, industry experts for outstanding debates, interactive discussions and excellent networking opportunities.

Are you ready for challenges in sales/marketing of 2006-2010?

With kind participation of distinguished speakers and discussion panellists:

Ms. Julie Woods-Moss
Vice President, Marketing
BT, UK

- Creating a meaningful brand proposition for the Digital Networked Economy. Developing the brand model to engage global customers.

Mr. Wiebe Nauta MBA
Head of Service Assurance Benelux & Nordics
BT, The Netherlands

- Innovation in Customer Service in BT Global Services. Customer satisfaction for Customer Care Management Centres.

Dr. Eduard Van Kleef
Senior Strategy Development Manager
Deutsche Telekom, Germany

- Trends and developments in VoIP. What customers expect from new technologies/services? Finding the real customer wants and needs.

Mr. Mohsen Hamoudia
Head of Strategic Marketing
France Telecom, France

- Trends in attitudes and behaviors of customers for ICT Outsourcing services. Enhancing services and offerings.

Mr. Dmitry Morozov
Head of Marketing Analysis
JSC VimpelCom (Beeline), Russia

Mr. James W. Adams
European Sales Director
Sprint International, Germany

- Building relationship with customers: useful learnings from customer acquisition and retention models. Global customer management program.

Dr. Evangelos Xevelonakis
Managing Director
Swiss Valuenet, Switzerland, Former Head of Strategic CRM, Swisscom

- Developing customer strategies based on customer profitability. Developing effective customer retention strategies.

Mr. Josef Trimmel
Managing Director Wholesales
Telekom Austria AG, Austria

- Innovation versus complexity: what is too much of a good thing? Common pitfalls in innovation - more complex company's operations, shrinking margins and little added value.

Ms. Luciana Galluzzi
Process HQ Vice President
Telecom Italia Mobile Spa, Italy

- Using integrated fixed-mobile convergence services to cater for small and medium enterprise customers. Understanding different approaches to segmentation and retention.

Mr. Lucio Golinelli (to be confirmed)
Consumer Sales Director
Telecom Italia Mobile Spa, Italy

Mr. Piotr Muszynski
Sales & Service Division Director
Telekomunikacja Polska, S.A, Poland

- Transition from incumbent operator to most favoured telco partner. Changes driven by technology, processes and people.

Mr. Kelly Odell (to be confirmed)
Senior Vice President Group Marketing
TeliaSonera, Sweden

Mr. Till Kaestner
Head of eSales & Telesales Channels
T-Mobile International, Germany

- Understanding how customer advocacy through consistent CLM will drive financial success for Telcos.

Mr. Leon Toet
Manager Customer Development
T-Mobile, The Netherlands

- How to become 'Top of Heart' instead of 'Top of Mind'. What does T-Mobile have to do to gain the emotional preference of the customer?

Dr. Ulrich H. Heider
Senior Marketing Manager Prepaid
MCR Customer Base Marketing
Vodafone D2 GmbH, Germany

- Developing strong relationship with prepaid customers to built loyalty and increase retention for both 2G and 3G.

Dr. Stefan Schwarz
Customer Relation Strategy
Vodafone Group, UK

- Loyalty - what can we learn from telco customers? DOs and DON'Ts for loyalty programmes.

Who should attend: Vice Presidents of Marketing / Sales/ Strategy / Innovations; General Managers; Heads of Marketing / Sales/ CRM; Business Unit Heads, Directors & Managers involved in the areas of: Sales; Marketing; Innovation; Strategy; CRM; Customer Care; Loyalty Programs...



NETWORKING OPPORTUNITIES



INTERACTIVE DISCUSSION SESSIONS



BENCHMARKING



ESTABLISH BUSINESS CONTACTS

Enhancing Innovations in Sales and Marketing in Telecom

Day 1, May 17

8:30 Registration and Coffee

9:00 Opening remarks from the Chair

TRENDS IN ATTITUDES AND BEHAVIOURS OF CUSTOMERS.
INCREASING CUSTOMER LOYALTY.

9:10 Creating A Meaningful Brand Proposition For The Digital Networked Economy.

- BT's business imperatives for the 21st century.
- Understanding the needs of our Global customer in the Digital Networked Economy.
- Aligning resources to the needs of our customers.
- Developing the brand model to engage our global Customers.
- Communicating the brand.
- Living the brand.

Ms. Julie Woods-Moss

Vice President Marketing
BT, UK

9:55 Loyalty - What Can We Learn From Telco Customers?

- What do customers think of loyalty?
- The effect of retention?
- Essentials of loyalty initiatives.
- DOs and DON'Ts for Loyalty Programmes.

Dr. Stefan Schwarz

Customer Relation Strategy
Vodafone Group, UK

10:40 Morning Coffee and Networking

INNOVATIONS IN CUSTOMER MANAGEMENT.

11:10 Using Integrated Fixed-Mobile Convergence Services to Cater for Small and Medium Enterprise Customers.

- Understanding the different approaches to segmentation and retention within a converged Telecom environment.
- Using convergent Telecom services to build long-lasting customer loyalty:
 - fixed-mobile convergence services.
 - triple play and broadband mobile services.
- Discussing ROI strategies for loyalty programmes within a convergent Telecoms environment

Ms. Luciana Galluzzi

Process HQ Vice President,
Telecom Italia Mobile Spa, Italy

11:55 Trends In Attitudes And Behaviours of Customers For ICT Outsourcing Services.

- Analysis of customer future expectations and needs: surveys, relationship, ...
- Improving the customer services.
- Enhancing services and offerings.
- Increasing customer loyalty and garnering market share.

Mr. Mohsen Hamoudia

Head of Strategic Marketing
France Telecom, France

12:40 Interactive Panel Discussion

Suggested topics for discussion include:

- How to evaluate and refine loyalty programmes?
- Why is consumer-driven innovation critical today?

13:10 Luncheon

BUILDING RELATIONSHIP WITH CUSTOMERS.

14:00 Customer Journey Under Relationship Building Umbrella.

- Effectively exploiting the multi-dimensions of the customer segmentation.
- Locating geographic/socioeconomic/etnographic/service-related trends in order to increase individualized marketings.
- Drawing key findings from your customer analysis to formulate a powerful differentiated customer strategy.
- Creating clarity in your customer strategy within and beyond your organization.

Mr. Dmitry Morozov

Head of Marketing Analysis
JSC VimpelCom (Beeline), Russia

14:45 Building Relationship With Customers: Useful Learning From Customer Acquisition and Retention Models.

Historical perspective: Sprint \$9B Internal Merger in 2004

- Part of after effects of Global One breakup.
 - Move from product to customer focus.
 - Opportunity for changing customer relationship model.
- Solution: Global Customer Management Program.

- Fixed the compensation issue.
- Enabled international customer teaming.
- Named list approach.
- Global list specials.

Success: The results.

- Overcoming scepticism.
- Acceptance.
- Endorsement.
- Results by the numbers.
- Results from the customers.

Opportunity to leverage: Nextel Merger 2005.

- Renewed focus required.
- New opportunity to use a different way.
- US national teaming.

Mr. James W. Adams

European Sales Director
Sprint International, Germany

15:30 Afternoon Coffee and Networking

16:00 Innovation Versus Complexity: What Is Too Much Of Good Thing?

- Innovative approaches to product innovations - back to basis.
- Changing needs of customer - what do they really expect?
- Common pitfalls in innovation - more complex company's operations, shrinking margins and little added value.
- How to identify the innovation fulcrum?
- Successful streamlining - which products, which lines, what segments and what order?
- Useful learnings from the past.

Mr. Josef Trimmel

Managing Director Wholesales
Telekom Austria AG, Austria

16:45 Understanding How Customer Advocacy Through Consistent CLM Will Drive Financial Success for Telcos.

- From churn-prevention models and CRM platforms to a life-cycle based customer management.
- Business cases for CLM/CRM or investment in customer satisfaction and advocacy.
- Success factors for CLM projects and the role of eChannels.

Mr. Till Kaestner

Head of eSales & Telesales Channels
T-Mobile International, Germany

17:15 Interactive Panel Discussion

Suggested topics for discussion include:

- Innovative ideas for improved customer service.
- Analysis of customer future wants and needs.
- Evaluating customer satisfaction and how it can be improved.
- How to identify prepaid customers with targeted loyalty programmes?

18:00 Closing Remarks From The Chair

18:10 COCKTAIL RECEPTION

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Day 2, May 18

8:30 Registration and Coffee

ENHANCING EFFICIENCY AND EFFECTIVENESS.

9:00 Developing Customer Strategies Based on Customer Profitability.

Developing Effective Customer Retention Strategies.

- Analyze internal and external data.
- Build appropriate customer cluster.
- Identify the real customer value.
- Identify the propensities to churn and to accept.
- Create a customer portfolio.
- Evaluate a customer strategy.
- Design and carry out profitable campaigns.

Dr. Evangelos Xvelonakis

Managing Director
Swiss Valuenet, Switzerland
Former Head of CRM
Swisscom

9:45 Developing Strong Relationship With Prepaid Customers to Build Loyalty And Increase Retention For Both 2G And 3G.

- Determining how to segment the prepaid customer base and which segments to target with retention strategies.
- Examining the importance of communicating to develop effective relationships with your pre-paid customers.
- Determining the specific challenges of building relationships with 3G prepaid customers to ensure long term loyalty.

Dr. Ulrich H. Heider

Senior Marketing Manager Prepaid
MCR Customer Base Marketing
Vodafone D2 GmbH, Germany

10:30 Morning Coffee and Networking

11:00 Innovation in Customer Service in BT Global Services.

Mr. Wiebe Nauta MBA

Head of Service Assurance Benelux & Nordics
BT, The Netherlands

11:45 How to Become `Top of Heart` Instead of `Top of Mind`?

- What does T-Mobile Netherlands have to do to gain the emotional preference of the customer?
- What are different levels of customer satisfaction?
- How do you create brand champions?
- What are the prerequisites for loyalty activities?
- How do you measure the effects of loyalty activities?

Mr. Leon Toet

Manager Customer Development
T-Mobile, The Netherlands

12:30 Interactive Panel Discussion.

Suggested topics for discussion include:

- How can companies transition from a top-down to bottom line innovation model?
- Enhancing service without increasing costs.

13:00 Luncheon

14:00 Trends And Developments in VoIP. What Do Customers Actually Expect From New Technologies/Services?

- The IP revolution in residential telecoms.
- The role of VoIP.
- Finding the real customer wants and needs.

Dr. Eduard Van Kleef

Senior Strategy Development Manager
Deutsche Telekom, Germany

14:45 Transition From Incumbent Operator To Most Favoured Telco Partner.

- Silo-based bureaucracy
- Change driven by technology.
- Change driven by processes.
- Change driven by people.
- Strategy of an integrated distributor.

Mr. Piotr Muszynski

Sales & Service Division Director
Telekomunikacja Polska S.A, Poland

15:30 Afternoon Coffee and Networking

Interactive Panel Discussion.

Suggested topics for discussion include:

- Harnessing the power of integrated marketing.
- Challenges of aligning, motivating and compensating sales channels.
- Strategies and tools to aid market mix planning and measurements.
- How to effectively set churn targets?

16:00 Closing Remarks From The Chair