



**AUTELSI MEMBERS SPECIAL RATE OF €495**

**ECTA Spring Telecoms Industry Conference 2005**  
**18<sup>th</sup> – 20<sup>th</sup> April 2005, 'BARCELONA'**  
***Opens in 2 weeks time!***

**As a member of Autelsi you qualify for a discounted rate of €495 (normal price €1200) for ECTA's Spring Conference 2005.**

***Launching 3 interactive workshops on 18<sup>th</sup> April***

For the first time in 5 years, ECTA's Annual Spring Conference is returning to Barcelona after 3 successful years in Monte Carlo. The conference will be held in the 5\* Grand Marina Hotel, on the Barcelona waterfront. Not only is it in a great city at a beautiful time of year, but the agenda and speaker list are one of the strongest we have ever seen for this event.

**You can register on-line by at <http://www.ectaportal.com/AUT>**

*The theme of the event this year is "Driving Top Line Revenue Growth", an issue dear to the heart of everyone in the industry these days. We will be exploring this theme with 3 interactive workshops and 4 major blocks of content, as outlined below:*

**Workshops - 14.00 to 17.30 Monday 18<sup>th</sup> April**

- ***Workshop 1 – Sales Incentive Management.*** *Aligning revenue growth with profitability is critically important, and constructing the right sales incentive programme is a key element in achieving profitable performance. Ernst & Young recently concluded a major study of sales incentives in the telecoms sector, and this workshop, led by Partner Richard Ireland will explore the results of this study, highlighting the best ways to structure incentive plans, the benefits of getting them right and the potential consequences of having an incorrectly structured plan.*
- ***Workshop 2 – Spectrum Management Issues for Wimax and Wireless Local Loop.*** *As the scope for wireless data applications grows, effective management of spectrum is becoming increasingly important. Ofcom has already announced a commitment to spectrum trading, and many other European regulators are studying similar schemes. Squire, Saunders and Dempsey have considerable experience in spectrum management issues, and this workshop, led by Partner Tony Corel, will explore regulatory, legal, commercial and operational issues. Tony will be supported by Ken Pearson, Director of Quotient Associates, Graham Currier, Wireless Development Director PIPEX, Joaquin Osa, Subdirector General de Planificación y Gestión*

*del Espectro Spain, and Juan Jose Zubeldia consultant to SSD in Madrid.*

- **Workshop 3 – Commercial and Legal Issues to Consider in Building an MVNO.** *The explosive growth of mobile telephony over the past decade has created opportunities for companies without mobile networks to enter the market. The possession of a customer base and a recognized brand may not be enough to guarantee success however. Baker & McKenzie have worked on a number of high-profile MVNO deals in the United States and Europe recently (including Disney and General Motors/On Star), and have learned many of the potential pitfalls that await the unwary. This workshop, led by Rory Graham, Senior Partner, will review recent trends in the US and Europe, explore models for structuring deals and partnerships, pose the questions that operators should be asking themselves, and explore the role of the MVNE, the Network Enabler. Rory will be supported by Arun Dehiri formerly a senior consultant with Adventis and now a freelance consultant in the sector.*

Conference sponsors include:



## Conference – Tuesday 19<sup>th</sup> to Wednesday 20<sup>th</sup> April

### ***Will new Technologies Create new Revenue Opportunities?***

*Opening Address: Roger Wilson, Managing Director, ECTA*

*Keynote – Technology - Changing the Landscape  
Duncan Lewis, Senior Advisor, Carlyle Group*

*Will new Technologies Create new Revenue Opportunities?*

*Moderator – James Enck, Global Telecoms Strategist, Daiwa Institute of Research*

- *Attacking the SME market with new technology – Lucy Woods, CEO, Viatel*
- *Networks creating value: Experiences with our Customers – Paolo Campoli, Director of Solutions and Business Development EMEA, Cisco Systems*
- *Peer-to-peer voice in the enterprise market - Marc Gingras, Senior Vice President, Nimcat Networks*
- *Voice over IP – the Skype experience - Scott Bagby, Senior Vice President, Skype*
- *Voice over IP – the Scandinavian experience, Espen Fjogstad, CEO, Telio*
- *VDSL – a real competitor to cable operators? Roger Lynch, CEO, Video Networks Ltd*

### ***Adding Value by Delivering Content and Applications***

*Keynote – Building Global brand value - Content Requirements for the 21<sup>st</sup> Century*  
*Mark Young, President and CEO BBC, Worldwide*

*Adding Value by Delivering Content and Applications*

*Moderator – David Docherty, CEO, Yoo Media*

- *How to position yourself in the Value Chain for maximum effect - Chris Stanford-Beale, Principal Consultant, Analysys*
- *The critical role of Partnerships - Hubertus von Roenne, Vice President, Strategic Alliances, AOL Europe*
- *Delivering Content – an Italian Case Study – Paolo Agostinelli, Marketing Director, Fastweb*
- *Delivering Advanced Services – a Spanish Case study, Antonio Anguita, CEO, Wanadoo, Spain*
- *Adding Value by Delivering Content and Applications continued*
- *Football over DSL in the Netherlands – Senior Executive, Versatel*
- *Delivering Video over Powerlines – Spanish case study, Victor Dominguez, Founder Director DS2*

*Cocktail Reception in exhibition hall - Sponsored by Viatel*

**Wednesday 20<sup>th</sup> April**

### ***The Challenges of Creating Value from Mobility and Convergence***

*WiTT (Women in Telecoms & Technology) Breakfast Meeting*

*Keynote - The Service Provider Journey to a 21st Century Network*

*Enrico Deluchi, Managing Director Service Provider EMEA, Cisco Systems*

- *The Challenges of Creating Value from Mobility and Convergence*
- *Moderator – Richard Hooper, Deputy Chairman, OFCOM*
- *Creating compelling service portfolios to grow your customer base – Mark Gregory, Managing Director, Communication Advisory Services, Ernst & Young*
- *Leveraging fixed network assets to create mobile services - Andrew Szelke, General Manager EMEA, Bridgeport Networks*
- *Creating and sustaining MVNO partnerships (a case study) – Rory Graham, Senior Partner, Baker & McKenzie*
- *Can Alt Nets survive without a mobile offering? Building the business case for an MVNO – Tim Devine, Partner, PA Consulting*
- *Lessons learned from creating a convergent network - Giovanni Canepa, Director of fixed-mobile Convergence program, WIND*
- *Growing international mobile minutes through direct interconnection – Curt Hockmeier, CEO, Arbinet*

### ***International Opportunities to Drive Revenue Growth***

*Keynote – Building Global Partnerships*

*Sinclair Stockman, President, Technology & Operations, BT International*

*International Opportunities to Drive Revenue Growth*

*Moderator – Chris Godsmark, Director, Investec*

- *Supporting the Global Enterprise – William Priest, Global Head of Marketing, Equant*
- *China – the growth market of the 21<sup>st</sup> Century? – Senior Executive, China Unicom*
- *India – hotbed of innovation – Pundit Garg, Head of International Sales, Reliance Infocomm*
- *Building Regional Partnerships in Eastern Europe and Asia – Andrey Semin-Vadov, Senior Vice President, TransTelecom*

***For more information about the event:***

***<http://www.ectaportal.com/barcelona05>***

***Remember. Major discount available to Autelsi members***

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