



ASSOCIATION FOR INTERACTIVE MEDIA & ENTERTAINMENT

# AIME POWER 50 CONFERENCE & WORKSHOP

with networking opportunities

Cobham, Surrey – Thursday October 1<sup>st</sup> 2015

Sponsored by:



**vodafone**

- **Designed for senior managers from mobile & interactive media companies**
- **One day of informative presentations, deep market insights and intensive workshops and industry specialist speakers**
- **Learn about opportunities through e-money, digital ticketing, physical goods and professional services**
- **Understand the global picture on emerging payments, consumer trends and how other markets are developing**
- **Shape the industry's future and thus your own business**
- **Relax after the Conference with networking drinks**
- **Optional evening meal for further networking and debates. Optional overnight accommodation available**

## SENIOR MANAGERS AND STRATEGY MAKERS

As the senior member of your organisation, you are invited to join cohorts from other AIME member organisations for a day of informative presentations intensive workshop discussions, deep market insights and forward planning into the development and future of the UK Interactive Entertainment and Media Industry business.

This conference is dedicated to providing the intelligence to your organisation about the likely effects of the competing environments on your business growth, how opportunities can be created from changes to consumer behaviour particularly around digital products, opportunities from changes to European and UK regulations and how to manage and plan for these opportunities.

The conference will then discuss and plan how to shape the future and plan the ideal industry roadmap to maximise on new opportunities.

This conference is sponsored by **Vodafone** to enable relevant expertise and key speakers to provide valuable senior insight to conference delegates. Vodafone is demonstrating leadership in this area of their business by placing a high value on the development of opportunities presented through the most ubiquitous micro payment facility available to consumers.

Other UK mobile networks are also invited to participate in the Trade Association led debate.

Each of the sessions contains either presentations from professional industry experts in Legal, Business Development, Research, Emerging Payments, Digital Publishing and Advertising industries or will be facilitated by professionals.

### **Post Conference**

The conference and workshops will be completed with networking drinks followed by an optional evening meal. This will give delegates further opportunity to continue discussions with other delegates.

Optional overnight accommodation is also available.

The conference venue is close to Silvermere Golf Course to enable additional network or business development over a round of Golf the next day.

AIME executive will summarise the day's presentations and debates plus draft the industry development roadmap, which will then be shared amongst attendees.

**Attendance is highly recommended for your organisation to be able to take advantage of the significant benefits from this conference, workshop and post-workshop material.**

### **SPEAKER LINE UP**

AIME has secured an excellent group of professional presenters, knowledgeable in their subjects who are able to pass through the benefit of their expertise to AIME members.

**Dave Stephens from Vodafone**

**Nick Lane from MobileSquared**

**Anuj Khanna from Peak State Consulting**

**Tony Craddock from Emerging Payments Association**

**Steve Ricketts from ATAO**

**Nicholas Ralph from Dentons**

**John Pinchbeck from Ticketing Consultancy**

**Roy Vella from Vella Ventures**

## AGENDA

- **10:00 Registration**
- **10:15 Opening of Conference by David Stephens of Vodafone**
  - Expectations of the conference sessions and workshops
  - Positive look to the future
- **10:30 -12:30 Session 1 - Industry snapshot and current environment**

This session will include a working coffee break at 11:15 approx

**Speakers:**

  - Nick Lane from Mobile Squared – [Driving the PRS Market Forward](#)**
  - Anuj Khanna from Peak State Consulting – [Overview of Digital Payments Market](#)**
  - Tony Craddock from Emerging Payments Association – [The Future of Payments](#)**
  - Market Overview
  - Regulatory Overview
  - Products and Payments in other countries
  - Competing environments and emerging payments
- **Coffee break (working)**
- **12:30 – 13:30 Session 2 - Industry Growth**

This session will include discussion on legal & regulatory issues and opportunities, and you are encouraged to seek independent legal advice before proceeding with any potential opportunities identified.

**Speakers:**

  - Steve Ricketts from ATAO – [Emerging Technologies for Business](#)**
  - Nicholas Ralph from Dentons – [e-Commerce under PSD2](#)**
  - John Pinchbeck from Digital Consultancy – [Live Entertainment Impulse Purchasing](#)**
  - Emerging Technologies
  - eMoney on mobile
  - Micropayments to replace advertising on mobile devices
  - Opportunities in Tickets and Physical Services
- **13:30 - 14:30 Lunch and discuss morning sessions**
- **14:30 – 14:50 Session 3 – Industries for the Future**

**Speaker:**

  - Roy Vella from Vella Ventures – [Digital Wave, Everything has Changed](#)**
  - Creation of opportunities
  - Understanding the new digital landscape

- **14:50 – 16:50 Session 4 - Round table debate:**  
This session will be interactive and facilitated by **Roy Vella**
  - Short term opportunities – Low Hanging Fruit
  - Long term opportunities
  - Barriers to growth and methods to overcome
  - Principles based payment framework
  - How digital retailers view mobile
- **Coffee break**
- **17:05 – 17:45 Session 5 – Closing: Roadmap for the future**  
This session will be interactive and managed by Rory Maguire of AIME
  - Industry development Roadmap for the next three years.
  - **Summarise and collate day's findings and create a forward looking plan**
- **17:45 – 18:00**  
Closing comments from Dave Stephens from Vodafone and wrap up of the day.
- 18:00 – 19:30 Networking and Drinks
- 19:30 – 22:00 Dinner (optional)

Booking for this conference must close soon so do not miss your place at this forward looking event.

**You can book your place at this conference by completing the reservation [booking form](#) below and returning it to [power50@aimelink.org](mailto:power50@aimelink.org)**

RESERVATION FORM & DELEGATE RATE

Please complete the reservation below and return to [power50@aimelink.org](mailto:power50@aimelink.org) before the **25<sup>th</sup> September**

- Prices are per person and do not include VAT. AIME’s invoice to your company will include VAT.
- The evening meal will be a choice of a meat or vegetarian fixed menu and includes half bottle of wine.
- If you have any dietary requirements please let AIME know at the time of booking.
- Lunch, day refreshments and post conference networking drinks are included for conference delegates

Reservation for (name of Co):	Price per delegate ex VAT	Please reserve this number of places for my company
<b>Day Conference ticket</b> includes lunch, day refreshments and networking drinks at hotel bar	£ 120.00	
<b>OPTIONAL EXTRA: Evening Meal at hotel restaurant.</b> 3 course meal from pre-set menu with half a bottle of wine	£ 50.00	
<b>OPTIONAL EXTRA: Overnight Accommodation</b> inc. 3 course evening meal (as above), overnight accommodation at Hilton Cobham, full use of leisure facilities and breakfast	£ 130.00	

The name of the conference attendees:

Conference package chosen:

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By completing the above form I agree that I wish to reserve places at this conference and I/Company will be invoiced accordingly for this.

I understand that as AIME will be paying the venue in advance for conference, accommodation and meals, reserving the places in the form above will also mean that I agree on behalf of my company to be invoiced by AIME even if we subsequently cancel our reservation.

I understand that in the event of any cancellation, AIME will attempt to re-sell our place(s) to enable a refund, but cannot guarantee success.

Name:

Company:

Date:

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