

AIME POWER50 CONFERENCE & WORKSHOP

Speaker Content & Bios

Sponsored by:



CONFERENCE SPEAKERS AND PRESENTATIONS

David Stephens from Vodafone Sponsor and Keynote Speaker

Alex Haffner from Dentons Law Firm

Brexit means Brexit – but what does it mean for the Telecoms industry?

- *Where are we actually up to in the Brexit process?*
- *What happens next?*
- *How is BREXIT going to affect the Telecoms Industry?*
- *What should we be doing now to prepare?*

Emily Talbot from Deloitte

There's no place like phone – Consumer Behaviour report

Deloitte's annual Mobile Consumer Survey provides unique insight into the mobile behaviour of nearly 53,000 respondents across over 30 countries, with the sample for the UK covering 4,000 respondents. Deloitte will present key findings from the 2016 UK Edition which was launched in September, including:

- *Themes on the plateaux in device ownership,*
- *The state of the much-hyped virtual reality market, and*
- *Thought-provoking data around the Great British public's fondness for their smartphones.*

Helen Southgate from affilinet

Affiliate Marketing 101

According to the IAB OPM study in 2015 the affiliate industry drove £17.7 billion worth of sales for advertisers and grew by over nine per cent. But how can brands ensure their affiliate programme fully reaps the rewards of the channel? What are the challenges brands may encounter and how can you ensure you're making full use of opportunities in the space? Expect a practical and insightful session covering the following topics:

- *The role of content*
- *The role of discount*
- *Technology and innovation*
- *Changes in consumer behaviour*
- *Changes in digital marketing*

Dr Lucy Green from Larato

The buyer-supplier relationship with digitally promoted portfolios

How buyers buy has changed. This has fundamentally shifted the buyer-seller relationship. In this session, we will look at what's changed, why and how that impacts the digitally promoted portfolio. We'll compare buying cycles and sales cycles to understand important practicalities about:

- *Establishing the right buyer-seller relationship*
- *Managing the buying experience*
- *Enabling buyers to buy*

Mark Challinor from Media Futures

Creating a better experience (what's the Holy Grail for news companies?)

Mark will pinpoint what he believes is the Holy Grail and how we can all work together to drive future payments.

- *What will help them look to adopt mobile payments?*
- *Is this an area which has potential for them?*
- *As the industry becomes more complex (e.g. ad blockers, programmatic, commercialisation issues around new channels etc.) what are the opportunities for publishers in experimenting with new monetisation models? Indeed, what would consumers pay for in the future?*

Rob Malcolm from Mobile Ecosystem Forum/CLX Communications

Global insights into SMS, Chat Apps and Over the Top Messaging – Enterprise and Consumer Trends

In the summer of 2016, MEF in partnership with CLX Communications undertook a 9 country survey of more than 9000 consumers related to Enterprise to Consumer messaging with the specific objective of better understanding their preferences, adoption of emerging messaging technologies and the impact of fraud and spam.

Rob's talk will cover the following topics -

- *What is the status with 'Over the Top' messaging and which ones can Enterprises use now?*
- *How do messaging trends differ by country?*
- *What communications channels are trusted the most and preferred by consumers?*
- *How often do consumers receive spam and fraud and what do they do when they receive them?*
- *Predictions for the future of messaging and why Enterprises should care*

Lee Booth from Active Ticketing

Tickets and the end of touting

What are the challenges of ticketing?

Where are the opportunities for mobile, and what can the mobile industry do to help?

The growth in mobile ticketing is being driven by several key factors which will be discussed and analysed.

- *Security and the prevention of ticket fraud*
- *Challenges of secondary markets*
- *Improving consumers ticketing experience*
- *How MNOs can get involved with the new opportunities in mobile ticketing*

Richard Reeves from Association for Online Publishing

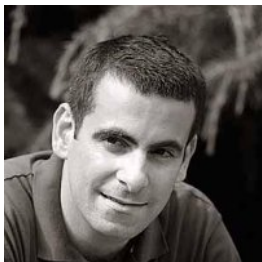
Future of Online Publishing

Richard will join us fresh from his conference *The AOP Digital Publishing Convention* where he will provide key insights from his event.

- *State of the Nation and the challenges that Publishers face*
- *Reduce your dependency on advertising – there is another way*
- *The business opportunities within the world of digital publishing*

SPEAKER BIOS

DAVID STEPHENS – HEAD OF B2B ENABLERS - VODAFONE



David Stephens is the Head of B2B Enablers at Vodafone UK, and is accountable for Vodafone's wholesale messaging and premium rate services. His accountability spans business development, sales, product, technology and compliance, and he has a demonstrable record of identifying and exploiting commercial B2B/B2C opportunities to drive financial growth and competitive advantage. He's adept at defining strategies which drive commercial and sales excellence. His responsibility also includes driving alignment for premium rate and non-geographic services across consumer and enterprise at Vodafone UK.

David has been a leader in the telecommunications sector for 20 years, at both network operators and handset manufacturers, and has experience in the consumer, small to medium enterprise, enterprise and large multi-national corporate sectors.

David spends any free time he has with his family and has a passion for Rugby, Golf, riding his motorbikes and renovating his Land rover Defender.

ALEX HAFFNER – MANAGING ASSOCIATE – DENTONS LAW FIRM



Alex is a Managing Associate at Dentons law firm, based in London. He specialises in commercial and regulatory matters affecting the mobile sector, having acted for many companies across the supply chain on their interaction with the regulatory authorities and on their day-day commercial agreements. Alex also has expertise in the evolution of financially regulated micropayment services, such as eMoney and Payment Services. His work has taken him to many different geographies, including Europe, Asia, Africa and North America.

Previously a regulatory adviser to the Mobile Entertainment Forum, Alex joined the board of AIME in 2014 and seeks to act as an independent voice, representing the whole industry as opposed to one particular interest group.

EMILY TALBOT – INSIGHT MANAGER - DELOITTE



Emily Talbot is an Insight Manager at Deloitte where she conducts research and analyses trends in the TMT (Technology, Media and Telecommunications) space.

Her responsibilities include publication of thought leadership reports such as the annual TMT Predictions series and project management of the Global Mobile Consumer Survey, a multi-country survey on the usage of mobile devices and trends.

Prior to this, she was a manager in Deloitte's audit practice specialising in the TMT sector.

HELEN SOUTHGATE – UK MANAGING DIRECTOR - AFFILINET



Helen Southgate is UK MD of affilinet. As well as managing the UK business, Helen also plays a key role internationally in the sharing of resource and knowledge across the wider affilinet team in seven locations.

Prior to affilinet Helen was at BSkyB for three and a half years, she started in Sept 2009 as Senior Online Marketing Manager for PPC and Affiliates before taking on the role of Online Marketing Controller for Strategy and Planning in January 2012.

Helen has worked in the online industry since 2002, with a solid background in online performance marketing working at affiliate networks Deal Group Media and Silvertap before joining Sky.

DR. LUCY GREEN – MANAGING DIRECTOR - LARATO



Dr Lucy Green is a business development specialist. She has a track record of helping businesses to develop their full potential as they juggle the many demands of today's tough marketplaces. Lucy's specialist insight has proved valuable to companies ranging from channel providers and resellers, to ambitious start-ups and successful enterprises. Larato has helped to create and secure over £300m of new business for its customers.

Turning opportunity into strategy is a major commitment. While working at NDS Lucy identified the need to introduce the first Microsoft Windows based broadcast control system. At ntl she helped to create Europe's largest IP communications network and to build the UK's most successful B2B Ethernet and IP VPN portfolio. These developments were instrumental in confirming ntl as a market leader and repositioning the company as a market innovator. In 2005 Lucy established her own company, Larato, to help technology companies to regenerate, align more closely with customers, gain a competitive edge and achieve transformative change.

For example, Lucy was instrumental in Star's elevation from ISP to leading cloud services provider and contributed directly to its sale to Claranet. Today, she leads Claranet's Customer Advisory Board. Lucy created and drove the business concept for Localstars which has since become a leader in automated advertising. Lucy also created the UK's first interactive sales playbook for Kcom; helped to strengthen the sale value of Jacobs Rimell to Amdocs; and recently developed Virgin Media Business' highly successful ultra-fast broadband propositions.

Outside of Larato, Lucy is a popular industry speaker and an energetic advocate of women in science and technology. As a member of the Worshipful Company of Information Technologists Lucy is a committed supporter of education experts' work to improve IT teaching in schools. Lucy holds a D.Phil in Particle Physics from Oxford University and a first class degree in Mathematics and Physics from the University of London.

MARK CHALLINOR – CEO – MEDIA FUTURES



Mark is CEO of Media Futures Ltd and has worked in the print and/or digital publishing world for over 20 years, holding senior commercial roles at key media companies. He now consults with publishing groups across the globe on the new “move to digital” environment (culture change, importance of mobile, data, content strategies etc).

Also, Global President of industry body, The International News Media Association (www.inma.org). The organisation networks latest trends and ideas via media groups globally. The organisation’s mantra is “Sharing Ideas, Inspiring Change” and key current focus is around the change to a digitally centred environment, with emphasis on how media is adapting to being more digital, more mobile.

Mark is former, Director of Mobile Platforms at The Daily/Sunday Telegraph in London where he was responsible for strategy/development on all digital:mobile and tablet offerings for one of the world’s major media brands. He previously held senior commercial roles at Trinity Mirror (Daily Mirror) and Associated Newspapers (Daily Mail).

Spent 5 years in the mobile consultancy arena...Mark’s clients came from a diverse field: Metallica music group, Showcase Cinemas, The American Marketing Association and media groups in Australia and India. (He is currently consulting with the main media publishers in Poland and Canada).

Mark also sits on the Code of Advertising Practice board (CAP) for the UK’s Advertising Standards Authority (ASA), deciding what is legal, decent, honest and truthful in high profile sales promotional / advertising campaigns.

Follow Mark on Twitter: @challinor

ROB MALCOLM – GLOBAL BOARD DIRECTOR & VP MARKETING & ONLINES SALES – MOBILE ECOSYSTEMS FORUM & CLX COMMUNICATIONS



Rob has held a variety of roles in mobile messaging industry throughout his career and has built a wealth of expertise in the technology and messaging sector.

As a board member for the MEF, Rob is highly active in shaping the industry and often contributes in blogging and speaking events on innovation in messaging; following 13 years with Mblox where positions ranged from sales and engineering, to Marketing and Cloud Services.

Rob now leads the Marketing function at CLX Communications one of the largest messaging companies globally as the VP of Marketing. Prior to joining Mblox / CLX, Rob held a variety of IT leadership positions across a number of financial companies and non-profit organizations. Rob holds a B.S. in Electronic Engineering from the University of Kwa-Zulu Natal in South Africa.

LEE BOOTH – CEO – ACTIVE TICKETING PLC



Lee is CEO of Active Ticketing an innovative mobile ticketing marketplace and platform.

Lee has more than 20 years experience working across interactive technology and mobile services.

After graduating with a BSc in Technology & Management he spent five years with a FTSE100 retailer and an engineering group before fundraising and building his first start-up, online community Globberoom, in 1999.

From 2004 - 2007 Lee developed technology for mobile sports gaming and marketing. During this time he delivered mobile payments for some of the world's largest football clubs and sports teams. Since then he has founded and exited three digital tech and marketing business spanning mobile, Wi-Fi, social insight and IPTV.

Lee is a Co-Founder of Eskimo Media and Technology, an innovation company specialising in data-driven events and platforms for music, sport and brands. Clients include Samsung, MasterCard, News International, Universal Music and the BBC.

RICHARD REEVES – MANAGING DIRECTOR – ASSOCIATION FOR ONLINE PUBLISHING



Richard Reeves is leading the evolution of the AOP, providing a voice for the online publishing industry, through his role as Managing Director. He is responsible for the operational management of the digital trade body, as well as delivering a programme of targeted initiatives, research, and events.

Richard has worked within the media and advertising industry for more than 30 years, holding senior roles across a variety of sectors including publishing, broadcast, events, digital content, and digital vendor technology businesses.

Having worked with a number of leading UK and international publisher brands – starting at Centaur Communications in the mid eighties – Richard has gone on to work with Dennis Publishing, News International, and the FT, and also held positions at National Geographic and Turner Broadcasting.

Richard later transitioned from his senior sales management role within the broadcast division of CNN International to lead the roll out of CNN.com to international markets, becoming CNN's first dedicated digital resource outside of the US.

Subsequently, Richard joined the – then – embryonic C Squared Networks to launch the widely respected international events series 'The Festival of Media.' After four years expanding the festival into multiple regions, Richard was responsible for establishing the European operations of leading technology businesses, looking to extend beyond the US.

Prior to his appointment by the AOP to Managing Director, Richard has been a consultant to a number of businesses – of which the AOP was one.

STEVE RICKETTS – MANAGING DIRECTOR – ATAO – CONFERENCE FACILITATOR



Steve Ricketts has over 15 years' experience in creating value from emerging technologies and over 7 years focussed on mobile. His company ATAO provides a range of services, including strategic, advertising and innovation consultancy, within the mobile sector. Clients include VC's; the GSMA; mobile agencies, retailers and technology start-ups; as well as voluntary work for UNICEF.

Previously, Steve lead a team at Orange/EE where, for five years, he was responsible for developing technology and data-driven business lines including m-payment, launching m-advertising and consumer focussed apps. He has also served as the European Managing Director of a Silicon Valley start-up providing location-based advertising.

Steve has sat on five major mobile industry councils/boards, including co-founding the IAB Mobile Steering Group.