



# aimm Power50 Conference 2018

*Your strategic direction future proofed*

## What is the Power50?

Across the aimm membership, senior managers and influencers from their organisations meet annually to engage, learn and plan their businesses strategic future, focusing on growth in the digital services and micropayments industries.

The conference is designed to help understand the current and future socioeconomic and technological environments, and advances that can affect how consumers digitally engage. We look at how futurology will help protect businesses as they move forward in this fast paced digital age. This understanding can guide aimm members into new opportunities for growth.

## What will be learnt?

This one day conference provides valuable insight from a wide range of expertise in areas that will shape the way that business will be done. The day includes panel Q&A with our speakers, workshop and brainstorm sessions to provide opportunities to create strategic roadmaps, followed by networking and drinks.

The workshop will help to prioritise growth opportunities and highlight where aimm can focus further energy to assist in the delivery of the roadmap.

The conference will offer:

- **Specialist speakers and a professional workshop facilitator**
- **Informative presentations with deep market insights**
- **Discussion on shaping industry future, and upcoming opportunities to position your business for growth**

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## 2018 key topics

As the digital age continues to improve, creating further technology advances that impacts and changes consumer's behaviour, the importance of data privacy becomes the focus for many, while ensuring connectivity and interaction remain the priority.

The topics for discussion include:

- Micropayments and market growth in Asia
- Mobile connectivity and engagement
- Blockchain
- Digital currencies
- Rich Communication Services

*Ready to join us to learn  
more?  
Get your tickets here*



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## Previous year's topics and attendees

- Affiliate Marketing
- Tickets and the end of touting
- Future of online publishing
- Global insights into messaging
- Driving the PRS market forward
- Emerging Payments
- Overview of the digital payments market

Attendees come from across the mobile, digital marketing and micropayments industries and have included:



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## Testimonials

*“The Power 50 event was a great conference that had representatives from right across the mobile payments value chain, with quality speakers and content, thought provoking, diverse yet remaining relevant. The Power 50 event helped us finalise some plans and focus areas, whilst several new ideas were also gleaned from the day. Overall the conference was well organised, professional and focused. A worthwhile event.”*

*Kevin Dawson, Chief Executive - Dynamic Mobile Billing*

*“Power50 is going from strength to strength. Speakers had real knowledge, experience and insights to offer on the key issues affecting the phone-paid services market. The networking opportunity allowed me to cement existing relationships and make new connections. I’ll be back next year.”*

*Jo Prowse, Chief Executive - Phone-paid Services Authority*

*The event was truly insightful and provided me with a great opportunity to initiate some important exploratory dialogues. Aimm’s membership represents those key to enabling digital payment strategies, and at a time when creators of online content are keen explore other monetisation strategies to reduce dependency on advertising, and suitable reward from consumers for the original content they are so vested in creating, for the community I represent at AOP, premium digital publishers; aimm’s Power 50 conference provides the perfect environment to meet, learn and hear from the facilitators all in one go.”*

*Richard Reeves - AOP - Power50 speaker*

**2018 Power50 Tickets are now on sale!**  
**Member only discounted Early Bird tickets are available until the**  
**30<sup>th</sup> March - don’t miss out:**

**TICKETS**

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