

Power50 Conference 2018

8th May – Vanderbilt Hotel, Kensington, London SW7 5BT

Your strategic direction future proofed

2018 conference sponsored by

mGage is a global mobile engagement provider with more than 15 years of mobile CRM (mCRM) experience. Our SaaS, cloud-based technology enables brands to intelligently personalize mobile communications for the omni-channel consumer



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What is the Power50?

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 full day conference is designed to help understand the current and future socioeconomic and technological environments, and advances that can affect how consumers digitally engage. We use futurology to help businesses shape their strategic direction as they move forward in this fast paced digital age. This understanding can guide businesses into new opportunities for growth.

What will be learnt?

This one day conference provides valuable insight from a wide range of expertise across areas that will shape the way that business will be done. The day includes opportunities to quiz our expert speakers and brainstorm the insights to create strategic roadmaps. The conference ends with networking and drinks.

The conference will help prioritise growth opportunities and highlight areas where aimm and its members can focus further energy to assist in the delivery of their roadmapped future.

The conference will offer:

- Specialist speakers and a professional facilitator
- Informative presentations with deep market insights
- Discussions on shaping industry future
- Upcoming opportunities to position businesses for growth
- Valuable networking opportunities with speakers and attendees

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2018 Agenda

Session 1: Understanding consumers and trends

- In-depth analysis of consumer trends and behaviour **DELOITTE**
- Why Asian consumers use mobile payments for everything possible **BANGO**
- How GDPR could affect consumer engagement **PRIVACY MATTERS**



Session 2: Understanding Crypto, Blockchain and Smart Contracts

- How Blockchain and Crypto currencies are revolutionising supply chains **APPLIED BLOCKCHAIN**
- Who is creating new currencies and why - what is the consumer angle? **FLADGATE LLP**
- Access to and usage of digital currencies and the opportunities that closed environments offer **REALITY CLASH**



LUNCH

Session 3: Understanding new technologies and opportunities

- What are the opportunities from Rich Communication Services Research, facts & forecast **MOBILE SQUARED**
- Examples of where it is being used and the business opportunities **ITV & OPENMARKET**
- The global growth of Digital Identity and how it can protect payments **OPEN IDENTITY EXCHANGE**
- The growth of mobile engagement and how to utilise it **MGAGE**



Session 4: Shaping the future - Roadmaps workshop

- Summary of speaker insights
- Workshop: building a roadmap of key priorities for industry future
- How can aimm help? Your focus is our focus
- Closing comments

NETWORKING DRINKS

Refreshments and lunch will be provided.

Accommodation at the Vanderbilt Hotel is available for attendees at special conference rates. Please contact aimm for details if interested.

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aimm Power50 attendees come from across the mobile, broadcast, digital marketing and micropayments industries and have included:



Get your 2018 Power50 tickets from the button below
and join the discussion:

TICKETS

To learn more about our sponsor please take some time to visit their [Sponsor Profile](#).

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