



# Power50 Conference 2018

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?

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:

- Conference opening by a member of the Department for International Trade
- Specialist speakers and a professional facilitator
- Informative presentations with deep market insights
- Discussions on shaping industry future
- Upcoming opportunities to position businesses for growth

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## 2018 key topics

As the digital age continues to advance with IoT, digital currencies, smartphones and 4/5G impacting and changing consumer behaviour, the importance of data privacy becomes the focus for many, while ensuring connectivity, interaction and access to payment facilities remain the priority.

The key topics for discussion and learning include:

### Session 1: Understanding consumers and trends

- In-depth analysis of consumer trends and behaviour
- Access to and usage of an increasing range of digital currencies
- Why Asian consumers use mobile payments for everything possible
- How GDPR could affect consumer engagement

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build your future  
strategy?*  
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### Session 2: Understanding Crypto, Blockchain and Smart Contracts

- How Blockchain and Crypto Currencies are revolutionising supply chains
- What are smart contracts and how do they apply to telecoms and digital content?
- Who is creating new currencies and why - what is the consumer angle?
- How currency exchanges will facilitate digital currency usage

### Session 3: Understanding new technologies

- What are the opportunities from Rich Communication Services
- The global growth of Digital Identity and how it can protect payments
- The development of IoT on everyday consumer interaction
- The growth of mobile engagement in the wake of GDPR

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.

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



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## Testimonials



“The Power50 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 Power50 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 2018 – don’t miss out!**

**TICKETS**

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