



## The Guardian Mobile Business Summit 2011

The Guardian's platform for leaders in mobile content, commerce and communications.

6 December 2011, The Grange, St Paul's, London

### 08.30 - 09.00: REGISTRATION AND COFFEE

### 09.00 - 09.05: INTRODUCTION FROM THE CHAIR

Kate Bulkley, media and technology analyst and commentator

### 09.05 - 09.10: WELCOME FROM THE GUARDIAN

## RETHINKING MOBILE: MORNING KEYNOTE PRESENTATIONS

### 09.10 - 09.30: GLOBAL TECHNOLOGY INSIGHTS

**How do we build an architecture for a digital world? As we contend with the far-reaching implications of mobile technologies, who will be the winners and losers in this new environment of mobile purchasing, computing, and content?**

- A view from a leading multinational technology company.

Warren East, CEO, ARM

### 09.30- 09.50: GLOBAL MEDIA INSIGHTS

**Analysing the rise of mobile media as mass media: How does mobility offer commercial opportunities and threats to the media landscape, and what are the smart techniques for the monetisation and mass adoption of your mobile applications?**

Rob Grimshaw, managing director, FT.com

### 09.50 - 10.10: RETHINKING PERSONAL DATA

**The potential for connectivity and data to change lives is becoming all too evident in the digital age. How can massive data sets be mined and overlapped to create new opportunities for end-users and new value ecosystems?**

Fabio Sergio, executive creative director, Frog Design

### 10.10 - 10.30: GLOBAL BRAND INSIGHTS

**Opportunities and pitfalls, experimentation and integration: Understanding the practicalities of a comprehensive mobile-first strategy from a global brand**

**perspective. What does it take to make mobile a central element of a campaign strategy, and use it to communicate well with the rest of your digital offering?**

Speaker to be confirmed

### **10.30 – 11.00: NETWORKING BREAK**

### **11.00 – 11.30: MINISTERIAL KEYNOTE**

**Setting the agenda for creative industries and policy making in the UK, and empowering the next generation of mobile innovators.**

Ed Vaizey, Minister for culture, communications and creative industries, Department for Culture, Media and Sport

## **MOBILE MEDIA STRATEGIES**

### **11.30 – 12.00: MARKETING INNOVATION CASE STUDIES**

**Profiling the best mobile marketing case studies that profile the potential of the mobile device to drive results for marketers.**

- What works and what doesn't work in engaging the user through mobile?
- How can brands take advantage of the rise of permission marketing?
- What's the significance of HTML 5 for mobile marketers?

Andrea Casalini, CEO, Buongiorno

Scott Seaborn, head of mobile technologies, Ogilvy Group UK

### **12.00 – 13.00: MOBILE ADVERTISING**

**Presentations and panel discussion: Identifying the most effective methods of broadcasting and advertising across devices.**

- How does the effectiveness of mobile advertising vary across device, platform, and app? How do we take advantage of mobile's real time capabilities?
- Will mobile advertising spend grow to match the level of mobile media consumption?
- Is the market for mobile advertising mature enough to support large ad spend?
- With voice recognition and search technology reaching the mainstream, what can brands and agencies do to capitalise on this trend?

Steve Wing, head of digital marketing, consumer media, Guardian News & Media (moderator)

Rob Jonas, MD & VP, Europe and the Middle East, InMobi

Dave Coplin, director of search, Microsoft UK

Ambarish Mitra, Co-founder and CEO, Blippar

### **13.00 – 14.00: LUNCH**

### **14.00 – 14.20: SOCIAL, MOBILE, OPEN AND CLOUD**

**How does the social enterprise engage with the empowered customer?**

JP Rangaswami, chief scientist, Salesforce.com

#### **14.20 – 14.50: LOCATION CASE STUDIES**

**Location is providing context, purpose and value to the user in ever evolving ways. Case studies from Yelp and n0tice give insights on how the combination of location based services and social media will transform the way users interact with mobile technologies.**

Miriam Warren, vice president, European marketing, Yelp  
Matt McAlister, director of digital strategy, Guardian Media Group

#### **14.50 – 15.40: M-COMMERCE LOWDOWN**

**Exploring the most effective strategies for enabling users shop via their mobile devices. How can we seize the m-commerce opportunity?**

- Demonstrating and analysing successful methods that drive sales online, and in-store, through your m-commerce offering.
- What effect does geolocation have on the impulse to spend? How do we tie the two together?
- With users scanning barcodes and redeeming vouchers, what does the future look like for high street retailers?
- How do users behave differently when shopping via tablets, mobile phones, and what are the practical tips for optimisation?
- How prepared are brands and retailers for the incoming wave of mobile commerce?

Russell Buckley, CMO, Eagle Eye Solutions  
Tom Johnson, head of platform strategy, Betfair  
Angus McCarey, head of retail, eBay UK

#### **15.40 – 16.00: NETWORKING BREAK**

#### **16.00 – 16:20: NETWORKED OPPORTUNITIES – KEYNOTE ADDRESS**

Olaf Swantee, CEO, Everything Everywhere

#### **16.20 – 17.00: FUTURE MOBILE – STRATEGIC OUTLOOK**

**With future technologies such as NFC, passive location, cloud computing, QR codes, mobile advertising, HTML 5 and augmented reality all taking off, how should your business strategy contend with these seismic changes to the technological landscape? Who will survive the post-PC era?**

- How is it that the technology sector is seemingly disconnected from wider macroeconomic growth predictions?
- Driving innovation: how can networks and technology companies work with the entertainment industries to drive innovation and commercial success in through mobile technologies?

David-Michel Davies, executive director, IADAS & The Webby Awards  
Peter Fitzgerald, country sales director, Google UK  
Pierre Perron, managing director, Sony Ericsson UK  
Mark Read, director of strategy, WPP and CEO, WPP Digital  
Olaf Swantee, CEO, Everything Everywhere

**17.00 – 17.05: CHAIR'S CLOSING REMARKS**

**17.05 – 19.00: DRINKS RECEPTION**