

"The rising river of mobile data is already breaching the levee – the demand for mobile video will push the boundary of innovation and development." *Stephen Bye, CTO & VP, Sprint Technology Development & Strategy*

MOBILE VIDEO

INDUSTRY SUMMIT 2011

50% Discount
for content owners and TV broadcasters

20% Discount
for operators

18th-19th October 2011 • Doubletree by Hilton, London

VIDEO IS COMING; GET READY

Managing the Mobile Data Crunch and Optimising the User Experience

30 Innovative Best Practice and Live Case Studies including **12+** Global Operators and Content Providers

Speakers include:



Stephen Bye,
CTO & VP,
Sprint Technology Development & Strategy



Nicolas Lecocq,
Video Strategy and Business Development,
Telefónica, Spain



Sam M. Farraj,
VP Digital Media Solutions,
AT&T



Kelly Wearmouth,
Head of Content Partnerships,
O2 Media,
Telefónica UK



Andy Letting,
Senior Marketing Manager,
BskyB – Sky Mobile



Jerry Kramskoy,
Senior Technologist,
Leading Mobile,
BBC R&D



Ed Candy,
CTO,
Three



Martin Conan,
Head of Display Delivery Devices,
France Telecom Orange



Berkin Toktas,
Head Digital TV,
Turkcell



Data Sharan Mishra,
Network Architect Expert,
Qtel



Amelia Gammon,
VP International Mobile,
Fox Digital Entertainment



Brian Colbert,
Senior Director, Mobile Sales & Strategy,
ESPN

Welcoming the Entire Mobile Video Industry, Covering...

- Expert insight into the role of mobile video in the changing ecosystem
- Critical lessons in monetising new popular mobile video, building robust business models and identifying partnerships
- How multi-screen video services are driving competition between providers
- More efficient ways of using subscriber data – for network traffic optimisation, for personalising consumer packages, for targeted and effective advertising
- What content providers need to be doing to extend their content reach and plan a successful distribution strategy

Multi-Screen Delivery Sponsor:



EXTENDED INTERACTIVE PANEL DISCUSSIONS – QUESTION THE OPERATORS

Rising infrastructure costs, capped data plans, new billing platforms, traffic management, LTE, optimisation, personalisation.....discuss and debate all the crucial and timely issues!

INTERNATIONAL OPERATOR & CONTENT PROVIDER CASE STUDIES FROM....

AT&T, BBC R&D, BskyB-Sky Mobile, ESPN, France Telecom Orange, Fox Digital Entertainment, Qtel, Sprint, Telefónica, Three, Turkcell.... And many more....

DEDICATED MARKETING & ADVERTISING SESSIONS

How to capitalise on viewer trends, match the growth in mobile video with advertising revenue growth and create a 360-degree marketing experience with Mobile Video.

"Mobile is on the verge of becoming a key part of every brand's media plan. The development of M-Commerce alongside the coming together of media and personalised content across multiple devices provides a plethora of opportunities. With the innovation arriving across the market over the coming months I think we will see some game changing developments"
Kelly Wearmouth, Head of Content Partnerships, O2 Media, Telefónica UK

Welcome to.... **MOBILEVIDEO** INDUSTRY SUMMIT 2011

Informa Telecoms and Media is delighted to announce the **Mobile Video Industry Summit, the only two day conference dedicated to the exponential growth** of mobile video.

As the rapid increase in **mobile video traffic continues to be a key concern for operators**, the timely **Mobile Video Industry Summit pinpoints how to monetise mobile video and break down the unique challenges** it is creating for the value chain.

With the ubiquity of smartphones and tablets, in addition to the number of video content options now available, the **demand for mobile video on the network has already increased incredibly since 2010**. The **Mobile Video Industry Summit** will bring forward thinking thought leaders together at this critical time to break down **how operators, as well as content producers and distributors, can profit within the changing ecosystem**, whilst supporting the pressure that mobile video's growing popularity is having on their networks.

Ensure that you are recognising the revenue opportunities mobile video brings and hear need to know guidance from leading international operators and content providers including AT&T, BBC R&D, BSkyB, ESPN, Fox Digital Entertainment, Sprint, Telefónica, 3, Qtel, France Telecom Orange and many more...

We look forward to welcoming you!

The **Mobile Video Industry Summit** Team

www.mobile-videosummit.com

CONTACT THE TEAM!

Speaking Enquiries

Contact Lucy Ashton:
lucy.ashton@informa.com
 Tel: +44 (0) 20 7017 6089

To Register as Press/ Press Announcements

Contact Ewa Kania:
ewa.kania@informa.com
 Tel: +44 (0)20 3377 3229

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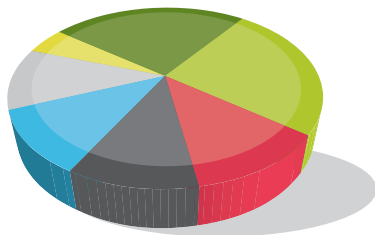
Contact Svetlana Meshkova at:
svetlana.meshkova@informa.com
 Tel : +44 (0)20 3377 9339

KNOW YOUR INDUSTRY:

Mobile Video Downloads revenues by country, 2008-2013

(US\$ million)	2008	2009	2010	2011	2012	2013
USA	243.7	270.4	286.3	308.5	339.3	373.4
UK	55.9	62.1	68.5	78.5	90.4	98.8

Source: Informa Telecoms & Media



Who will you meet?

■ Mobile Operator	25%
■ Content Provider	25%
■ ISPs	12%
■ Device Manufacturer	11%
■ Software Developer/UX	11%
■ Brand & Advertising Solutions Providers	11%
■ Consultant	5%

Source: Attendee breakdown from similar past Informa Telecoms & Media's events

In 2010: 3X Rise In Mobile Video Views; 200M Daily Video Views!



"Cisco: Mobile video will make up 66% of data traffic by 2015. The figures again underscore the challenges operators face as they try to manage the tidal wave of mobile data set to flood their networks."

Fierce Wireless Jan, 2011

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Stay up to date with industry and conference developments by joining our Mobile Video Industry Summit community.

See www.mobile-videosummit.com/linkedin



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“ The rapid growth of mobile video traffic is now a key concern for operators, who have failed to come up with effective strategies to monetise mobile video. In 2010, over 40% of global mobile data traffic...

DAY ONE TUESDAY 18TH OCTOBER 2011

09.00 **Introductory Speech and Speed Networking**
Meet your fellow attendees and swap business cards in a relaxed and informal setting



09.15 **Chair's Introduction**
Professor William Webb, CTO, Neul and Member of Ofcom Spectrum Advisory Board

09.30 **Opening Keynote: The Mobile Video and Data Explosion**
Operator

- What does the current ecosystem look like and what part does mobile video have to play in it?
- Where is this phenomenal growth in mobile video coming from?
- How is it currently affecting profit margins and network infrastructure?

Stephen Bye, CTO and VP, Sprint Technology Development & Strategy

THE FUTURE VIEWING EXPERIENCE

10.00 **Session Keynote: The Multi-Screen World at a Glance**
Operator

- What demand is there for a three screen service?
- How are multi-screen video services driving competition between providers?
- The challenge to control and secure content across a range of devices
- Should we try and control the consumer's content choice and viewing behaviour?

Nicolas Lecocq, Video Strategy and Business Development, Telefónica, Spain

10.30 **Meeting Subscribers' Needs with Multi-Platform Coverage**
Content

- Recognising and responding to subscriber trends and attracting new users
- Identifying viable revenue streams in mobile video
- Moving from the home to mobile: analysing payment models
- Predicting future trends and understanding the broadcaster's technical requirements

Andy Letting, Senior Marketing Manager, BskyB – Sky Mobile

11.00 **Refreshments & Networking**
Let us introduce you to representatives from the whole mobile video eco-system

PRICING PLANS & BILLING

11.45 **Recognising Revenue Opportunities from Video Services**

- How will revenue from video services grow in the next few years?
- What will drive growth? MNOs' transition to 4G, the development of connected devices, and/or consumer demand?
- Overcoming obstacles standing in the way of MNO revenue growth
- Understanding the competitive market and opportunities for third sector providers and applications

Mark Newman, Chief Research Officer, Informa Telecoms & Media

12.15 **Operator Panel Discussion & Interactive Q&A Session: Flat Rate Services and Capped Data Plans**
Operator

- Tackling rising infrastructure costs and avoiding flat revenues
- Gathering and utilising intelligence on network and service usage
- Securing network data
- Understanding and delivering what the customer wants
- Determining what the features and functionalities of a new billing platform should be
- Assessing the impact of introducing capped data plans

Moderated expert panel discussion with questions taken from the floor
Moderator: Guillermo Escofet, Editor, Informa Telecoms & Media
Ed Candy, Group CTO, Three
Data Sharan Mishra, Network Architecture Expert, Qtel

13.00 **Lunch & Networking**
Let us introduce you to representatives from the whole mobile video eco-system

MULTI-SCREEN DELIVERY

Sponsored by:



14.15 **Mobile Video in a Multi-Screen World**

- How does mobile video usage and traffic, stack up against PC and TV viewing?
- The role of mobile in the multi-play strategies of operators, broadcasters, device manufacturers and content providers?
- How can mobile extend and augment an existing TV or video service?

Nick Thomas, Principal Analyst, Informa Telecoms & Media

14.45 **BBC R&D - Creating Synchronised Media Experiences across Digital TV and Companion Devices**
Content

- 90 years of media within the BBC
- Where next? Towards possible next generation services in the connected home
- Moving towards Orchestrated Media (OM)
- Introducing Orchestrated Media and Universal Control
- DTV accessibility
- OM technical features
- Thoughts on OM commercially and how to get involved

Jerry Kramskoy, Senior Technologist, leading Mobile (connected home) Research in R&D, and Member of Leadership Team for Online Technology Group, BBC Research & Development

15.15 **Joint Discussion: Seamlessly Connecting the Home**
Operator

- Educating the Consumer about the Connected Home and how to get the most out of it
- Devices vs. Software, which will drive the Connected Home?
- DLNA, UPnP, iOS...how does a consumer decipher what each of these mean?
- Cable provider vs. carrier, who will win out to provide services for the Connected Home?
- Sharing content across multiple devices and analysing cloud solutions
- Achieving high quality content conversion via transcoding

Martin Conan, Head of Display Delivery Devices, France Telecom Orange
Corbett Kull, Senior VP, Worldwide Sales and Business Development, PacketVideo Corp

15.45 **Refreshments & Networking**
Let us introduce you to representatives from the whole mobile video eco-system

SUPPORTING THE DATA SURGE

16.15 **The Effects of Mobile Video on Traffic and Policy Management**

- Is mobile video really the 'bandwidth hog' it is alleged to be?
- What are the key trends around charging, policy management and network architecture that affect mobile video?
- Aligning the needs and ambitions of multiple stakeholders across operators' internal departments
- When should mobile video be compressed, offloaded or charged for?
- What is the Net Neutrality angle for mobile video?

Dean Bubley, Founder, Disruptive Analysis

16.45 **Expert Panel Discussion: Managing the Vast Growth in Data Consumption, Changing the Approach to Traffic Management and Improving Personalisation**
Operator

- How will operators continue to manage the continued increase in mobile video?
- What impact will LTE have on networks?
- Examining data offloading and optimisation technology
- Maintaining reliable and high standard performance
- Recognising the end user and defining what they desire
- How to drive efficiency in infrastructure, applications and value added services
- Methods of meeting the needs of operators, content providers and advertisers and driving revenue growth

Moderator: Patrick Lopez, Founder and CEO, Core Analysis
Dean Bubley, Founder, Disruptive Analysis
Sam M. Farraj, VP Digital Media Solutions, AT&T
Matt Hatton, Director, Machina Research

17.30 **End of Day One & Mobile Video Industry Drinks Reception**



came from mobile video downloads and streaming. However, in terms of revenues, it accounted for only around 1% of the total mobile data revenue for operators.

Shailendra Pandey, Senior Analyst, Mobile Content & Applications, Informa Telecoms & Media



DAY TWO WEDNESDAY 19TH OCTOBER 2011

09.00 **Chair's Introduction**
Mark Newman, Chief Research Officer, Informa Telecoms & Media

CONSUMER INSIGHT

09.15 **Personalising Consumer Packages and Recognising Revenue Opportunities**

- Why a 'customer-centric' approach needs to be implemented
- Making the most of your users' profiles
- How partnerships create the optimum customer experience

Kelly Wearmouth, Head of Content Partnerships, O2 Media, Telefónica UK

MONETISING MOBILE VIDEO

09.45 **Recognising Potential Profit from Advertising**

- Identifying and capitalising on viewer trends
- Matching the growth in mobile video with advertising revenue growth
- Looking at how brands are already taking advantage of mobile video

Paul Berney, CMO (Global) and Managing Director EMEA, Mobile Marketing Association

10.15 **Case Study: Successfully Sustaining Mobile Video**

- Rights management and expanding globally
- Measuring and maintaining ROI with mobile video
- Critical consideration factors when developing partnerships and platforms

Brian Colbert, Senior Director, Mobile Sales and Strategy, ESPN

10.45 **Refreshments & Networking**

Let us introduce you to representatives from the whole mobile video eco-system

11.15 **Creating an End-to-End Mobile Video Experience with Multiple Revenue Streams**

- From mobile TV to multi-screen: building a user-relevant consumer proposition and pricing
- Cost-side: content, marketing and transmission
- The mobile/digital advertising potential and other monetisation options

Berkin Toktas, Head Digital TV, Turkcell

11.45 **Brands' Boost to Mobile Video's Popularity**

- How are brands using augmented reality video in mobile advertising campaigns
- The role of video in social media and how it will contribute to the demand for video across devices
- Examining immersive video's growing popularity
- The future of video avatars on smartphones

Ben Scott-Robinson, Creative Director, We Love Mobile

12.15 **Content Sucks, Context is King**

- Reassessing content strategies in an environment of intense competition for customer mindshare
- Vital steps to follow when identifying customer needs, objectives and emerging behaviour
- Forging a winning game plan through applying design thinking rules

Scott Ewings, Managing Director, Fjord London

12.45 **Lunch & Networking**

Let us introduce you to representatives from the whole mobile video eco-system

OPTIMISING THE USER EXPERIENCE & UPCOMING CONTENT TRENDS

14.00 **From IPTV to Mobile Video**

- What content are customers now demanding?
- Meeting and learning from the challenges of IPTV
- Pinpointing and taking advantage of remaining opportunities in mobile TV and mobile video
- What should the role of the network operator be going forward?
- Case study: IPTV, OTT, and mobile video services in Finland and TeliaSonera

Jukka Helin, CTO, Qbitech Ltd and former Director – TV, Content and Digital Home, TeliaSonera

14.30 **Extending Your Content Reach**

- Planning your distribution strategy - where to partner, who to partner with and the benefits of having multiple touch points in the ecosystem
- Successfully working with device OEMs
- Understanding distribution rights beyond the home

Amelia Gammon, VP International Mobile, Fox Digital Entertainment

15.00 **AFTERNOON PANEL DISCUSSION: The Future of Video Content**

- What type of video content are people demanding and which trends will emerge?
- Streaming through the network v. OTT
- How to secure and finance the increased access to content on mobile devices
- What should the content owner do to guarantee the highest QoS and what do they need from the network?

Moderator: Toby Russell, CEO, 3Vision

Ronan de Renesse, Senior Analyst, Head of Mobile Media, IHS Screen Digest

15.40 **Refreshments & Networking**

Let us introduce you to representatives from the whole mobile video eco-system

16.10 **Access through Applications**

- Providing a video experience for consumers
- Cross device implementation using web technologies
- The mashup of video and other experiences within an application
- The effect of the 'consumer cloud' on operators' offerings

Tim Haysom, Head of Developer Marketing, WAC

LAST CHANCE TO ASK THE EXPERTS

16.40 **Concluding Remarks: Building a Successful Mobile Strategy**

So, what can be done to...

- Monetise mobile video?
- Understand consumer behaviour better and guarantee a personal and high quality viewing experience?
- Identify and establish rewarding and long-lasting partnerships within the changing ecosystem?
- Take advantage of the revenue opportunities offered from brand marketing and advertising on a mobile video platform

Sam M. Farraj, VP Digital Media Solutions, AT&T

Berkin Toktas, Head Digital TV, Turkcell

Tim Haysom, Head of Developer Marketing, WAC

17.15 **Summary from Chair and Close of Mobile Video Industry Summit 2011**



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“ At the end of every year someone says that mobile video will break out next year. With the year 2012 approaching, there are many signs that it will finally happen. ”
 Jukka Helin, CTO, Qbitech Ltd & former Director – TV, Content & Digital Home, TeliaSonera

Mult-Screen Delivery Sponsor:



Twonky is brought to you by PacketVideo (PV), pioneers in the emerging technology that links media to consumers - however, whenever, and wherever they want. Twonky is the common link for an all-inclusive, shared media experience for today's connected home. www.twonky.com. PV's customers include the world's leading mobile operators, such as Verizon Wireless, NTT DoCoMo and Orange, all top ten handset manufacturers, and numerous consumer electronics companies and media-savvy consumers worldwide. www.pv.com

NETWORKING OPPORTUNITIES

The Mobile Video Industry Summit provides a range of structured and informal networking opportunities and extra value features – we know how important your time at the event will be to enhancing the user's experience and capitalising on mobile video.



Online networking tool

Providing you the opportunity to network pre, during and post conference.



Extended Panel Discussions

Discuss important industry topics and get decisive answers from leading operators and key market players.



Speed networking

A chance to meet your peers in a fun, informal atmosphere, taking the concept of 'speed dating' into the business arena.



Networking refreshment breaks and drinks reception

Meet your industry colleagues and discuss their views on the market over a tea or coffee, and post conference drinks at the end of Day 1.



Networking luncheon

Take the opportunity to relax and meet new faces over lunch at our networking luncheon.

Why Attend?

Answers the decisive questions that the phenomenal growth in mobile video is raising...

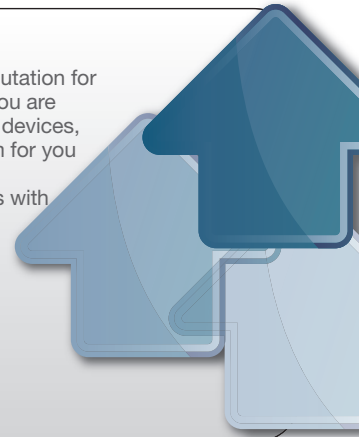
- How is mobile video being monetised successfully?
- What are the essential steps in creating a lucrative mobile video distribution strategy?
- Who will support network costs and how can a negative effect on profit margins be prevented?
- How can mobile extend and augment an existing TV or video service?
- Where are new subscriber trends emerging and how can viable revenue streams in mobile video be identified?
- Why a 'customer-centric' approach needs to be at the core of operator business models?

CONNECT WITH THE MARKET

Informa Telecoms & Media has an unrivalled reputation for gathering together industry thought leaders. If you are active in delivering video content across mobile devices, this is the show for you. We provide the platform for you to strengthen relationships, raise your profile, demonstrate expertise and build future pipelines with leading operators and enterprises.

For further information on how you can take advantage of the vast networking and marketing opportunities available, please contact:

Svetlana Meshkova
 Email: svetlana.meshkova@informa.com
 Tel: +44 (0)20 3377 3993



Telecoms Academy

TRAINING EXCELLENCE

Mobile Video & TV Technologies
 14-15 Dec, London

Many mobile network operators have trailed and subsequently launched mobile video and television services with various degrees of success. As is often the case with new services and technologies, there are many competing or complimentary platforms and systems which can be used to deliver this content.

This course from Informa Telecoms Academy analyses the market for mobile video and television and provides an overview of the various technologies deployed. The course also explores the associated technological issues such as display and battery requirements in user devices and the coding formats and processes for content. This course is aimed at telecoms professionals who need to understand the range of architectures, protocols and technologies that can be used to deliver content to mobile and portable devices and the impact of this content on the user device design

Course Summary:

- The Mobile Video & TV Market
- Overview of Mobile Video & TV technologies
- Multimedia Broadcast and Multicast Services
- Digital Broadcasting
- Streaming Services
- Audio and Video Coding for Digital Television
- IETF Protocols
- Wireless Technologies
- Device Requirements

For more information and to register contact Informa Telecoms Academy on tel: +44 (0)20 7017 4144, Email: training@telecomsacademy.com, Web: www.telecomsacademy.com

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Mobile Video Industry Summit
18th - 19th October 2011
DoubleTree by Hilton, London
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This year we have a limited number of ***DISCOUNTED PLACES** to allocate. If you work for an operator, content owner or TV broadcaster and are interested in joining us at the Mobile Industry Video Summit this coming October at a discounted rate all you need to do is send an email with your name, job title and full contact details to ewa.kania@informa.com.
Please note, any discounted pass includes access to the 2 day conference only and excludes any workshops or social events that may take place during the course of the event.

STEP 1: SELECT YOUR PACKAGE (please tick option)

	Early Bird Prices Bookings Made Before 2 September 2011	Normal Prices Bookings Made After 2 September 2011
Two Day Event: 18th - 19th October 2011	<input type="checkbox"/> €1799+VAT@20%	<input type="checkbox"/> €1999+VAT@20%
<input type="checkbox"/> I am a mobile operator, content owner or TV broadcaster and wish to apply for a discounted pass to the two day conference, email ewa.kania@informa.com		
<input type="checkbox"/> I am a member of an endorsing association and therefore entitled to a 15% discount		
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<input type="checkbox"/> Other discount, reference code _____		

Discounts and complimentary passes are at the discretion of Informa Telecoms and Media and are not cumulative. Delegates who do not pay with their booking are requested to provide a copy of their credit card / cheque details to help payment allocation. Staff at the event will request a credit card guarantee for delegates without proof of payment.

New Total £

VENUE DETAILS

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ACCOMMODATION DETAILS

Reduced Rate accommodation can be arranged via <http://www.HotelMap.com/M2DJN>. Alternatively, if you would like to book your accommodation by phone, you can call Daniel Spinner, our dedicated London concierge, on 020 7292 2335 (if outside UK +44 20 7292 2335) quoting Special Reference Code M2DJN. He will be happy to help you with your hotel booking and provide assistance organising your time in London.

SPECIAL REQUIREMENTS

Please list below any special requirements you may have

TERMS AND CONDITIONS

FEES: The fee for the two day event is €1999. Price includes lunch, refreshments and conference documentation. All fees are subject to UK VAT @ 20%.

TAX: Under UK Customs and Excise regulations, delegates are required to pay 20% UK VAT on any course taking place within the UK.

CANCELLATIONS: Cancellations received in writing before 4th October 2011 will be subject to a service charge of €200. The full conference fees remain payable on and after 4th October 2011. Substitutions are welcome at any time. It may be necessary for reasons beyond the control of the organiser to alter the content and timing of the programme or the identity of the speakers. This contract is subject to English Law.

ARE YOU REGISTERED? You will always receive an acknowledgement of your booking. If you do not receive anything, please call us on +44 (0)20 7017 5506 to make sure we have received your booking.

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PAYMENT INFORMATION: Payment should be made by cheque, credit card, in euros or pounds sterling. Cheques should be made payable to Informa UK Ltd. Payment must be received by the 4th October 2011 in order to secure your place. Please quote the delegate name and the event code (I3CG9) as a reference on all transactions. Informa UK Ltd, in conjunction with Tax Back International VAT Reclaim, the world's leading VAT recovery organisation, can help you to make a significant reduction on your attendance costs. Once an invoice has been sent to you Tax Back International will advise you as to how the VAT can be reclaimed.

STEP 3: DELEGATE DETAILS (for ease, attach your business card) – Please photocopy form for multiple bookings

1. Delegate (Mr/Mrs/Ms/Miss/Dr) Family Name _____
First Name _____
Job Title _____
Company _____
Department _____
Email _____
Direct Telephone _____ Mobile _____
Address _____
Country _____
Postcode/Zip Code _____ Fax _____
Nature of Company Business _____ VAT Reg no _____

2. Who is Head of your department? (Mr/Mrs/Ms/Miss/Dr) Family Name _____
First Name _____ Job Title _____
Job Title _____ Job Title _____
Email _____ Email _____
Direct Telephone _____ Direct Telephone _____
Mobile _____ Mobile _____

3. Who is Head of Training? (Mr/Mrs/Ms/Miss/Dr) Family Name _____
First Name _____ Job Title _____
Job Title _____ Job Title _____
Email _____ Email _____
Direct Telephone _____ Direct Telephone _____
Mobile _____ Mobile _____

STEP 4: PAYMENT DETAILS

Enclosed is a cheque made payable to **Informa UK Ltd** (Ref: I3CG9)

Please charge my credit card (Last 3 digits on signature strip on back of credit card. AMEX - 4 digit number on front of card)

Card No _____ Expiry Date __/__/__ CVV Number _____
Card Billing Address _____

Card Holder's Name _____
Signature _____ Date __/__/__

Yes I agree to the Terms & Cancellations Conditions as stated on this form

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For further information on payment details visit www.payments.informa.com/telecoms or call +44 (0)20 7017 5506