

THE PANEL



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NETWORKING EVENING

THE TRANSFORMED TELCO

Creating New Consumer Experiences & Seizing Emerging Revenue Opportunities

Monday 19th March 2012 • The Waldorf Hilton • London • 17:30 - 21:30

As business models collide and competing players fight for the same customers what do telcos need to do to stay in the game? This session will bring together disruptors and business leaders to share their thoughts on an industry that's changing at breakneck speed...

THE DISCUSSION

Are traditional telcos still relevant in the new services ecosystem? Is it possible to protect profit margins by cost-cutting alone? If telcos need partners to survive – who can they trust?

Should their focus shift from consumer to business and enterprise markets?

Two years on from the launch of the iPad, what devices, technologies, companies and business models do our panel predict will dominate the next two years?

Items for discussion include:

- What and who are the new technologies, services and organisations on the horizon that will allow companies to interact with consumers in groundbreaking ways, and will they pay their way?
- Can telcos compete with the new players or are they likely to become increasingly marginalised? Is becoming a carrier the next logical step for Google and Apple?
- Who is winning the war in customer service? Who is best placed to extend their customer reach and enhance their customer experience? Which customer segments offer the most profitable top-line growth opportunity for your organization
- Where can telcos get their funding from? Will the industry be dominated by Private Equity? Which digital business models have staying power and will make money in the long term? What type of company will be most successful in persuading audiences to pay for digital content?