

"The Mobile Roaming CALA Forum is a 'must-attend' event for operators and vendors to meet and collaborate on issues and trends for their markets/business." - M.B. - XIUS-bcgi @ Mobile Roaming CALA 2010

Now in its 3<sup>rd</sup> Edition!

# Mobile Roaming

## CALA FORUM 2011

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September 6 & 7, 2011 - Hyatt Regency Hotel, Miami - USA

[www.mobileroamingforum.com](http://www.mobileroamingforum.com)

*"This event is an excellent opportunity to meet, network, and exchange views on the issues, challenges and opportunities facing the region, and discuss optimal approaches for the future. It is an un-missable event, where face-to-face interaction with key contacts can make the difference"*

S.B. - BICS @ Mobile Roaming CALA 2010

### Speakers confirmed so far include:

Alejandro Martinez, *International Alliances Director* - **TELECOM PERSONAL ARGENTINA**

Brenda Brookes-Theodore, *Mobile Roaming Billing Manager* - **LIME**

Ivan Ramos, *Roaming Manager* - **CABLE & WIRELESS PANAMA**

June Driscoll, *Senior Manager 3G & iDEN Roaming* - **NII HOLDINGS**

Lydia Moise, *Head Mobile Roaming Data & VAS* - **TSTT**

Shellene Hudson, *Senior Roaming Coordinator* - **DIGICEL GROUP**

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# September 6<sup>th</sup> Agenda

8:15 Reception, Registration and Welcome Coffee

8:50 Conference Welcome by the Informa Team

9:00 Chairman's Opening Remarks

## 9:15 Addressing the New Opportunities to Drive Roaming Growth in the CALA Region

- Looking at the market trends
- WiFi/ Wimax Roaming possibilities
- Prepaid roaming everywhere
- Segmentation of roamers

## 9:45 Ways to Stimulate Roaming Traffic and Keep Customers Spending

- Leveraging on preferred IOTs
- Passing IOT benefits to customers
- Optimizing your alliances
- Introducing voice and data roaming bundles
- Using alerts to prevent bill shock

## 10:15 The Effects of the Changing Regulatory Environment on Roaming and Solutions for Carriers

- CALA's regulatory outlook
- What should and what shouldn't be regulated and why
- How can regulation be evolved to provide maximum benefit to the end user?
- What are the effects of the RAEX IR21 on Roaming?

10:45 Coffee Break, Exhibition Visit & Networking

## 11:15 Making the Most of Your Alliances in Order to Increase Traffic

- Analyzing the steering technologies and delivery models available
- Developing strategies to maximize synergies
- Leveraging the available resources and infrastructure

Alejandro Martinez | *International Alliances Director* | **TELECOM PERSONAL ARGENTINA**

## 11:45 Optimizing Your Data Roaming Services in Order to Gain the Competitive Edge

- Protecting data roamers from bill shock
- Achieving reliability and coverage of data roaming in a cost-efficient and timely manner

## 12:15 Assessing Available Roaming Hub and Quality of Service Solutions

- An introduction of the evolution of Roaming Hubbing
- How can Roaming Hubbing deliver strategic advantage to mobile operators?
- What is QoS and what are the benefits?
- An overview of current Roaming Hubbing options and QoS opportunities

Senior Executive | **BICS**

12:45 Lunch, Exhibition Visit & Networking

## 14:15 Creating the Optimal Roaming Customer Experience

- What do end users want from their roaming services?
- Developing regional based pricing models
- Ensuring that your roaming packages are easy to understand for the consumer

Shellene Hudson | *Senior Roaming Coordinator* | **DIGICEL GROUP**

## 14:45 How Will the Deployment of LTE Affect the Roaming Model?

- Evolving your roaming strategy to prepare for LTE deployment
- Discussing new roaming challenges that will arise with LTE:
  - Roaming between LTE and 3G networks
  - Devices
  - Frequency concerns

## 15:15 Leveraging Current Traffic Steering Tools to Optimize Your Roaming Strategies

- Best practice for analyzing traffic steering patterns in order to determine where to redirect traffic
- Choosing partners to ensure success and cost effectiveness
- Comparing traffic steering tools options

15:45 Coffee Break, Exhibition Visit & Networking

## 16:15 Driving Prepaid and Data Roaming Through Hubbing

- Scoping the opportunities in prepaid and data roaming
- Understanding the potential of roaming hubs in upgrading roaming coverage
- Improving user experience and revenues through hub-based quality monitoring and traffic steering

June Driscoll | *Senior Manager 3G & iDEN Roaming* | **NII HOLDINGS**

### PANEL DISCUSSION:

## 16:45 Examining Strategies for Radically Increasing Revenues from Prepaid Roaming in Emerging Markets

- Exploring the roaming situation with a domination of prepaid customers
- Tailoring cost-effective, attractive pricing packages to create new revenue streams from prepaid roaming
- How to effectively advertise your roaming propositions in the prepaid segment
- What are the future steps in improving the adoption of prepaid roaming?

Lydia Moise | *Head Mobile Roaming Data & VAS* | **TSTT**

17:30 End of Conference Day 1

### FOR FURTHER INFORMATION & REGISTRATIONS:

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[www.mobileroamingforum.com](http://www.mobileroamingforum.com)

# September 7th Agenda

9:00 Chairman's Day 2 Opening Remarks

## 9:15 Smartphones as the Great Roaming Opportunity

- Smartphone roaming requirements: understanding customer behavior
- Making data roaming more cost effective for the operator and affordable for the consumer
- Smartphone apps: managing the challenge
- The role of VAS to stimulate roaming usage
- Communicating roaming propositions to smartphone users

Brenda Brookes-Theodore | *Mobile Roaming Billing Manager* | LIME

## 9:45 Making the Business Case for Offering Bundled Data Packages

- Making the most of low cost data
- Evaluating the benefits of bundling roaming minutes into mobile pricing plans
- Analyzing the pros and cons of providing roaming at reduced margins
- What impact will offering bundled data packages have on the market?

## 10:15 Using the Global Roaming Quality (GRQ) to Improve your Roaming Business

- General overview of GRQ standards in the CALA region
- What is roaming service quality and how can it impact the daily traffic and revenues?
- How is the overall customer experience being measured?
- Evaluating current QoS issues while identifying the KPIs necessary for maintaining exceptional service levels
- How is the current regulation guaranteeing a high level of roaming quality?

## 10:45 Coffee Break, Exhibition Visit & Networking

## 11:15 Development and Technical and Commercial Implementation of CAMEL Services in Central America

- An overview of how operators in the region are trying to incorporate prepaid roaming into the marketing
- How can operators take advantage of a mix solution of CAMEL and USSD, instead of only CAMEL?
- Identifying ways of managing SMS and GPRS services while not jumping into CAMEL 3 or CAMEL 4

Ivan Ramos | *Roaming Manager* | CABLE & WIRELESS PANAMA

## 11:45 How to Maximize Data Roaming Revenues and Increase Usage in a Profitable Way

- Understanding the data customers' needs
- Stimulating data revenues through intelligent products
- Analyzing the effectiveness of data roaming tariff structures

Lydia Moise | *Head Mobile Roaming Data & VAS* | TSTT

### PANEL DISCUSSION:

## 12:15 Possibilities for Innovative Pricing Structures to Ensure a Successful and Cost Effective Strategy

- Developing cost effective pricing models – where is there room for creativity?
- Managing the risks associated with different pricing models
- Pricing challenges deriving from the advent of WiFi, VoIP and MVNOs
- Measuring customer response to changes in pricing models and minimizing the negative impact
- Working with other operators to reduce rates and charges

13:00 Closing Lunch & Networking

If you are interested in having a speaking slot at the event, please contact [ana.cristina@informa.com](mailto:ana.cristina@informa.com)

## Who Will You Meet?

### By country :

All Latin America (South, Central and Mexico) and the Caribbean.

### By Company Profile:

Mobile and Fixed Operators, Roaming Solution Providers, Consultants, Industry Associations, Handset Manufacturers, Software Providers, Content Providers, Regulatory Bodies, Network Infrastructure/ Hardware Providers or anyone looking into doing business within the telecoms industry in the region.

### By Function:

Chiefs, Heads, Directors and Managers of Roaming, VAS, Marketing, Messaging, Data Services, Business Development, Application, Content and Brand, Product, Operation, Strategic Planning, Technology, Research, Sales, Commercial.

**The only event on commercial and marketing roaming strategies focused on the Latin and Central American and the Caribbean Telecom markets**

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For more information, please contact:

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