



**The European Mobile Messaging Association**

*Has the pleasure of inviting you to attend the Industry's*

**Second Semi-Annual Conference and  
Round Table Meeting, 2007**

*Innovation  
Is the Name of the Game*



**October 17-19, 2007**

**MARYBOROUGH HOTEL**  
**Cork, Ireland**



**OOO Award of Excellence**

## CONFIRMED SPEAKERS

Johan Agren Vice President, **Generic Mobile Systems**, Sweden  
Roy Chandler Managing Director, **Infostream**, Australia  
Dr. Dietmar Gollnick CEO, **e\*Message**, Germany  
Philip Hayes Director, **ParkMagic**, Ireland  
Brian Hick CEO, **Digicall**, Switzerland  
Chris Jones CEO, **PageOne**, UK  
Dan Kiely Managing Director, **Vox Pro**, Ireland  
Vic Jensen, Unication, USA  
Derek Banner, **EMMA**, UK

## MODERATORS

Derek Banner	<i>Chairman, EMMA</i>
Jacques N. Couvas	<i>President (Hon), EMMA</i>

## SPONSORS



## VOX PRO COMMUNICATIONS



## **DAY 1, Wednesday, October 17, 2007**

- 13:00**            **Registration of the Delegates**  
**13:30**            **Get-together Coffee**  
**14:00**            **OPENING ADDRESS**  
**14:15**            **Session 1**  
                    **REVIEW OF THE TECHNOLOGY STATUS OF THE INDUSTRY**
- **EUROPE**
  - **NORTH AMERICA**
  - **AUSTRALIA AND ASIA**
- 15:30**            **Coffee Break**  
**15:45**            **Session 2**  
                    **IS THERE A NEED FOR INNOVATION?—MANUFACTURERS**
- 17:30**            **END OF DAY**  
**20:00**            **Gala Dinner**  
                    ***EMMA Marketing Awards 2007***





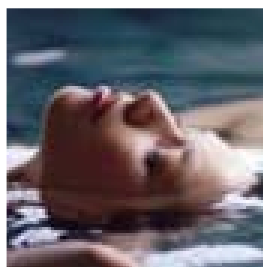
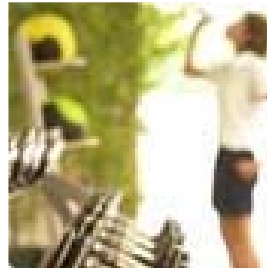
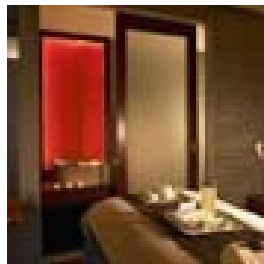
## DAY 2, Thursday, October 18, 2007

- 09:00**      **Session 3**  
**IS THERE A NEED FOR INNOVATION?--OPERATORS**
- 10:30**      **Coffee Break**
- 10:45**      **Session 4**  
**EMERGING TECHNOLOGIES AND APPLICATIONS IN MOBILE  
MESSAGING—HOW CAN THE PAGING INDUSTRY BENEFIT FROM THEM?**
- 12:30**      **Lunch**
- 13:30**      **ORGANIZED VISIT TO VOXPRO FACILITIES  
EXCURSION TO KINSALE  
HARBOR TRIP**
- 17:30**      **END OF DAY 2**
- 20:00**      **Group Dinner at a Fish Restaurant**  
*(individual payment by the participants)*



## Day 3, Friday, October 19

- 09:00**      **Session 5**  
**WHAT SUCCESSFUL OPERATORS REALLY DO**  
**WHAT SUCCESSFUL MANUFACTURERS AND APPS DEVELOPERS**  
**REALLY DO**
- 10:15**      **Coffee Break**
- 10:30**      **Session 6**  
**THE TRUE POTENTIAL OF PAGING**  
**BUILDING ALLIANCES TO PUT PAGING BACK ON THE MAP**
- Session 7**  
**ROUND TABLE MEETING: NEW INITIATIVES**
- 12:30**      **Lunch**
- 14:30**      **END OF CONFERENCE**



## REGISTRATION TERMS AND CONDITIONS

### Registration Fee:

The attendance fee is Euro 99 per delegate. The fee includes access to all sessions, soft drinks during the sessions, coffee breaks, plus: Organized visit to Vox Pro, excursion to Kinsale and harbor trip, sponsored by Vox Pro Communications; lunch on Days 2 and 3; Gala Dinner on Day 1; and copies of the presentations in electronic format distributed after the conference.

### Registration Form:

Please fill the attached registration form and e-mail it to [EMMA Conference Registration](#) as soon as possible to enable the Secretariat run logistics smoothly. Additional information can be downloaded from the Conference's dedicated site at [http://groups.google.com/group/emma\\_cork/](http://groups.google.com/group/emma_cork/)



### Hotel Reservations:

You will receive information about hotel accommodation together with the confirmation of your registration to the conference. The EMMA special rate for this event in Deluxe rooms at the **Maryborough Hotel** is € 125 for Single occupancy (€170 for double occupancy), inclusive of service, VAT and full buffet breakfast.

Cork was the European Culture Capital in 2005 and presents plenty of opportunities in fine and performing arts, and for one-day visits in the West Cork County and surrounding areas.

The hotel is equipped with state-of-the art spa and swimming pool, and gives access to golf facilities, we therefore wish to encourage delegates bring their companion or family. Depending upon spouse attendance, EMMA reserves the option to organize a Spouses' Activities program.

### Cancellation Policy

In case of impediment to attend after registration, you may be replaced by another member of your company without penalty.

Cancellations received at the Secretariat up to September 24 will result in a charge of Euro 25 per person.

Cancellations received at the Secretariat on or after September 25, and no-show, will give no right to refund, as EMMA is liable to the hotel for the number of delegates confirmed three weeks before the event.

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