



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
Derek Banner, Chairman, **EMMA**, UK
John Bishop, Director, **Xacom**, Australia
Ilan Friedland, Managing Director, **Beeper**, Israel
Dr. Dietmar Gollnick CEO, **e*Message**, Germany
Philip Hayes, Director, **ParkMagic**, Ireland
Brian Hick CEO, **Digicall**, Switzerland
Vic Jensen, Director, **Unication**, USA
Chris Jones CEO, **PageOne**, UK
Dan Kiely Managing Director, **VoxPro**, Ireland
Jim Nelson, President, **Prism Paging**, USA
Martin Praest, Director, **Commtech Europe**, Denmark

MODERATORS

Derek Banner *Chairman, EMMA*
Jacques N. Couvas *President (Hon), EMMA*

SPONSORS

The logo for e*message, featuring a stylized 'e' in yellow and black, followed by the word 'message' in a bold, black, sans-serif font.

The logo for PageOne, featuring a stylized green graphic of three curved lines above the word 'PageOne' in a blue, sans-serif font.

The logo for Unication, featuring a stylized green 'U' shape with three vertical lines inside, set against a yellow background, with the word 'Unication' in black below it.

The logo for VOX PRO, featuring the words 'VOX' and 'PRO' in white, stacked vertically, on a blue rectangular background.



DAY 1, Wednesday, October 17, 2007

- 13:00** **Registration of the Delegates**
13:30 **Get-together Coffee**
14:00 **OPENING ADDRESS** -- Jacques N. Couvas
- 14:15** **Session 1**
- REVIEW OF THE TECHNOLOGY STATUS OF THE INDUSTRY**
- Derek Banner
 - Jim Nelson
- 15:30** **Coffee Break**
- 15:45** **Session 2**
- IS THERE A NEED FOR INNOVATION?—MANUFACTURERS**
- John Bishop
 - Vic Jensen
- 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

- Dan Kiely
- Dietmar Gollnick

10:30 Coffee Break

10:45 Session 4

EMERGING TECHNOLOGIES AND APPLICATIONS IN MOBILE MESSAGING—HOW CAN THE PAGING INDUSTRY BENEFIT FROM THEM?

- Martin Praest
- Philip Hayes

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**

- Johan Agren
- Ilan Friedland
- Chris Jones

10:15

Coffee Break

10:30

Session 6

**THE TRUE POTENTIAL OF PAGING
BUILDING ALLIANCES TO PUT PAGING BACK ON THE MAP**

- Brain Hick

Session 7

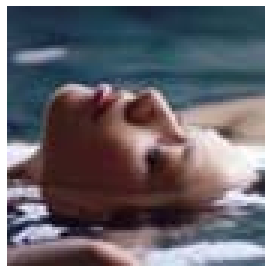
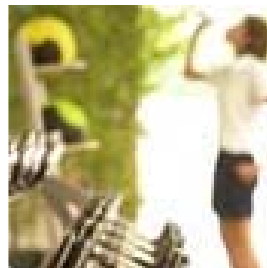
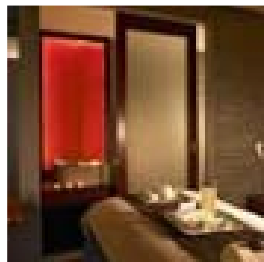
ROUND TABLE MEETING: NEW INITIATIVES

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/



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.

1/10/2007

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