



Monetising Mobile & Digital engagement

- 10.00 Arrival – Tea/Coffee with pastries on arrival
- 10.30 Tola Mobile – Shane Leahy – Opening speech
- 10.40 Dave Stephens, Vodafone – Carrier Billing growth through regulation – an operators’ perspective.
- 11.00 Bill McKimm, Iorma – Becoming Innovation Centric
- 11.20 Mark Challinor, Trinity Mirror – Benefit of Bill to Mobile in the digital age for media companies
- 11.40 Graham Cornhill, Wi-Q – The benefits of early convergence when delivering disruptive technology.
- 12.00 Break for Lunch**
- 12.45 Finbarr O’Mahony, Facebook – Reaching your customers on Facebook
- 13.05 Simon Pepper (Head of Product – Tola) Product overview
- 13.25 Nigel Alexander, Phonovation – Insights gained into competing for consumers in a digital age
- 13:45 Ilkka Seppanen, Siru Mobile – How mobile payments can boost the revenue in Fast-Food industry? Our Finnish experience
- 14.00 **Coffee & Tea**
- 14:15 Panel discussion:
- Mobile payments, what will be the impact of PSD2?**
- With the growth of mobile payments and various ways to pay by mobile, what is the far reaching impact on payments and digital commerce?*
- Panel:**
- Ruth Milligan – Tech UK – Chairing the Panel
David Stephens – Vodafone
Simon Pepper – Tola Mobile
Bill McKimm – Iorma
Mark Challinor – Trinity Mirror