



Wireless Sport Telecom Conference 2005 – B2B Conferences

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Attend visiongain's b2b conference, *WIRELESS SPORT: EXPLORING FUTURE BRANDING AND REVENUE-GENERATING OPPORTUNITIES WITH SPORT IN WIRELESS*, a unique conference where the mobile industry and the sports world meet to discuss content and branding partnerships. Key representatives from the sports world and mobile industry will gather at this unique venue at Chelsea Village, home ground of the Chelsea Football team.

PR9.NET November 16, 2004 - London, UK – Attend visiongain's b2b conference, *WIRELESS SPORT: EXPLORING FUTURE BRANDING AND REVENUE-GENERATING OPPORTUNITIES WITH SPORT IN WIRELESS*, a unique conference where the mobile industry and the sports world meet to discuss content and branding partnerships. Key representatives from the sports world and mobile industry will gather at this unique venue at Chelsea Village, home ground of the Chelsea Football team.

With Sports fans being among the most loyal customer groups, opportunities are plenty for the mobile operators and applications developers to catch a share of their loyalty and turn it into revenues. Premium sport content, delivered through a variety of new video and messaging applications, is expected to create revenues exceeding Euro 2.5 billion in Europe in 2009. Participants of Wireless sport 2005 will discover how to enhance sports applications services and market them to customers to accelerate the take off of 3G services.

Over the two days, this event will provide a comprehensive understanding of the opportunities in delivering sports content to mobile users, it will also tackle the specific issues related to sports rights.

The WIRELESS SPORT CONFERENCE 2005 will take place on JANUARY 19 – 20 at Chelsea Village, London. The conference will begin January 19 with a keynote from Roger Matthews, Head of Content Rights at Vodafone, one of the biggest wireless players in sports.

Following are companies and organisations participating in the conference program:

 Roger Matthews, Head of Content Rights, Vodafone Group Services
 Matthew Dacey, Head of Sports, Gaming and Interactive Rights, O2
 Arne Rees, Head of Strategic Business Development, UEFA New Media
 Jamie Hayes, Head of Applications Design and Development, 3UK
 Martin Péronnet, Director of Content, Multimedia Mobile / i-mode, Bouygues Telecom
 Donna North, International Vice President and Head of Creative Production, TWI (IMG Group)
 Chris Clark, Chief Executive Officer, BT Wireless Broadband
 Antti Koivula, Director, Business Development, Nokia Oyj
 Claudia Pöpperl, Head of Business Development Europe, ucp morgen, & Board member, Mobile Entertainment Forum
 Al Gosling, Chief Executive, Extreme Group (Extreme Channel and Extreme Mobile)

Complementing this conference, is a Pre-conference Interactive Workshop (Tuesday 18th January 2005) entitled **SUCCESSFULLY DELIVERING SPORT TO THE MOBILE PHONE: CONTENT MODELS & BRANDING OPPORTUNITIES** which will be led by:

John Farmer, Co-founder & CEO, Carbon Partners (with the participation of Colin McNeill, Director of Marketing and Communications, Hibernian FC).

This pre-conference workshop identifies the key factors and opportunities to deliver revenue-generating sports contents. The workshop will allow participants to identify the tools to communicate with sports fan bases and enhance their brand along with an in-depth examination of the pricing and packing models to maximise the impact of mobile sports content.

For more information about this event, please visit www.b2b-conferences.com

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About B2B Conferences

B2B Conferences is one of Europe's fastest growing media companies today, basing its knowledge on the raft of management reports and industry news letter that the parent company produces each year. B2B Conferences has built up a solid reputation for putting together high quality business to business event workshops aimed at the corporate community.

These events are unique in that B2B operates on a wholly independent basis, therefore producing conferences that are timely, targeted and at time controversial, giving delegates, speakers and sponsors alike, the opportunity to get a totally unbiased view of their industry.

About visiongain

Visiongain is one of the fastest growing and most innovative independent media companies in Europe today. visiongain produce a host of business-2-business conferences, newsletters, management reports and e-zines focusing on the Financial markets, the Pharmaceutical, Telecoms industries and the Defence sector.

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