

## Mobile Marketing Association Briefing - The mobile marketing opportunity in Indonesia

**Co-Located with the Indonesia Telecoms International Summit 2009**

**12th November 2009**

**Jakarta Indonesia; Mulia Senayan Hotel, Ballroom 1**

**Objectives:**

- Find out how agencies and brands can best maximize the mobile marketing and advertising opportunity in Indonesia
- Explore and evaluate emerging business models and best practices for increasing campaign effectiveness
- Develop creative new strategies to engage, influence and interact with consumers on a personal level through an always on, always connected channel
- Generate new ideas, facilitate business networking and provide opportunities for partnerships and alliances

**Target Audience:**

Telecom Operators ... Webcos ... Agencies ... Brands ... Media & Publications ... Software & Application Developers ... All Executives Responsible for Digital Marketing and Services Creation

RSVP at <http://www.mobilemonday.co.id/events/mma-reg>

### Schedule and Outline Agenda:

14:00	<b>Registration and coffee</b>
14:30	Welcome and Opening Industry Analyst Assessment: Understanding the consumer perspective <ul style="list-style-type: none"> <li>• Attitudes, usage and affinity with mobile</li> <li>• Building on interactivity, social networking and subscriber engagement</li> </ul> <b>Nitin Bhat, Senior Vice President, ICT Practice, Frost &amp; Sullivan, Singapore</b>
14:40	Opening remarks from Mobile Marketing Association: The mobile marketing opportunity in Indonesia <b>Rohit Dadwal, Managing Director Asia Pacific, Mobile Marketing Association</b>
14:55	Update on the state of mobile and its evolving role in communications and marketing <ul style="list-style-type: none"> <li>• Exploring the implications of universal communications mobility</li> <li>• Creating value and driving interactive and mobile media ad spending</li> </ul> <b>Sumantri Joko Yuwono, Senior Division Head - VAS Management, Indosat</b>
15:10	Exploring Indonesia's media landscape: Vital statistics and projections for growth and penetration <ul style="list-style-type: none"> <li>• What is the growth expectation in terms of mobile advertising revenues and as a proportion of marketing spend?</li> </ul> <b>Andy Zain, Founder, Mobile Monday Indonesia</b>
15:20	SMS advertising - Critical success factors and case studies <ul style="list-style-type: none"> <li>• Reaching a mass audience using the most favoured channel for personal interaction</li> </ul> <b>Ruben Eduardo Maislos, Founder, Vice President Business Development, Pudding Media Singapore</b>
15:30	Brand case study: AXE <b>Shinta Witoyo Dhanuwardoyo, Chief Executive Officer, Bubu.com</b>
15:40	Brand case study: Green Sands <b>Joseph Lumban Gaol, Chief Executive Officer, m-STARS</b>
15:50	Panel round-up with speakers and audience Q&A <b>Rohit Dadwal, Managing Director Asia Pacific, Mobile Marketing Association</b>
16:10	Telco platforms and branded utilities: What services can brands develop that add value for consumers? <ul style="list-style-type: none"> <li>• Opportunities and challenges in building larger scale campaigns with mobile</li> </ul> <b>Bakrie Telecom</b>
16:25	"Indonesia In your hand" - Using an augmented reality browser <b>Amiranto Adi Wibowo, Chief Innovation Officer, JSpot Mobile</b>
16:40	Looking into the future: Concluding panel discussion with speakers and audience Q&A <b>Nitin Bhat, Senior Vice President, ICT Practice, Frost &amp; Sullivan, Singapore.</b> <b>Rohit Dadwal, Managing Director Asia Pacific, Mobile Marketing Association</b>
17:00	Close of MMA Briefing