MOBERA 2013 Conference

Meet the Future of Mobile Era!

Communication Plan

May 2012

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MOBERA 2013

1   MOBERA Summary

The goal of the conference is to provide participants with comprehensive insight into mobile platform trends, and especially into their potential for development of software applications. MOBERA conference intends to become the leading professional event both on European and international levels. MOBERA connects the creative community with mobile industry professionals, and imparts knowledge to those who influence the development and trade in the sphere of modern mobile devices. This is also the motto of the conference—
"Meet the Future of Mobile Era".

When: **April 24 – 27, 2013**

Where: **Pasáž u Hájků, Prague, Czech Republic**

Topics:

- **Android**
- **iOS**
- **Windows Phone 7**
- **Blackberry OS**

Days:

- **Development**
- **Business**
- **UI design**
- **Workshops**
- **Hackathon / B2B Brokerage**

Social programme:

- **Welcome party**
- **Reception**
- **Closing party**

Metrics:

- **Number of speakers:**   **21**
- **Number of workshops:**   **2–4**
- **Number of participants:** **400**

2   Concept

Day 1 Wednesday	Day 2 Thursday	Day 3 Friday	Day 4 Saturday
UI Design	Development	Business	Hackathon / Workshops / B2B Brokerage
Warm-up party	Reception	Closing party	

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3   Market opportunity

The number of mobile users is growing tremendously. According to conclusions of the International Telecommunication Union (ITU) for 2011, almost **six billion people are using mobile phones** around the world (in contrast of 7 billion of people population). Furthermore, ITU expects the number of devices with high-speed connections to exceed one billion. It is obvious that this is a particularly interesting sector in terms of long-term growth of opportunities for innovation.

Mobile device—a cell phone—in our pockets is no longer only a provider of voice calls or texts messages. For the first time the mobile phone is a fully functioning computer as the **latest smartphones** bring true Web browsing, location-based services, and thousands of nifty applications to the mobile communications world. Add nearly ubiquitous broadband wireless networks and you have the ability to **do real work from anywhere at any time.** [1]

Mobile application development is a big boom in the technology sector. These applications have expanded the use of wireless technology immensely. Recently developed applications have brought **revolutionary changes into the use of mobile phones**. These applications have variety of features like Internet browsing, social networking, GPS navigation, movie players, games, music and much more than we could imagine a while ago. Present-day features have increased the demand of the latest innovative phones; the communication device has now become a truly multi-functional device.

The mobile phone market not only has competitors dealing in the mobile phone manufacturers (hardware manufacturers), but also has competitors from software companies that are in market, which are creating new product and ideas in applications development. [2] "Within five years, 70 % of collaboration and communications applications designed on PCs will be modelled after user experience lessons from smart phone collaboration applications." [3]

The sphere of modern mobile platforms is evaluated by leading analytics and consulting companies (Gartner, PWC, IDC, Forester) as the area of computer and telecommunications technology with **the most dynamic development and the largest commercial potential**.

Surprisingly, in the European region, this area is still covered insufficiently with conferences and professional meetings. Application development and its trends are noted only marginally (e.g. the Mobile World Congress [4], Mobile 2.0 [5]). MOBERA conference closes up the uncovered area and creates the background for a meeting of representatives of professional mobile sector—developers, retailers, investors and visionaries.

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4   Target Group

- **Corporate Executives** (30–40 %)
- **Developers of mobile applications** (30–40 %)
- **University students** (25 %)

5   Related Conferences

- Mobile World Congress [4]
- Mobile 2.0 [5]
- Nokia World [6]

6   Benefits for Partners and Visitors

MOBERA partners:

- Visibility.
- Opportunity to reach creators of competing platforms.
- Presentation of your own solutions' advantages
  (face-to-face with competitive solutions).
- Addressing European region (interesting for companies abroad).
- Possibility of introduction/premiere of product/solution in front of expert audience,
  in well-arranged environment with world-wide video streaming.

MOBERA visitors:

- MOBERA conference—your competitive advantage.
- All modern mobile platforms at one place.
- Introduction of current trends.
- Introduction of actual technologies & development techniques.
- Possibility to talk to key experts from all over the world.
- Knowledge sharing, networking, business opportunities, B2B.
- Case studies presentation.

The area of "smart" mobile platforms is very fresh, new opportunities are constantly arising; the forces between the key players are spilling over. Proper information and general knowledge are worth having gold. There is a lot of information, but on the contrary there are very few real experts. Therefore it is not surprising that the demand for events presenting findings from the smartphone sphere is increasing. MOBERA conference combines these two aspects and provides a missing overview of the mobile market and application development.

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7 Communication Channels & Tactics for Each Channel

Promotion:

- Leaflets
- Posters
- Brochure

Public Relations:

- Press Releases (4)
- Press Outputs / Articles (10)
- Press Conference
    - Czech Republic, Prague, October, 2011, Pasáž u Hájků
    - Show Room for Press
    - Conference Media Partner
        - CZ (Economic Media and ICT Media)
        - EU/World (ICT Media)

Sales Promotion:

- IT Events and Exhibitions
    - CeBIT [7], Hannover, Germany | March 6–10, 2012
    - Mobile World Congress [4], Barcelona, Spain | February 25–March 1, 2012
- Free Tickets for VIP guests
- Free Tickets for Media
- Competitions for Mobile Application Developers (Free Tickets and Gifts from Conference Partners (HTC, Microsoft, Google etc.)
- Czech Embassies and Consulates in the United States and Europe, HUB Milan, HUB Prague

Personal Selling:

- B2B
- B2C

E-marketing / On-line Marketing:

- MOBERA webpage — www.mobera.eu
- Blogs — blog.mobera.eu
    - EN & CZ version
    - Organizers & Guest bloggers
- Mobile User Groups
- Microsites for Competitions
- E-promotions (banners etc.)
    - SEM (SEO, PPC)
    - Social Networks
        - Facebook
        - Twitter

- LinkedIn
- XING

Direct Mail and Direct Marketing:

- Consumer Direct Mail
- Business Direct Mail
- over 4500 contacts

8 Organizers

ACEMCEE Company — www.acemcee.com

References:
- University-Business Forum for European Commission (2010) [8]
- FP7 Project Conferences (2009–2011) [9]
- SOFSEM Conference (1993–2002) [10]
- DATAKON (2001–2008) [11]
- MEMICS (2007–2010) [12]
- MFCS/CSL (2010) [13]

9 Partners

- Faculty of Informatics, Masaryk University [14]
- Faculty of Information Technology, Brno University of Technology [15]
- South Moravian Innovation Centre [16]
- Microsoft Innovation Center Brno
- Corporate Partners (TBC):
    - T-Mobile
    - Nokia
    - Microsoft
    - Google
    - Inmite
    - Tapmates
    - Motorola
    - Samsung
    - HTC
    - nVidia
    - HUB
    - EA

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10 Monitoring & Control

	August	September	October	November	December	January	February	March	April	May
Promotion										
Leaflets		■								■ (red)
Posters		■								■ (red)
Brochure				■						■ (red)
PR										
Press Release		■		■		■				■
Press Outputs/Articles		■		■	■	■	■	■	■■■	■■
Press Conference										■
Media Partners contacted	■■■■									■ (red)
Media Partners acquired		■■■■	■■■							■ (red)
Sales Promotion										
Mobile World Congress		■								■ (red)
CeBIT			■							■ (red)
Competitions		■		■		■		■	■■■	■ (red)
Czech Embassies contacted		■			■				■	■ (red)

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E-Marketing / On-line Marketing	August	September	October	November	December	January	February	March	April	May
Registration open		■								■ (red)
Complete programme		■■■								■ (red)
Blogs	■	■ ■	■■■■	■■■■	■■■■	■■■■	■■■■	■■■■	■■■■	■
E-Promotions		■■■	■■■■	■■■■	■■■■	■■■■	■■■■	■■■■	■■■■	■ (red)

Direct Marketing	August	September	October	November	December	January	February	March	April	May
Consumer Direct Mail		■		■		■		■	■ ■	■ (red)
Business Direct Mail	■	■	■	■	■	■	■		■ ■	■ (red)

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11 Monitoring & Control

- Event Monitoring
- Media Monitoring
- Final summary of all conference materials in digital form for partners of the conference

Appendix — MOBERA homepage

References

[1]   www.businessweek.com

[2]   www.articlealley.com/article_1716528_11.html

[3]   www.gartner.com/it/page.jsp?id=1293114,
       www.readwriteweb.com/archives/-analyst_predict_+_billion_mobile_web_users_by_2010.php

[4]   www.mobileworldcongress.com

[5]   www.mobile20.eu

[6]   events.nokia.com/nokiaworld

[7]   www.cebit.de

[8]   ec.europa.eu/education/higher-education/doc2072_en.htm

[9]   ncbr.chemi.muni.cz/POSTBIOMIN.html

[10]   www.sofsem.cz

[11]   www.datakon.cz

[12]   www.memics.cz

[13]   mfcsl2010.fi.muni.cz

[14]   www.fi.muni.cz

[15]   www.fit.vutbr.cz

[16]   www.jic.cz

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