

# CMO DAY

2<sup>nd</sup> CHAPTER

29<sup>th</sup> September, 2013



The One & Only Royal Mirage, Dubai, UAE

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08:30 - 09:30

**Welcome Coffee**

09:30 - 09:40

**Opening Speeches**

**Andrew Hanna**, Chairman of SAMENA CMO Working Group - CCO - Viva Bahrain - Bahrain

09:40 - 10:40

**Panel 1 - Learning from Best Practices on Customer Experience Management**

**Presented by Erik Almqvist**, Partner - Global Head of Operational Consulting - Analysys Mason - Dubai, UAE

Telecommunications operators are known to be the worst offenders when it comes to delivering a customer experience. Billing errors, dropped calls, long store queues, unfriendly customer service representatives are just the tip of the iceberg. What could Telecommunications operators learn from companies like Disney, Apple, Emirates Airlines and other industries?



10:40 - 11:40

## Panel 2 - Delivering Transformative Customer Experiences

**Presented by Don Peppers**, Founding Partner of Peppers and Rogers Group, A Unit of Teletch - USA

Customers are looking for a frictionless experience with their operator in an increasingly multi-channel world. How can operators respond efficiently whilst creating promoters and advocates of their brands?

11:40 - 12:00

## Coffee Break

12:00 - 13:00

## Panel 3 - The Digital Ecosystem Challenge

**Presented by Christos Mastoras**, Director of Business Development - Yahoo - Dubai, UAE

With the advent of convergence, the Telecommunications, Technology and Media industries are on a collision course. OTT players from the Technology and Media industries are not sharing their revenues with operators, yet are driving operators' network traffic at an exponential rate. How can operators constructively engage OTT players and build an open digital ecosystem to grow the market for all?

13:00 - 14:00

#### Panel 4 - Mobile Broadband Explosion

**Presented by Bassam Hajhamad**, Principal and Member of the Booz CMT Practice under Booz's Speaker - Booz & Co. - Dubai, UAE

Demand for broadband in the SAMENA region is increasing rapidly, and operators have started to boost their investments in 3G/HSxPA roll-outs and are evaluating 4G/LTE. Despite the rapid growth, prices – if adjusted for GDP per capita differences – are up to 10x higher in the SAMENA region than in the US, UK and Asia. The market could grow faster if CMO's were more aggressive in pricing. This session looks into the latest usage trends, service pricing, opportunities and challenges CMO's face.

14:00 - 15:00

#### Lunch

15:00 - 16:00

#### Panel 5 - Small Medium Enterprise Marketing and Sales

**Presented by Johnathan Gray**, Vice President of Marketing - Revana - USA

For many operators, the enterprise SMB markets represent significant growth opportunities. Managing B2B marketing and sales is very different from managing a B2C / consumer operation. This session explores international best practices and case studies.

16:00 - 17:00

#### Panel 6 - Segmented Customer Experience

**Presented by Meltem Sahin**, Customer Experience Management Division Head - Turkcell - Turkey

Customer experience from touch point centric to customer centric and understanding different SEGMENTS and designing/delivering the experience accordingly.

17:00 - 17:15

#### Coffee Break

17:15 - 18:00

#### Panel 7 - CMO Perspectives

**Presented by Andre Popov**, Partner - Peppers and Rogers Group - Dubai, UAE

An interactive discussion around key trends and learning's.

18:00 - 19:00

#### Cocktail Sponsor by Peppers & Rogers Group



**Andrew Hanna**  
Chairman of SAMENA  
CMO Working Group  
CCO - Viva Bahrain - Bahrain



**Christos Mastoras**  
Director of Business Development  
Yahoo - Dubai, UAE



**Johnathan Gray**  
Vice President of Marketing  
Revana - USA



**Andre Popov**  
Partner  
Peppers and Rogers Group  
Dubai, UAE



**Don Peppers**  
Founding Partner  
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A Unit of Teletech - USA



**Meltem Sahin**  
Customer Experience  
Management Division Head  
Turkcell - Turkey



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