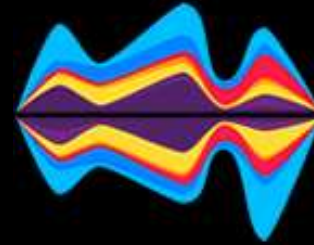


**The future is digital...
the future of digital is MOBILE**



Programme

6.00 p.m. **Registration & Cocktail**

7:00 p.m. **Welcome**

Wander Meijer, Global Director International Research, TNS

7:05 p.m. **Mobile life – The Mobile Ecosystem & Rise of Social Media**

James Fergusson, Managing Director – Global Technology Sector, TNS

7:25 p.m. **Using Mobile for Marketing**

Barney Loehnis, Regional Head of Digital, Ogilvy & Chairman of the Mobile Marketing Association in Asia

7:45 p.m. **Q&A**

8:00 p.m.-

9:00 p.m.

Cocktail & networking