

8.45am	<b>Welcome</b> <b>Michael Lee</b> - Chairman, Communications Alliance
8.55am	<b>Driving Demand for Seamless Connectivity</b> <b>Selina Lo</b> - President and CEO, Ruckus Wireless The internet forever altered how we access information, and now the mobile web is fundamentally changing where and when this information can be accessed. Armed with multiple devices from smartphones to tablets, users want ubiquitous wireless connectivity. This presents both problems and opportunities for mobile operators and traditional telecom carriers.  The inherent cost benefit and ease of deployment have arguably made Wi-Fi the technology of choice for addressing the exploding mobile data traffic. Selina will detail how Wi-Fi technology is growing up to become an essential part of the mobile internet infrastructure. She'll examine new technologies, applications and business models that are driving operators to take a much more aggressive stance on Wi-Fi. She will also look at the strategic and technical challenges facing Wi-Fi suppliers and the exciting new developments taking place globally.
9.45am	<b>Latency is the New Black</b> <b>Hugh Bradlow</b> - Chief Technology Officer, Telstra
10.35am	<b>Morning Tea</b>
10.55am	<b>Converging Content</b> <i>Speaker presentations followed by combined Q&amp;A</i> <b>Tony Malligeorgos</b> - VP Sales and Marketing, Ericsson (MC) <b>Steve Wood</b> - CEO, Tennis Australia <b>Justin Milne</b> - Chairman, Quickflix and pieNETWORKS <b>Pippa Leary</b> - Director of Strategy and Market Insights, Metro Division, Fairfax Media <b>Mark Scott</b> - Managing Director, Australian Broadcasting Corporation (ABC) <b>Austin Bryan</b> - Director, Optus Digital Media A seamless connected environment changes the way we interact with content. How will triple-play and multi-platform delivery impact how we view sport, movies, and news? How will TV, radio, and the internet adapt to on-demand viewing?
1.15pm	<b>Lunch</b>
2.00pm	<b>Consumers: meeting needs and realising dreams</b> <i>Speaker presentations followed by combined Q&amp;A</i> <b>James Halliday</b> - Partner, Baker & McKenzie (MC) <b>Adam Ferrier</b> - Founding Partner, Naked Communications <b>Matthew Barr</b> - Head of Market Development, Mastercard <b>Peter Bourke</b> - Chief Information Officer, Westfield Holdings How will retailers leverage network technology to provide a richer cross-channel shopping experience to customers? This session will explore how shoppers' expectations will be met and the role that location-based services, public wi-fi networks, next-generation loyalty offerings, e-payments, integrated channels and social media will play in new retail business models.
3.30pm	<b>Afternoon Tea</b>
3.50pm	<b>PANEL: Industry Convergence - Devices, platforms, and networks</b> <b>Peter Mercieca</b> - Partner, KPMG (Moderator) <b>Iarla Flynn</b> - Head of Public Policy and Government Affairs, Google <b>Simon Hackett</b> - CEO, Internode <b>Peter Rossi</b> - Chief Technology Officer, Huawei <b>Seán O'Halloran</b> - President & Managing Director, Alcatel-Lucent Australia The position of the PC as the primary device is challenged by the rise of the smartphone, tablet, and other devices. This has repercussions on the way we communicate, interact and consume content. Is the future an unbundled world? Will the app hub replace the browser? And ultimately, will any device will reign supreme?
5.00pm	<b>Closing Remarks</b> <b>John Stanton</b> - CEO, Communications Alliance
5.10pm	<b>Drinks and Networking Session</b>

\* Please note this program is subject to change



## details

**Date** Wednesday 22 February 2012

**Time** 9.00am-5.00pm

**Venue** The Auditorium  
37 Reservoir Street, Surry Hills NSW

**Cost** *Communications Alliance Members*  
\$450+GST  
*Non-Members*  
\$550+GST

## silver sponsors



## registration form

You may register via fax 1300 651 486,  
email us at [conference@broadbandandbeyond.com](mailto:conference@broadbandandbeyond.com),  
online at [www.broadbandandbeyond.com](http://www.broadbandandbeyond.com), or  
post to Level 1, 43-51 Brisbane St, Surry Hills, NSW 2010

First Name \_\_\_\_\_

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**COST**  Member - \$450+GST

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• Upon completion of registration, attendee(s) will have their name(s) on the door at the event. We do not issue physical tickets • All prices shown on this page are Australian Dollar amounts • Given notice of at least one week from the event start time, we are happy to issue a full refund for any cancellation of single tickets • We accept registrations from Australian and International users.