

THE SECOND INTERNATIONAL CONFERENCE

26-27 September 2007, President Hotel, Kyiv, Ukraine

High-Tech Marketing

BEYOND SALES: FOCUS ON THE CLIENT



Main Topics:

- Specific features of the customer behavior after purchasing high-tech services
- Relationship marketing tools and the income-generating component of services
- Client-oriented strategies of customer service (the experience of using strategies of focusing on clients and relationship management)
- Customer service: costs or investments?

Our speakers:



Sabine Emad
Director e-Channels
and Direct Marketing
Orange Switzerland



Igor Mann
Marketing Director
ARCTEL



Federico Cesconi
Director of Customer
Insights & Retention
Cablecom GmbH



Vasyil Latsanich
Marketing Director
MTS Ukraine



Aleksandr Manin
Managing Partner
CRM-Design



Ivo Saluoks
Member of the Board,
Data Communications
Norby Telecom



Tatiana Tolmacheva
Managing Partner
iKS-Consulting



Nina Martsin
Director Customer
Relationship
Management
Kyivstar GSM



George Lambrianou
Head of Sales
Management
CYTA



**Evangelos
Xevelonakis**
Managing Director
Swiss Valuenet



Jani Asikanius
AVP Sales
Unipier Ltd



Matt Sneddon
Sales Director
Agillic

Organizers



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For the last decades, penetration of high technologies in all spheres of public activity has radically changed the world social and economic experience, increased globalization of economy, forced consumerization growth and required the revision of traditional approaches to "supplier-customer" relationships. In strong competition and higher customer demands environment these relationships should achieve a completely different level in order to become a real source of revenue growth and decrease in costs of new clients acquisition in the long-term. To succeed in business it is getting more important for any company particularly on such high-tech markets as telecommunications, IT and media to build long-term client relationships and to retain customers.

At the SECOND annual conference "High-Tech Marketing" we invite you to examine customer service as a vital link of the

value-chain as well as customer retention methods and meeting the customers' expectations.

Customer loyalty is a complex system of relationships, which constantly demands new ideas, resources and technologies. It is known that 15-20% of most loyal clients can generate up to 80% of all company's earnings. Attracting new full-fledged clients is at least five times more difficult than retaining the existing ones, therefore investments in loyalty technologies and 'best client' retention should become one of the main sources of the companies' market capitalization growth.

Should we invest? How to make these investments effective? What are the specific features of customer behavior on the high-tech market after purchase? What instruments ensure the success of such relations? Are there any success stories and best practices?

FIRST DAY – September 26/ President Hotel Kyivsky

09:30	Registration / ☑ welcome coffee
10:00	OPERATOR Keynote <i>Igor Mann, Marketing Director, ARCTEL (Russia)</i>
10:30–12:40	SESSION 1. SPECIFIC FEATURES OF THE CUSTOMER BEHAVIOUR AFTER PURCHASING A HIGH-TECH SERVICE
10:30	OPERATOR Customer development in the process of using the service and changes in consumption models <i>Vasily Latsanich, Marketing Director, MTS (Ukraine)</i>
11:00	OPERATOR Let customer feedback do the driving Case Study: Cablecom Case Study: Yamaha <i>Federico Cesconi, Director of Customer Insights & Retention, Cablecom GmbH (Switzerland)</i>
11:30–11:45	☑ Coffee break

11:45	CONSULTANT Service as an element of life style <i>Tatiana Tolmacheva, Managing Partner, iKS-Consulting (Russia)</i>
12:10	OPERATOR Controlling client expectations via servicing processes <i>Nina Martsin, Director Customer Relationship Management, Kyivstar GSM (Ukraine)</i>
12:40–14:00	SESSION 2. RELATIONSHIP MARKETING TOOLS AND THE INCOME-GENERATING COMPONENT OF SERVICES
12:40	CONSULTANT Large scale CRM project management experience. Case Study: MTS <i>Aleksandr Manin, Managing Partner, CRM-Design (Russia)</i>
13:05	SOFTWARE PROVIDER Reaching the customer without losing him as a customer – Context sensitive approach to mobile advertising <i>Jani Asikanius, AVP Sales, Unipier Ltd (UK)</i>

Conference Organizers:



iKS-Consulting is one of the leading analytical agencies in the Russian and CIS telecom market. As one of the market vouches iKS-Consulting provides its clients with Recommendations, Research, Analytics, Forecasts, Data Bases and market Statistics since 2004.
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ICT-Marketing is a professional industry association of IT and telecom companies aimed at contributing to the development of business and marketing expertise as well as the professional development of ICT specialists.
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Call, Fax or E-mail to ICTM Association, Ukraine. Tel: +38 (044) 501-0209, fax +38 (044) 503-6104, E-mail: ivolkova@ictmarketing.org



13:30	SOFTWARE PROVIDER Creating Value through Customer Lifecycle Management. Case Study: Telenor–Sonofon <i>Matt Sneddon, Sales Director, Agillic (UK)</i>	16:00	CRM ADVISORS Managing Retention Campaigns to increase and retain customer value– best practices <i>Evangelos Xevelonakis, Managing Director, Swiss Valuenet (Switzerland)</i>
14:00–15:00	Lunch	16:45	OPERATOR Gaining competitive advantages due to additional elements of service and additional services <i>Ivo Saluoks, Member of the Board, Data Communications, Norby Telecom (Estonia)</i>
15:00–17:15	SESSION 3. CLIENT-ORIENTED STRATEGIES OF CUSTOMER SERVICE (THE EXPERIENCE OF USING STRATEGIES OF FOCUSING ON CLIENTS AND RELATIONSHIP MANAGEMENT)	17:15–17:30	Coffee-break
15:00	OPERATOR Defining one to one customer loyalty offers based on data mining techniques and ensuring homogeneous customer treatment across all channels (points of contact) <i>Sabine Emad, Director e-Channels and Direct Marketing, Orange (Switzerland)</i>	17:30–18:00	ROUND-TABLE DISCUSSION. CUSTOMER SERVICE: COSTS OR INVESTMENTS? <ul style="list-style-type: none"> • How to determine a reasonable level of customer support costs • Evaluation of the investments effectiveness in customer service • The impact of efficient customer service on company revenue • Balance between client orientation and profitability
15:30	OPERATOR Developing Customer Relationship Strategies for effective management of customer retention and development Case Study: CYTA <i>George Lambrianou, Head of Sales Management, CYTA (Cyprus)</i>		

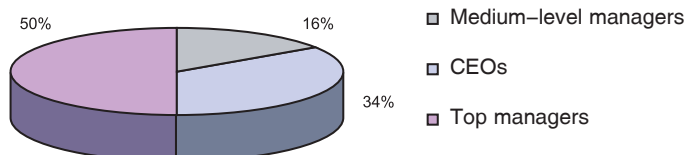
SECOND DAY – September 27/ Exhibition centre "KievExpoPlaza"

Venue: conference hall of the exhibition EEBC 2007 Telecom&Broadcasting (Kiev, 2– B Salyutnaya Str., exhibition centre "KievExpoPlaza", Pavilion 2).		13:00–13:30	Pan-Ukrainain integrated project "METRO WiFi – metropolitan wireless new generation networks" <i>Oleg Sobolev, executive Director Wireless Ukraine</i>
11:30	Opening EEBC Exhibition	13:30–14:30	Lunch
12:00–13:00	Master-class <i>Dmitriy Adrianov, Director, OgilvyOne (Ukraine)</i>	14:30–16:00	Overview of eastern europe and cis infocommunication market

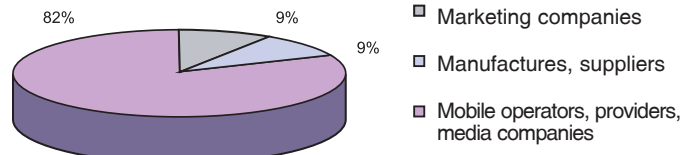
If you would like to speak at our conference please refer your request to Anna Kopetskaya ank@iks-consulting.ru, tel.: + 7 (495) 505 1050, fax: +7 (495) 204 4825

High-Tech Marketing 2006 audience profile:

Attendees profile:



Industry profile:



DELEGATE APPLICATION

Company name _____

Contact person _____

Job title _____

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Industry _____

REGISTRATION FEE

- 357\$ per 1 delegate registered before August 26
- 420\$ per 1 delegate registered after August 26
- 140\$ password for online access to the conference materials

Registration fee includes:

Participation in all conference activities, delegate badge, delegate certificate, package with the conference materials, catering.

For ICTM members

- 255\$ per 1 delegate registered before August 26
- 300\$ per 1 delegate registered after August 26

For 3 or more delegates – 15 % discount

PARTICIPANT INFORMATION. Please insert information on each participant.

№	First Name and Second Name	Job Title and Company Name	E-mail	Contact Tel.

Participation and cancellation policy

To register please complete the form and fax it to iKS-Consulting +7 (495) 204-4825 or ICTM +38 (044) 503-6104 or register online at <http://www.hitechmarketing.org/registration/>. Within 1 working day conference organizers will confirm your registration and prepare the contract. The invoice must be fully paid within 5 working days by bank transfer. Replacement of the delegate may be done any time free of charge. Cancellation Policy: cancel before September 1st and you receive 100% of your registration fee minus bank processing charge; cancel after September 1st but before September 10th and you receive 50% of your registration fee minus bank processing charge. No refunds for cancellation after September 10th. Conference program and speaker names might be charged.

Organizers:

Conference producer:

Tatiana Tilmacheva tt@iks-consulting.ru

For sponsorship and media partnership please e-mail to:

Anna Kopetskaya, ank@iks-consulting.ru
Inna Volkova,
ivolkova@ictmarketing.org

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Registration fee does not include accommodation.

Please make reservations in advance.

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