

## June

### 12<sup>th</sup> Annual

#### Global Messaging World Congress

19-20 June, London

<http://www.globalmessagingcongress.com/>

#### Over 60% discount for Operators and Content Providers

Although often highlighted as one of the traditional revenue streams of operators which is being eroded by OTT services, SMS and other messaging platforms account for a truly phenomenal global revenue figure, over and beyond the combined music and film industries.

Messaging is truly significant still and smart devices are driving A2P and M2M messaging revenues.

Preventing spam and 'through the back-door' messaging is key to retaining the value and revenue generating capacity of messaging for operators. This will be the key theme of the event – how to ensure the value and revenue of messaging, preventing costs to the operator of third-party illicit messaging traffic and monetising innovative new messaging services.

In 2012, we further enhance our free to operator programme and announce sponsored operator networking lunches, and VIP networking drinks, where keynotes and operators are invited for free and other delegates come at a nominal fee.

The event will be focused on global operator case studies, including from important growth markets such as India and Africa (MTN etc).

#### Testimonials

- **“I really thank Informa for the high qualified people involved during this conference and for the well organization for this event”** Senior Manager, du
- **“Great opportunity to meet industry players”** Vice President – Messaging Product and Innovation, T-Mobile
- **“Informative and to the point”** Lenco Technology Group
- **“Great event, great location”** Managing Director, Dordack

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