

# The Location Business Summit Europe

May 22-23, 2012, Sheraton Amsterdam Airport Hotel, Amsterdam

## Indoor, Local, Social and Mobile: Monetize Your Location Offering

The biggest event in Europe to bring together LBS Service Providers, Global Consumer Brands and Mobile Marketing players from across the ecosystem and address monetisation strategies that will change the way you do business in 2012

- **INDOOR LOCATION:** Unleash the commercial aspects of indoor mapping and navigation and define the business model for success
- **LOCATION BASED ADVERTISING:** Get to grips with what the brands, agencies and marketers demand from an integrated LBS and digital media solution
- **M-COMMERCE and NFC:** Capitalise on m-payments, NFC technology and QR codes to complete the consumer transaction and demonstrate ROI
- **WINNING BUSINESS MODELS:** Find out how to make real money from social location, indoor positioning, local search, and LBA
- **UBIQUITOUS LOCATION AND POSITIONING TECHNOLOGIES:** Examine Wi-Fi, AGPS, Cell ID and RFID and find out which hybrid positioning technologies will spur growth in indoor location and LBS

These market leaders reveal their strategies:

AKQA

BBC

bing™

Google™

iab.europe



localSocial™

NOKIA  
Connecting People

ogilvy  
Group UK

orange™

qubulus

LBMA  
LOCATION BASED MARKETING ASSOCIATION

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MOBILE EUROPE

**OPEN NOW** to get a breakdown of all our speakers, an in-depth agenda, and insight on who you'll meet!

"In the latest report from Berg Insight, mobile location based services revenue in Europe is forecasted to grow from €205 million in 2010 to €435 million by 2016."



## Are you ready to become a part of the rapidly expanding LBS and mobile revolution which is sweeping through Europe?

Back for the third year, the **Location Business Summit** is the BIGGEST event in Europe which addresses that crucial business dimension of location.

As the digital and mobile revolution continues to gather pace, it's easy to feel pressured to keep up and overwhelmed about which route will lead you most effectively to your customer.

Forecasts for industry revenues are at their highest. Berg Insight predicts that mobile location based services in Europe are going to grow to €435 million by 2016 – and a location enabled world is set to drive this.

As technology rapidly develops you can't afford to rest on your laurels. In the midst of a major tech revolution, local search, mobile advertising, NFC and proximity marketing all hold the key to extreme value in B2C profit-making.

With everyone watching Google's next step, Facebook's latest progress and Apple's announcements, there are developments and changes to come. But under the surface, new ideas and innovations mean that growth is being made, and you should be ready to catch a piece of the action!

But what does this mean for the map providers, the LBS solution providers, brands and the agencies? **Is there enough room in the market for everyone to cash in?**

From key information on the best indoor solution for your business, how to partner with the right advertising platform, and how to harness location data; we give you every tool and piece of information you need to radically grow your business.

## Take home a wealth of business knowledge and contacts to boost your profits

Shape new business strategies for 2012, maximise your profit potential, design an optimum business model for your enterprise, identify solutions to those barriers that stop you achieving your potential...and drive your business onwards and upwards!

With presentations from the forerunners such as **Google, Microsoft, Nokia, PayPal** and **Yahoo!** you'll be able to benchmark your company against their strategies, and hear what exactly the location platform providers and creative agencies such as **AKQA, Ogilvy**, and **JiWire** are looking for from an LBS Solution.

Not only this but hear from some of the daily deals and coupon companies such as **Living Social, Vouchacha** and **LocalSocial** about the trending **SoLoMo** themes and understand what **Bluesky, IndoorLBS** and **Qubulus** are developing from an indoor positioning perspective.

The Location Business Summit has brought together the executives you need to meet, partner with and learn from in a unique networking opportunity that you can't afford to miss. Not only will you return to the office with a contact list that you can only dream of, you will also possess a wealth of premium, thought-provoking case studies and business intelligence, hot-off-the-press market forecasts and fresh insight.

There's also plenty of time given to problem-solving and debate, with up to the minute solutions and perspectives that will keep you fully-informed, equipped for anything and ahead of the competition.

Indoor location has been a buzzword over the past year. With companies such as Broadcomm, CSR, Ericsson, Google and Nokia making announcements in this field. With partnerships being made with retailers, is this the new direction for consumer engagement and proximity marketing? We'll get to the bottom of this.

What does this mean for the map providers though – is there enough room in the market for everyone to cash in? Our industry experts will talk you through it.

## Why do you need to attend the biggest LBS event in Europe?

This is the only event in Europe addressing the challenges and needs of the location industry, without ignoring the wider business picture.

In other words, if you are an organisation that is looking beyond the short-term, and working towards a location-enabled world with a viable commercial offering; this is tailor-made for you.

Even more importantly; you asked us to stage a meeting place for all of the senior level decision makers...and here it is!

We have researched, discussed, piloted, and debated countless hot topics which we know are important to you, and gathered advice and instructions from industry experts and major-players in location, mobile, advertising and positioning.

By the end of the conference, we want you to leave with a new understanding on the hot topics of your professional agenda.

## Here's just a taster of what's in store:

- **INDOOR LOCATION:** Unleash the commercial aspects of indoor mapping and navigation whilst exploring both the business models and technologies
- **LOCATION BASED ADVERTISING:** Get to grips with what the brands, agencies and marketers need from an LBS solution, and vice versa
- **M-COMMERCE and NFC:** Capitalise on m-payments, NFC technology and QR codes to deploy into LBS apps and complete the consumer experience
- **SOCIAL LOCAL MOBILE:** Uncover the ROI in social location, local and hyper local search, and find out how Google and Facebook are driving the value-add of social local on mobile

Tickets are already selling fast and there's limited space available. Don't miss out - book your place today!

## SAVE THE DATE May 22-23, 2012

Looking forward to meeting you in Amsterdam,

Naomi Hands  
VP North America & Europe  
**TheWhereBusiness**  
[naomi@thewherebusiness.com](mailto:naomi@thewherebusiness.com)  
+44 (0) 207 375 7513



"Great opportunity to connect with peers and get caught up on what's hot and what's not"  
Vice President - Solutions Consulting, DMTI Spatial

Chairman's Welcome:

Jonathan Raper,  
*Founder and Managing Director,*  
**Placr**

VISIONARY KEYNOTE

**The Human Platform**

- Why technology is all about biology
  - Four principles: Four successful persuasions
  - Words of wisdom from Norma Desmond
- Nick Bailey, *Executive Creative Director,*  
**AKQA**

CASE STUDY

**What does a location-aware BBC Online really mean?**

- Enabling customisation by location: Find out about how the BBC Homepage in the UK has integrated location
- What does local mean to a UK audience
- Understand how to make the most of location when covering big events

James Thornett, *Head of Product: Homepage, Search & Navigation,* **BBC**

KEYNOTE PRESENTATION

**LBS and the resurrection of Psychogeography?**

- Identify the key opportunities through combining local and social search
- All places are equal, but are some more equal than others ?
- Understand what increasing personalisation means for LBS
- What is Psychogeography anyway...?

Ed Parsons, *Geospatial Evangelist,*  
**Google**

Networking Coffee Break

PRESENTATION

**SoLoMo: Explore in depth the components of Social Local Mobile.**

- Social - How can businesses benefit from the social media revolution?
- Local - A level playing field – Find out what social commerce means for local and global businesses
- Mobile – Don't be left behind, get to grips with the latest developments in the sector and the future of commerce

Peter Briffet, *UK & Ireland GM,*  
**Living Social**

PRESENTATION

**All Things Hyper-Local: Deals, Directions, Details**

- Delve into the hyper-local deals market and hear statistics from real brands achieving real results
- Discover how brands are reaching the right audience, at the right time, with the right information - and profiting in a location enabled world

Peter Jones, *Strategic Advisor,* **JiWire**

Roundtable Networking Lunch

MARKET OVERVIEW

**Global Evolution of Location**

- What will indoor positioning change in LBS? Inertial positioning, Bluetooth, WiFi
- Get to grips with the role of location in the end-to-end shopping experience: attract, guide & convert the customer
- Find out the new value chain models for LBS
- In-depth insight into the companies that will drive the change

Frederic Bruneteau, *CEO,*  
**Ptolemus**

PRESENTATION

**Future prospects for indoor mapping and LBS**

- Understand the importance of precise positioning for commercial couponing and targeted messaging
- Evaluate the different options with mapping that are available to identify the strategy that will work for you
- Identify the long term revenue prospects for indoor location and decipher the best business model

Frank Schuil, *CEO,*  
**Qubulus**



PANEL DEBATE

**The Intricacies of Indoor Location**

- Seamlessly integrate outdoor location with indoor to enhance the user experience once they step inside a building
- Achieve maximum accuracy for indoor maps and the architecture needed to provide a desirable solution
- Exploit market opportunities: As Broadcom, CSR and Google all make announcements, what does this mean for other players
- Delve into the ecosystem and understand how partnerships are essential to make indoor location successful
- Last mile navigation: generate ancillary revenue by targeting users via proximity advertising in the shopping mall, parking lot, at events and in public buildings

Risto Savolainen, *CEO,* **Bluesky**

Frank Schuil, *CEO,* **Qubulus**

Tristian Lacroix, *CEO,* **IndoorLBS**

Ian Sheret, *CEO,* **Polymath Insight**

Networking Coffee Break

PANEL DEBATE

**Mobile Network Operator Perspective: Get the lowdown**

- Uncover the role of network operators in location and user identity resolution, surveillance and privacy protection
- How long can the MNO's have a monopoly over cell based location data, and how accurate is this data?
- What's the best way to leverage location data from the MNO's without paying extortionate prices
- In-depth analysis into the market for network location
- Going Solo or Partnerships: Identify opportunities for collaboration to provide a complete solution

Fabrizio De Liberali, *Principal Product Manager,* **Vodafone**

Emanuele De Leonardis, *International, Head of Mobile,* **Orange Advertising**

KEYNOTE PRESENTATION

**Business Models and Monetisation**

- Consolidate your business model by understanding what options other than advertising are available
- Mobile app vs mobile web: Understand how HTML5 is playing a key role in driving the mobile web, and will this affect geo-coded advertising?
- Pinpoint where the money is in location and how you can get a piece of the action
- Is the future of profit in location through partnerships? Identify the best strategic move for 2012

Gary Gale, *Director,* **Ovi places, Nokia**

**"The networking opportunities are excellent and make this event very very worthwhile"**

**VP, Consumer Electronics, Intermap**

Book your place today!

<https://secure.thewherebusiness.com/locationsummit/register.php>

Chairman's Welcome:

Jonathan Raper,  
*Founder and Managing Director,*  
**Placr**

**MARKET OVERVIEW**

**Identify the international trends in Mobile Marketing for 2012**

- Exclusive: In-depth overview into some of the hottest trends for mobile marketing
- Get to grips with how the marketers view access to LBS and technology
- Compare and contrast European trends with the rest of the world

Paul Berney, *CMO & Managing Director EMEA, MMA*

**PRESENTATION:**

**Changing Location**

- Don't get left behind! Ensure you can keep up in a fast moving mobile and advertising world
- Examine how communications, branding, and advertising are evolving and understand how location is at the centre of it

Scott Seaborn, *Group Head, Mobile Technologist, Ogilvy*

**KEYNOTE PRESENTATION**

**M-Commerce and Payments**

- Identify how to leverage mobile for multichannel payment solutions
- Complete the consumer experience whilst ensuring the value add remains for retailers
- Bridge the gap between research online and buy offline (ROBO) and examine how to track the ROI and consumer purchases with linked campaigns
- Is NFC going to be the payment model or will QR codes and apps take precedence?

Rob Harper, *Head of Product, Emerging Opportunities, EMEA, PayPal*

**Networking Coffee Break**

"Impressive breadth of attendees and speakers, well done"

**Chief Architect,**  
**Skyhook Wireless**

**KEYNOTE PRESENTATION**

**Integrated Media - The Path To Location-Based Revenue & Success**

- Explore the journey of location-based marketing
- Integration is the key: Get to grips with how the incorporation of billboard, television and DOOH is vital to successful location-based engagement
- Hear examples and case studies of retailers and brands about the importance of measurement, campaign design and targeted messaging

Asif Khan, *Founder, LBMA*

**PANEL DEBATE**

**Location Based Advertising: What does it mean to brands and do the agencies care?**

- Where do brands see the value in LBA and how much of their budget are they willing to invest in advertising spend allocation for mobile and location
- Discuss the role of location advertising and understand when companies will start making serious money from LBA
- Hear success stories of what is working and what isn't from a brand's perspective
- Compare and contrast digital display advertising vs direct messaging and opt-in solutions
- Bridge the gap of communication between the brands, agencies and solution providers

Asif Khan, *Founder, LBMA*

Samantha Yarwood, *Director of Marketing, Starbucks*

**Roundtable Networking Lunch**

**Location, Privacy & How the Law Can Affect Your Business**

- Examine the privacy ramifications of location services for users, start-ups and mobile operators
- Discuss what a 'realistic expectation of privacy' from a location stand point can be
- Understand whether location and other types of spatial data fit into existing privacy protection frameworks
- Breakdown the European directives regulating user content and active/passive location
- Analyse the different national regulations, penalties and enforcement approaches across Europe
- Find out how to protect your business and understand that compliance doesn't necessarily mean consent

Kimon Zorbas, *Vice President Europe, IAB*

**"Augmented Reality in LBS – an novel consumer experience"**

- Working case studies and key applications of LBS and AR that have been a success, and why
- Analyse how AR and gaming are the Holy Grail for consumer interaction
- Understand the value add that AR can have for loyalty and marketing within LBS solutions
- Uncover which strategies you can employ to ensure the different degrees of consumer engagement
- Get the low down on geo-caching – is it just for fun or are there monetisation opportunities?

Thomas Alt, *CEO, Metaio*

**PANEL DEBATE**

**Tread the Fine Line: Explore Consumer Engagement and Over Saturation of LBM, Couponing and Loyalty**

- Hot or not: Get to grips with the trends for 2012 in couponing, daily deals, LBM and proximity-based offers
- With Groupon and LivingSocial consuming the daily deal and coupon space, what are the opportunities to define your place in the market?
- Will it work: Key insight into the scalability of LBS and LBM using NFC and QR codes
- Don't kill the consumer, discover how to engage them rather than bombard them
- Where are the revenue streams for SMB's, and how can they get involved in the space with national retailers?
- Is indoor LBM going to be more effective than generic messaging: Uncover how indoor location can help targeted advertising and consumer profiling

Ben Brown, *CEO, Vouchacha*

Sean Sullivan, *CEO, LocalSocial*

Bryan Stockwell, *Business Development, Mobile Commerce*

Vishal Jain, *Analyst, Mobile Services, 451 Group*

**Who You Can Meet**

- ✓ LBS Service Providers
- ✓ Content Providers
- ✓ Global Consumer Brands
- ✓ Marketing and Advertising Agencies
- ✓ Advertising Networks
- ✓ Platform Providers

# The Location Business Summit Europe

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## REGISTER NOW IN 3 EASY STEPS

### 1. YOUR CHOICE OF CONFERENCE PACKAGE

<p><b>Book now to avoid disappointment!</b></p>	<p><b>SUPER EARLY BIRD</b> Register before 23<sup>rd</sup> March 2012 <b>SAVE €400</b></p>	<p><b>EARLY BIRD</b> Register before 20<sup>th</sup> April 2012 <b>SAVE €200</b></p>	<p><b>NORMAL PRICE</b> Register after 20<sup>th</sup> April 2012</p>
<p><b>Business Pass:</b></p> <ul style="list-style-type: none"> <li>• Full 2 day access to the conference</li> <li>• Full access to all networking breaks</li> <li>• Pre &amp; Post event access to online networking platform</li> <li>• Post-conference media package including event presentations and audio recordings of all the sessions (worth €500)</li> </ul>	<p><input type="checkbox"/> €1395 +VAT</p>	<p><input type="checkbox"/> €1595 +VAT</p>	<p><input type="checkbox"/> €1795 +VAT</p>
<p><b>Standard Pass:</b></p> <ul style="list-style-type: none"> <li>• Full 2 day access to the conference</li> <li>• Full access to all networking breaks</li> <li>• Pre &amp; Post event access to online networking platform</li> </ul>	<p><input type="checkbox"/> €1095 +VAT</p>	<p><input type="checkbox"/> €1295 +VAT</p>	<p><input type="checkbox"/> €1495 +VAT</p>

### 2. DELEGATE DETAILS

Please photocopy this form for multiple registrations

Mr/Mrs/Ms/Dr: \_\_\_\_\_ First name: \_\_\_\_\_ Last name: \_\_\_\_\_  
 Company: \_\_\_\_\_ Position/Title: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_  
 Address: \_\_\_\_\_ Postcode: \_\_\_\_\_ Country: \_\_\_\_\_

### 3. PAYMENT

NB: Full payment must be received before the event

I enclose a cheque/draft for: \_\_\_\_\_ Credit card number: \_\_\_\_\_  
(Payable to FC Business Intelligence Ltd)  
 Please invoice my company: \_\_\_\_\_ Expiry date: \_\_\_\_\_ Security number: \_\_\_\_\_  
 Purchase Order Number: \_\_\_\_\_ Name on card: \_\_\_\_\_  
 Please charge my credit card: Amex  Visa  Mastercard  Signature: \_\_\_\_\_

### Upgrade to a Business Pass and catch every presentation

It can be difficult to catch every presentation, so we record the conference to make sure you don't miss out. Simply purchase a Business Pass when you register and you'll automatically be sent a link to the audio files after the conference which you can access at anytime, anywhere.

### REGISTER TODAY!

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 [www.thewherebusiness.com/locationsummit](http://www.thewherebusiness.com/locationsummit)  
 +44 (0) 207 375 7513

**Cancellations:** All conference places are fully transferable without any charge. There will be no penalty for cancellations received before Friday 20th April, 2012. (Credit card registrations are subject to a 5% cancellation fee) If written confirmation of a cancellation is not received before Friday 20th April, we will be obliged to charge the

full conference fee. Please note, you must inform TheWhereBusiness in writing of any cancellations: please email [marina@fcbusinessintelligence.com](mailto:marina@fcbusinessintelligence.com) The organisers reserve the right to make changes to the program without notice. Designed by [www.thecreativetree.co.uk](http://www.thecreativetree.co.uk)

**Call the booking line on +44 (0) 207 375 7513 to reserve your place today!**

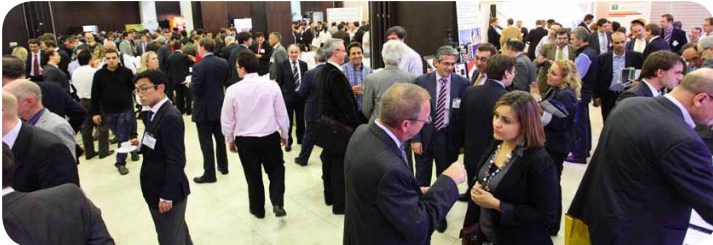
# The Location Business Summit Europe

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## A once in a life time networking experience with over 150 senior LBS and mobile executives!

**THE PERFECT SIZE** – We're not a tradeshow event where you have to use an app to navigate your way around. The Location Business Summit Europe, is the perfect size for two days of intense networking with people who will help drive your business forward. With over 150+ senior level decision makers, you're guaranteed to swap business cards with potential partners and customers and come away with a wedge of new contacts.

"A very focused and balanced location event"  
CEO, SATSIS



**ONLINE NETWORKING TOOL** – by registering, you will gain exclusive access to our online networking tool 3 weeks before the event. Plan your meetings in advance and reach those crucial contacts through the online contact centre. You can reach out to people before and after the event and catch up with those you missed.

**NETWORKING RECEPTION** - Some of the best business deals are made in an informal environment, and what better way to chat to your industry colleagues than at the networking drinks reception. This relaxed environment is the perfect opportunity to meet with your fellow delegates and discuss the issues that have been raised throughout the day.

"Very insightful panels and discussions! A great forum to network and meet executives in the industry!"

Manager Corporate Strategy, NAVTEQ

### Just imagine what you could learn from these expert speakers:

James Thornett,  
Head of Product: Homepage,  
Search & Navigation, **BBC**

Samantha Yarwood,  
Director of Marketing, **Starbucks**

Robert Harper,  
Head of Product, Emerging  
Opportunities, EMEA, **PayPal**

Emanuele De Leonardis,  
International Head of Mobile,  
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Nick Bailey,  
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Vikas Arora,  
Solutions Specialist EMEA,  
**Microsoft**

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**451 Group**

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CEO,  
**Polymath Insight**

Asif Khan,  
Founder,  
**LBMA**

Frederic Brunteau,  
CEO,  
**Ptolemus**

Paul Berney,  
CMO & Managing Director EMEA,  
**Mobile Marketing Association**

Tristian Lacroix,  
CEO,  
**IndoorLBS**

**Register today to benefit from early-bird discounts and SAVE €600!**