



## MOBILE MARKETING AND COMMUNICATIONS IN EDUCATION

A DAY DEVOTED TO DISCUSSING THE IMPACT OF MOBILE  
TECHNOLOGY IN STUDENT RECRUITMENT AND CORPORATE  
COMMUNICATIONS,

for student recruitment, marketing, communications and design professionals  
in further and higher education.

23 November 2010, Avonmouth House, Avonmouth Street, London SE1

In association with



*'Mobile is about how to harness the one media device that connects to millions,  
and is always on and always in view.'*

## MOBILE MARKETING AND COMMUNICATIONS IN EDUCATION

Discovering Futures' latest conference on mobile marketing and communications in further and higher education has been specially designed for marketing and communications practitioners who are both charged with seeking ever more innovative ways to keep in touch with their students and stakeholder groups.

This one-day conference (on 23 November 2010) will bring together senior marketing and communications professionals, from both the commercial and education sectors, to share their expertise of the new and exciting developments that are being made possible by the phenomenal growth of, and engagement with, mobile communications technology.

This event will bring together thought leaders from exemplary organisations (including the Mobile Marketing Association, the universities of Hertfordshire, Oxford and Southampton, and Fonemarketing) to advance your knowledge of mobile marketing and communications.

It will be a day well-spent as it provides key insights into the mobile industry, ranging from usage patterns, smart phone technology, the latest thinking on the next 'big thing', the full range of opportunities offered by the technology, and all underpinned by expert knowledge and a series of case studies from the sector.

## ADDRESSING YOUR PROFESSIONAL NEEDS

This conference will provide an excellent opportunity to reflect on, and address, your professional developmental needs. Among the many issues to be discussed, you will discover:

- how successful mobile marketing and communications is redefining the marketing mix
- how to connect with mobile customers and stakeholders using a range of techniques including Wap, apps, social media, and location-based services
- how to drive awareness, revenue and build connections via mobile platforms
- how to optimise your strategy
- successful case studies from your peers
- how to measure success and the rate of return on your investment
- the latest terminology which will lead you on your way to being techno- and mobile-savvy.

## KEY ISSUES

This event will engage some of the best brains in the sector, including your own!

Your student recruitment and communications strategies will be utilising the full marketing mix to build meaningful relationships but are you:

- integrating mobile alongside existing marketing and communications channels
- aware of the next 'big thing' in mobile technology
- developing your mobile app for multiple platforms
- ensuring your website is mobile phone friendly
- integrating an effective mobile search capability
- using location to improve performance
- accurately measuring ROI and proving the value of mobile?

The constant developments in mobile are presenting new opportunities for reaching target markets: stay ahead of the game and future proof your strategy by discovering what is the next 'big thing' and how your marketing can keep up.



*"Advertising is now part of the entertainment industry. Digital consumers are getting more sophisticated. Well-conceived and honest mobile advertising associated to consumer's tribes as most effective media channels can have impact like never before."*

*How mobile advertisers can become user's best friend, Gregory Cevaer, Product Marketing – Prim'Vision*

## WHY YOU SHOULD ATTEND?

The day will provide an exciting line-up of senior marketing and communications professionals to present on the optimal strategies for making mobile marketing deliver into your student recruitment targets. The technology is also being developed to provide a new platform for delivering on your internal communications strategies.

You will have the opportunity to discuss, debate and ask questions regarding how the technologies offered on the mobile platform can be integrated into your digital marketing and communications to achieve brand awareness and contribute to your institution's growth and success.

## BY ATTENDING YOU WILL:

- understand how mobile can elevate your student recruitment strategy to reach the right people in their preferred way with the right message
- hear from experts in their field about the future of mobile
- discover how your peers are using mobile to communicate with potential students and stakeholder groups
- take back to the office the tools, vocabulary and case study examples to invigorate your campaigns
- tailor the afternoon to your interests by choosing from an impressive line up of case studies and expertise
- benefit from the latest thinking and network with colleagues.

## SPEAKERS INCLUDE:

We are delighted that our keynote speaker will be **Alex Meisl**, co-chairman of the Mobile Marketing Association, and founder and chairman of mobile digital agency Sponge Ltd. Alex, will introduce us to the world of mobile and the power of the smartphone. He will show how mobile has opened up a whole new range of communications and marketing channels. There will be many case studies, plenty of stats on usage and trend and examples of how other sectors are responding to the new opportunities of mobile.

**Donald McLeod**, head of marketing communications, University of Hertfordshire, will contextualise and relate the opportunities of mobile to the education sector whilst also showing how mobile has been integrated into Hertfordshire's own student recruitment strategies.

**Tony Lee**, runs INTO University Partnerships' digital marketing, and is an expert on the applications possible with the mobile platform. Tony will show how location based services on mobile can significantly enhance your marketing and communications in ways not possible with mobile internet.

The afternoon features a range of special interest sessions that feature your peers for HE and commercial organisations: they will present on a range of marketing and communications possibilities opened up by the mobile platform. There are many case studies. Some sessions will require you to have your mobile switched on!

Keynote speaker:

### Alex Meisl

Co-chairman: Mobile Marketing Association and co-founder and chairman, Sponge Ltd

### Graham Copekoga

Web Manager  
De Montfort University, Leicester

### Sean Montgomery

Director  
Fonemarketing

### Sophie Dear

Digital Media Manager  
University of Southampton

### Donald McLeod

Head of Marketing Communications  
University of Hertfordshire

### Tim Fernando

Project Manager/Lead Designer of Mobile Oxford  
University of Oxford

### Ed Layt

Marketing Manager  
University of Hertfordshire

### Tony Lee

Digital Marketing  
INTO University Partnerships

### Alan Whitford

Partner  
S.A.Y. (Student & Youth) Marketing

### Clare Messenger

Head of Mobile Messaging  
Orange / T-Mobile

### Michael Phillips

Group Head: UK education team  
Educate

*Full biographies and photos of the speakers appear on the website.*

*"... smartphones are the fastest growing category amongst mobile handsets... It's not just new smartphones which are driving increased consumption... Many data plans encourage subscribers to use more data on their netbooks or laptops... [there are] huge implications: even at 5GB per month, converting six per cent of the world's PCs users to mobile data usage will produce 4,000 petabytes of data traffic per year."*

*Mobile Data Mediation – profiting from the exponential increase in mobile data use, John Giere, senior vice-president, products and marketing, Openwave: <<http://mmaglobal.com/?q=node/12927>>*

## WHO SHOULD ATTEND?

Those with an interest in this area and with responsibility for their institution's marketing, communications/PR, publications, design, creative services, student recruitment, and corporate reputation.

Areas include:

- Academics and Researchers
- Admissions
- Communications/PR
- Corporate Affairs
- Course Organisers and Administrators
- Creative Services
- Design and Print
- e-Marketing
- External Relations/Affairs
- Faculties and Schools
- Human Resources
- International
- Marketing
- Online Media
- Press or Media
- Public Relations
- Publications, Editorial and Copywriting
- Recruitment
- Registry
- Research Centres
- Schools and Colleges Liaison
- Website Design and Editorial
- Widening Participation and Access

## JOIN US

Join us for this unique event on the integration of mobile in marketing and communications strategies in further and higher education.

Whatever your role or position in your institution, college or school, this unique event will provide a stimulating and engaging day's discussion on how your recruitment strategy might adapt as traditional routes to market become increasingly challenged by mobile.

## THE CONFERENCE VENUE

Avonmouth House  
6 Avonmouth Street  
London SE1 6NX

Tucked away in a quiet side street in the vibrant area between Borough and Elephant and Castle is the venue for our conference: Avonmouth House; it's smart, modern and purpose built. It's also a haven of tranquillity offering an ideal space to listen, learn, participate and network. The catering is also excellent: both breakfast and lunch are prepared on-site; and teas, coffees and water is available throughout the day.

The venue is fully accessible, is fully air conditioned, with state-of-the-art facilities, and offers free wifi, and dotted around the public areas are computer terminals available for delegates' use - not that you'll be expecting to have too much time to be distracted by emails and office phone calls.



## Getting there

The nearest tube stations are Borough and Elephant and Castle on the Northern line of the underground network. A little further away are Southwark and London Bridge stations.

## Accommodation

Overnight accommodation is not included in the conference fee. There is a wide choice of accommodation available in central London, ranging from the *cheap-and-cheerful* to luxury five star. You can *Google* with your specific requirements but don't forget that the most local hotels will be in the SE1 postcode area.

"It is here. The mobile channel is here and the practice of mobile marketing is a viable practice for rich, personal, interactive one-on-one consumer engagement. Not just for awareness building sweepstakes and related promos, but for consumer engagement across every stage of the "engaged" customer lifecycle. Yes, consumers are engaged, they expect control and are wielding their voice, their thumbs some might say, more and more. The mobile channel is here and it is time that marketers recognise this and begin to learn to embrace it - you're not too late."

*Mobile Marketing: Convergence of Media & Mobile, Michael Becker, EVP, Business Development, iLoop Mobile, Inc.*

## The Agenda:

### Mobile marketing and communications in education conference

23 November 2010



9.00	Registration / refreshments	
9.35	Introductions from Discovering Futures	
9.40	Welcome from the conference chair	
9.45	<p><b>Alex Meisl</b> Chairman: Mobile Marketing Association and co-founder and chairman, Sponge Ltd</p> <p>Harnessing the world of mobile marketing and communications</p>	
10.25	<p><b>Donald Mcleod</b> Head of Marketing Communications University of Hertfordshire</p> <p>The benefits of mobile in your marketing strategy</p>	
10.55	Refreshment break and networking opportunity	
11.30	<p><b>Tony Lee</b> Digital Marketing INTO University Partnerships</p> <p>Location based mobile marketing</p>	
12.15	Lunch and networking opportunity	
1.30	Special interest sessions 1 (45 mins)	
• 1	<p><b>Graham Copekoga</b> Web Manager De Montfort University, Leicester</p> <p>Responsive content</p>	MOBILE INTERNET
• 2	<p><b>Alan Whitford</b> Partner S.A.Y. (Student &amp; Youth) Marketing</p> <p>How mobile and social networks integrate for maximum effectiveness</p>	MOBILE INTERNET
• 3	<p><b>Sean Montgomery</b> Director fonemarketing</p> <p>The use, application and power of push marketing, using broadcast (Bluetooth and wifi), in recruitment strategies</p>	TECHNOLOGY
2.15	Special interest sessions 2	
• 1	<p><b>Sophie Dear</b> Digital Media Manager University of Southampton</p> <p>Case study: developing a searchable iPhone prospectus app</p>	APPS
• 2	<p><b>Skender Memed</b> Director Sketch (a digital agency)</p> <p>How AR improves your app</p>	TECHNOLOGY

Continued on next page  
(In exceptional circumstances, sessions may be subject to change)

## Mobile marketing and communications in education conference continued...

	Special interest sessions 2: continued	
• 3	<p><b>Alex Meisl</b> Co-chairman Mobile Marketing Association</p>	ROI
	Typical costs and how to measure your return when investing in mobile.	
3.00	Break and networking opportunity	
3.30	Special interest sessions 3	
• 1	<p><b>Tim Fernando</b> Project Manager/Lead Designer of Mobile Oxford University of Oxford</p>	APP
	Case study: Mobile Oxford, its development and role as a strategic internal communications tool	
• 2	<p><b>Ed Layt</b> Marketing Manager University of Hertfordshire</p>	MOBILE INTERNET
	Case study: Using mobile internet to enhance the student experience	
• 3	<p><b>Clare Messenger</b> Head of Mobile Messaging Orange / T-Mobile</p> <p>and</p> <p><b>Michael Phillips</b> Group Head: UK education team Educate</p>	TECHNOLOGY
	Successful push messaging techniques and campaigns using MMS / SMS	
4.15	Closing plenary	
	Reports from the special interest sessions, the themes, the possible solutions and the way forward	
4.45	Conference ends	

(In exceptional circumstances, sessions may be subject to change)



## CONFERENCE FEES

Register for your place either by booking online using our secure server (and pay by VISA, Mastercard or debit card) or alternatively complete the enclosed booking form (on page 8).

All bookings are subject to our terms and conditions, shown in this brochure on page 10 and also available online at: [www.discoveringfutures.com/terms\\_and\\_conditions](http://www.discoveringfutures.com/terms_and_conditions)

### Save £££s by booking your place early!

The early bird discount expires at midnight on 7 November 2010, so register today.



**HE/FE/education sector\*:** Early bird discounts for bookings made on or before 7 November 2010. Teams receive a discount!

One delegate	Two delegates**	Three delegates**
£295	£540 (£270pp)	£735 (£245pp)

**All other sectors:** Early bird discounts for bookings made on or before 7 November 2010. Teams receive a discount!

One delegate	Two delegates**	Three delegates**
£375	£700 (£350pp)	£975 (£325pp)

(note all fees are exclusive of VAT, which we do not charge)

**HE/FE/education sector\*:** fees for bookings made on or after 8 November 2010. Teams receive a discount!

One delegate	Two delegates**	Three delegates**
£375	£700 (£350pp)	£975 (£325pp)

**All other sectors:** fees for bookings made on or after 8 November 2010. Teams receive a discount!

One delegate	Two delegates**	Three delegates**
£455	£860 (£430pp)	£1215 (£405pp)

### Please note:

We do not charge VAT.

\* HE/FE/college education sector rates apply to universities, colleges, schools and other educational establishments. Third party organisations associated with education do not qualify. Definition of the education sector will be determined on the delegate having a bonafide university/college address and/or email address ending in 'ac.uk', 'sch', 'edu', or other recognised equivalent.

\*\* This special rate is for two or three delegates who book at the same time and who are from the same institution/organisation.

Please contact the conference office if you wish to book delegate places for four or more colleagues from the same institution/organisation as we will be able to offer more advantageous rates.

### Your fee includes:

- all written materials
- access to a protected part of our website for downloading pre-arrival information and speakers' presentations post-conference
- lunch
- teas and coffees, served at registration, mid-morning and mid-afternoon.



"If you champion mobile in your organisation today, in two to three years time, the rest of the organisation will be working for you."

*James Lamberti from mobile ad network InMobi at the mobileSQUARED Roadshow, London, 29 September 2010*

# Booking Form



Please reserve me a place at the forthcoming Discovering Futures' Mobile marketing and communications in education conference, on 23 November 2010.

Name (Mr/Mrs/Ms/Dr/Prof) \_\_\_\_\_  
Position \_\_\_\_\_  
Organisation \_\_\_\_\_  
Address \_\_\_\_\_  
\_\_\_\_\_  
Postcode \_\_\_\_\_  
Tel \_\_\_\_\_  
Fax \_\_\_\_\_  
Email \_\_\_\_\_

Do you have any special dietary or access requirements? (Please state) \_\_\_\_\_  
\_\_\_\_\_

How did you hear about this conference? \_\_\_\_\_

I agree to the terms and conditions as stated in this brochure  Tick box to agree

By signing this booking form you are agreeing to our terms and conditions as stated in this brochure and on the Discovering Futures website:  
[www.discoveringfutures.com/terms\\_and\\_conditions](http://www.discoveringfutures.com/terms_and_conditions)

This booking is not valid without a signature.

Signed \_\_\_\_\_ Date \_\_\_\_\_

Please indicate how you wish to pay:

Enclosed is a cheque made payable to Discovering Futures for: £ \_\_\_\_\_

Please invoice me. I attach a purchase order (or agree to provide one within seven days).

The purchase order number is: \_\_\_\_\_

Bookings cannot be accepted without either a purchase order number or written confirmation that a p/o is not required.

If the invoice should be sent to a person other than the named delegate (above) please indicate their details here:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Once completed, you can fax this form to: + 44 (0) 20 7788 3484

or post to: Discovering Futures' Mobile marketing and communications in education conference,  
326 Upper Richmond Road West, London SW14 7JN, UK

or email the required information to: [info@discoveringfutures.com](mailto:info@discoveringfutures.com)

If you have any questions please call +44 (0) 20 7099 6033

Thank you for booking a place at the Mobile marketing and communications in education conference.

VISA, Mastercard and debit card payments can be made on our secure website: [www.discoveringfutures.com](http://www.discoveringfutures.com)





## ABOUT US

Discovering Futures was set up in 2006 by marketing and communications consultant Robert Hawker.

Recognising that the world of education is in constant flux and that the UK's universities and colleges now compete on a global level, Discovering Futures provides a forum for new ideas and practical solutions for today's FHE professionals.

Discovering Futures conferences focus on the very latest developments in the sector and equip delegates with the knowledge and practical skills they need to apply these concepts in their own organisations.

Speakers are drawn from the highest levels of education, industry and the public sector. These professionals are setting the agenda in their fields, helping organisations to retain their competitive advantage and to flourish in challenging times. Senior figures from Apple, UCAS, The British Council, Bebo, GCap Media, Teachers' TV, and The Guardian, as well as speakers from over 30 universities, have all contributed to the conferences, providing a multi-faceted view of the key themes and complementing the diverse range of speakers from education.

Each Discovering Futures conference is designed and managed by a team of experts, led by Robert Hawker. All the contributors are known as innovators and leaders in their fields – with specialist knowledge of areas such as student recruitment, social networking or branding – chosen for their relevance to the conference theme. Many are keen to share their knowledge and skills with colleagues in the education profession. This collaboration ensures that our delegates benefit from the most up-to-date intelligence and the most effective tools in the workplace today.

Our conferences attract large audiences of delegates representing the broad spectrum of education providers in the UK today. Indeed, the events have also attracted colleagues from a number of institutions in the EU and the Far East.

But we don't just 'do' conferences. Our higher education marcomms backgrounds mean we specialise in providing our experience and expertise exclusively to this sector, the sector we know best. We work with clients to analyse and advise on strategic and operational opportunities; to develop a competitive advantage; to evaluate and improve operational processes; and to improve the student experience. Consider us the next time you need to utilise external expertise.

Robert Hawker has worked in marketing and communications roles in higher education for 16 years, most recently at director level at Roehampton University. Here he led a team of 27, managing the annual cycle of recruitment activities to meet the university's targets, whilst ensuring that the full mix of marketing channels – from media to website – supported this goal.

*"Universities and colleges today need to exploit the latest technologies and management solutions. The challenge is staying ahead of the game, especially if heavy workloads are stopping you from getting the staff development you need.*

*"With Discovering Futures conferences we aim to encapsulate the best ideas and deliver them in a useful and highly enjoyable package that will help you to kickstart your plan of action." Robert Hawker*

Discovering Futures is pleased to be associated with **FONEMARKETING**



Fonemarketing is one of the UK's leading specialist agencies in mobile marketing and advertising. Working closely with our sister company Fonemedia, we help research, plan and implement campaigns on the mobile platform that deliver incredible results on a range of projects whether it is a one-off solution or in-depth and ongoing campaigns.

We operate as a full service agency in mobile. We manage, build and deliver in-house solutions from SMS/MMS campaigns, the marketing of your organisation's mobile apps as well as the planning and delivery of very targeted advertising campaigns through the mobile internet.

Education marketing is one of our main areas of expertise, and mobile is a perfect vehicle to reach the youth audience but is also a very important communication channel in international markets. The mobile market is steadily growing in stature and now offers very cost-effective opportunities to communicate with key audiences. We can help you on your journey, finding solutions to your current and future needs.

The future is in your hands – quite literally, so if you are planning to enhance your mobile strategy, or need advice on how to grow your own expertise in this area, we are on hand to help.

For more information please contact:

Sean Montgomery  
Director  
Fonemarketing  
e: [sean@fonemarketing.co.uk](mailto:sean@fonemarketing.co.uk)  
m: 07703 494 558  
w: [www.fonemarketing.co.uk](http://www.fonemarketing.co.uk)



## THE SMALL PRINT – TERMS AND CONDITIONS

All bookings are subject to written confirmation by DISCOVERING FUTURES LIMITED ("DISCOVERING FUTURES") and are made subject to the following terms and conditions.

You as the client accept responsibility for payment of all charges and any additional charges which may arise under this contract. You may not transfer your responsibilities under this contract to any other party.

### 1. Bookings

A provisional booking will be held for 14 days. After that time, if confirmation has not been received, Discovering Futures will be free to accept firm bookings from other clients.

All bookings will only be regarded as confirmed and a contractual relationship having been created when Discovering Futures receives a completed and signed booking form and/or purchase order.

Once we receive written confirmation of a booking along with payment, we will send you a receipt along with confirmation. If you have not received confirmation two weeks before the conference date, please contact the Discovering Futures office. Joining instructions will be issued to all delegates via email around two weeks prior to the conference date.

All notifications of changes and/or alterations to booking details are only deemed to be accepted when received in writing.

### 2. Fees

Your fee includes all-day access to the event, buffet lunch, refreshments and available conference papers. Fees do not include travel. Shared places are not permitted. Payment must be received in full prior to attending the event.

Delegates are not provided with accommodation.

Payment of the fee(s) is due within 30 days of date of invoice. In the event that payment becomes overdue, Discovering Futures reserves the right to charge interest and associated costs as permitted in the Late Payment of Commercial Debts (Interest) Act 1998 on all overdue balances.

#### *Sector discounts:*

We are pleased to offer discounts appropriate to each conference. Where a discount is offered it is applied to delegates who are applying from an identified organisation. The **education sector discount** rates(s) applies to HE/FE/colleges and other educational establishments. Third party organisations associated with education do not qualify. Definition of the education sector will be determined on the delegate having a bona fide position and university/college address, and/or an email address ending in 'ac.uk' or 'edu', or recognised equivalent.

### 3. Cancellation

Conference fees are payable in full before the start of the conference. Should you be unable to attend, a substitute delegate from your institution only is welcome at no extra charge; you are however required to notify Discovering Futures (tel: +44 (0) 20 7099 6033) of such substitute delegate in good time. In the event of cancellation of your place on the conference, cancellation fees will apply as follows:

Date of cancellation	Cancellation Fee (% of full cost)
21 days or more:	20%
Between 14-21 days	50%
Less than 14 days	100%
Failure to attend	100%

In the case of force majeure or any eventuality beyond our reasonable control we will not offer refunds unless the conference is cancelled. Reasons beyond our reasonable control include, but are not limited to: failure of electricity, heating or water supplies, weather conditions, industrial action, terrorist alert, fire or flood. In this eventuality we will retain up to 50% of the conference fee to cover administration costs. Discovering Futures reserves the right to make changes to the programme, location and/or speakers. Discovering Futures do not accept any liability for delegates travel or accommodation costs should the event be rescheduled, postponed or cancelled.

### 4. Liabilities

Discovering Futures shall not accept responsibility for any loss or damage to property (including personal property) brought onto the conference premises, howsoever incurred.

Discovering Futures shall not be liable, whether in contract, tort or otherwise, for any loss, consequential loss (which shall include but which shall not be limited to loss of business revenue or profits, anticipated savings or wasted expenditure), damage or injury (except personal injury or death as a result of negligence by Discovering Futures) which may arise out of, or in connection with, your attendance of the Discovering Futures conference.

You shall be responsible for any loss or damage caused to any property by you whilst attending the Discovering Futures conference. In the event of such loss or damage, you shall pay Discovering Futures on demand the amount required to make good or remedy such loss or damage. Where it is believed such loss or damage has occurred, Discovering Futures will contact you as quickly as possible with particulars of such loss or damage.

Delegates are responsible for their own safety and security, and are advised to keep doors and windows locked when meeting rooms are unoccupied.

### 5. Special requests

If any delegate has any special request or a physical condition requiring special arrangements you must advise Discovering Futures at the time of booking (or as soon as you become aware, if later), and clearly note this on the booking form or via email to: [info@discoveringfutures.com](mailto:info@discoveringfutures.com)

Confirmation that a special request has been noted, or is included on the booking form, is not confirmation that your request will be met. All special requests of this nature are subject to availability.

### 6. Accuracy of Promotional Material

All information and prices shown in promotional material for the Discovering Futures conference (including, but not limited to, brochures, flyers, adverts and the website) are correct at the time of print. However, these may have changed by the time you make your booking. Whilst every effort is made to ensure the accuracy of this information, regrettably errors or changes in prices and facilities changes may occur. You must therefore ensure that you check with Discovering Futures all details at the time of making the booking.

### 7. Animals or Pets

No animals or pets of any kind, except guide dogs, are allowed on the premises.

### 8. Privacy Policy

Discovering Futures does not sell, trade or rent your personal information to others. Your details will be added to the Discovering Futures database in order to process your conference booking, and to keep you up-to-date with the conference arrangements. We would like to use your details to inform you of further Discovering Futures events in the future. If you do not wish to receive any further information from us, whether by post or email, please notify us at the address below or as shown on our website.

Booking a place on this conference indicates acceptance of these terms and conditions.

Discovering Futures Ltd  
326 Upper Richmond Road West  
London SW14 7JN

t: 020 7099 6033  
f: 020 7788 3484  
e: [info@discoveringfutures.com](mailto:info@discoveringfutures.com)  
w: [www.discoveringfutures.com](http://www.discoveringfutures.com)

Discovering Futures Ltd. Registered in England and Wales: 6292299.  
Registered office: East House, 109 South Worple Way, London SW14 8TN

**Photo acknowledgements:**

Front cover: "Nokia C7\_Lifestyle-03" - Nokia Press Office  
pages 2: "Nokia C7\_charcoal\_black\_1" - Nokia Press Office  
page 3: TVU's iPhone app - Thames Valley University  
page 4: venue, The Magic Circle  
page 6: "Nokia E7\_orange 2" - Nokia Press Office  
page 7: "Nokia C7\_Lifestyle\_01" - Nokia Press Office  
page 7: "MOB:3 1" - John Lee  
page 9: "On the phone" - Chris Greene  
page 11: Jonathan Bradey



**DISCOVERING  
FUTURES**

Discovering Futures  
326 Upper Richmond Road West  
London SW14 7JN

t: 020 7099 6033  
f: 020 7788 3484

e: [info@discoveringfutures.com](mailto:info@discoveringfutures.com)  
w: [www.discoveringfutures.com](http://www.discoveringfutures.com)

© 2010 Discovering Futures Ltd