
Conference Day One

Tuesday 10 November

08.30 Registration and Refreshments

09.00 Welcome Speech

Andrea Monteiro, *Conference Producer*, **IIR Telecoms & Technology**

09.05 Opening Remarks From The Chair

Stéphane Téral, *Principle Analyst, Service Provider Mobile and FMC Infrastructure*,
Infonetics Research, inc

09.15 Moving Target: From Optimising For Coverage To Optimising For Capacity

Rob Buckers, **KPN**

09.45 Meeting The New Challenges For Mobile Network Optimisation In The Mobile Broadband World

Baruch Bar, *Radio System Engineering Department Manager*, **Cellcom**

10.15 On The Road To LTE: Alleviating Today's Data Congestion While Securing LTE's Future

Stephen Rayment, *CTO*, **BelAir Networks**

10.45 Morning Refreshments

11.15 Leveraging QoE Metrics For Mobile Broadband Optimisation

Yann Bouquillod, *Vice President*, **Theta Networks**

11.45 Maximising Revenue And Ensuring The Best QoE For End Users While Migrating TO 4G/LTE Networks

Simon Birch, *Business Development Manager Professional Services*, **Motorola EMEA Region**

12.15 360° Quality Monitoring for Mobile Data Services

Bart van der Haegen, *Manager Operational Planning & Technology Evolution*, **Proximus**
Stefan Engels, *Managing Director*, **Commsquare**

12.45 Lunch

14.00 HSPA+: Examining Initial Lessons Learnt From Field Experience at Sonaecom

David Antunes, *Wireless Technologies Engineer*, **Sonaecom**

14.30 Developing KPIs And KQIs To Actively Support Your Network Optimisation Strategy

Eric Letellier, *Director of Marketing – Test and Optimisation*, **Tektronix**



15.00 A Flexible Software Platform As An Immediate Approach to Self-Optimising Networks

Dr Hafedh Trigui, ReVerb Networks

15.30 Afternoon Refreshments

16.00 Focus Groups - Problem Solving Sessions

These focus groups will allow you to share valuable first-hand insights and experiences with members of the audience in an informal discussion environment. The focus groups will take place simultaneously, with time for delegates to attend two full sessions. After the discussion sessions a representative from each group will report back to the rest of the audience

Discussion 1: How Do Successfully Plan An LTE Network? - Evaluating Deployment Strategies, Challenges And Timescales?

Discussion 2: How Do You Conduct An Accurate Risk Analysis Of Mobile Broadband Network Rollout Strategies?

Discussion 3: What Are The Potential Solutions For Optimising In-Building Coverage To Manage The Growth In Data Usage And Mobile Broadband?

Discussion 4: What Are The Main Considerations When Planning And Rolling Out A Shared 3G/Mobile Broadband Network?

16.30 Determining How To Effectively Plan An HSPA+ Network

Nicholas Waegner, Director, Program Management, Qualcomm Engineering Services Group

17.00 Achieving Effective Radio Planning For 3G/HSPA Networks: Meeting The Challenges Of Planning For New Services

Bertrand Pinel, Senior Technical Account Manager, Astellia

17.30 Closing Remarks From The Chair

17.40 *Networking Drinks – IIR would like to invite you to join the speakers and fellow delegates at our complimentary drinks reception, where you can discuss the day's issues in a relaxed environment*

Conference Day Two
Wednesday 11 November

- 08.30** Registration and Refreshments
- 09.00 Opening Remarks From The Chair**
Rick Cuthill, VP Product Management & Marketing, **ReVerb Networks**
- 09.10 Examining The European Policy On Bridging The Digital Dividend**
Kip Meek, *Chairman*, **Ingenious Consulting Network**
- 10.00 Mobile Broadband Traffic And Subscription Forecasting For Optimisation Of Network Investments**
Kjell Stordahl, *Senior Advisor*, **Telenor Norway**
- 10.30** Morning Refreshments
- 11.00 Understanding How To Build An Effective Techno/Economic Model**
Nils Kristian Elnegaard, *Senior Research Engineer*, **Telenor R & I**
- 11.30 900 MHz Refarming: Achieving The Highest Efficiency In The Most Valuable Band**
Efrein Gago-Cerezal, *Network and Radio Access Evolution Strategy*, **Telefonica**
- 12.00 Transforming Network Operations Through Multi-Technology Self-Organising Networks**
Juan Ramiro, *Corporate Marketing Director*, **Optimi Corporation**
- 12.30** Lunch
- 13.45 Developing An LTE Network From The Inside Out – An Opportunity For Coupling New Revenues With Network Investment**
Dominique Gautier, *CTO*, **iBwave**
- 14.15 Evaluating SIM Card-Based Techniques For Measuring And Improving The Subscriber Experience**
Tony Haigh, *Partner*, **Analysys Mason**
- 14:15 Panel Discussion: Optimising Your Mobile Network To Completely Fulfil Mobile Broadband Expectations – Making The Choice: HSPA, HSPA+ LTE And WiMax**
- 15.15 Closing Remarks From The Chair**
- 15.30 Close Of Conference**