

mPower Business Summit

February 9, 2012 | 8:00 am – 7:00 pm

Djavad Mowafaghian Cinema, SFU Downtown
Campus | VANCOUVER, CANADA



MOBILITY AND BUSINESS

84% of Canadians are carrying mobile devices (IEMR 2011) making your business's workforce and consumers "mobile-enabled". The "consumerization of IT" as employees bring their personal devices into the workplace is creating new policy and security challenges for companies. Consumer mobility is creating new business dynamics as devices enable customers to research, rate, and review products and services instantly. Enterprise application providers are launching mobile solutions enabling companies to drive productivity gains, improve customer services, and equip employees with tools for success. Planning your businesses' mobility strategy is now a key success factor and IT departments across North America have placed a top priority this year on driving productivity and service improvements through mobile-enabled applications (Yankee Group IT-Decision Maker IT Survey July 2011).

mPower Business is a one day summit where enterprise leaders, technologists and systems integrators will gather to identify business challenges, discuss solutions, and share best practices. Topics covered will include productivity, customer service, employee training, data security, cash flow management, and marketing. The day is designed to equip business leaders with strategies to improve enterprise operations through mobility solutions. Technology solution providers will have the opportunity to learn more about key business challenges the market is facing and generate ideas for needs-driven product innovation. Case studies, panel discussions, and audience interaction will encourage collaboration between participants so come prepared to get involved!

HOW TO PARTICIPATE

Speaking, sponsorship, advertising and exhibitor opportunities are available to showcase your wireless opportunities, solutions, service offerings, and best practices.

If you are interested in participating in the **mPower Business Summit** and would like more information, please contact Izabella Bachmanek at: izabella.bachmanek@wavefrontac.com

WHO WILL BE ATTENDING?

- 250+ global attendees anticipated
- Senior executives in IT, Marketing, and Customer Service
- Application, software and hardware developers
- System integrators
- Cloud-based platform providers

WHY ATTEND?

- Make your business more competitive and in-sync with its mobile consumers
- Align your technology solution with real-world business challenges and identify new product opportunities
- Learn mobility best practices and proven strategies for productivity, customer service, employee training, data security, cash flow management, and marketing.
- Hear from leading wireless innovators on lessons learned and trends impacting future development
- Network with key business leaders to discuss challenges and technologists to identify solutions.
- Create new relationships with potential strategic partners and/or customers

ABOUT WAVEFRONT

Wavefront accelerates the growth and success of wireless companies in Canada by connecting them with critical resources, partners and opportunities. Wavefront's suite of wireless commercialization services include WaveGuide™ training, advisory services, test resources, global market linkages and incubation space in its 14,000 sq. ft. wireless accelerator centre. Wavefront is interested in international wireless companies looking to develop business relationships, invest in Canada, or make Vancouver a jumping off point into the North American wireless market.