

3rd Emerging Communications Conference (eComm Fall 2009) Call for Speakers, Revision 1, 22nd June 2009 Amsterdam, The Netherlands <http://eComm.ec>

This isn't a traditional telecom conference. The eComm audience has very high expectations of speakers. They are leaders of the new communications era and can effectively engage the audience. Rules include a ban on "brochure speak" from stage (overt marketing pitches) and a strict enforcement of the clock. Positions and titles do not matter, content and delivery do. Mediocre proposals will not be tolerated; it's not a tradeshow.

Plenary presentations lasts just 15 minutes including 2-3 minutes of Q+A. We've found this format of carefully prepared presentations keeps the atmosphere charged. This format also helps us to fit in more than seventy speakers over three days within a single-track. Speakers report that it's a great public speaking experience owing to the energy and attention of the audience as well as the intimate feel of a special venue.

It's expected that most speakers stay for all three days of the conference. They stay to join a conversation with a high caliber audience containing an exceptional number of the industry influencer's and thinkers. Talks can be theoretical, practical, demonstrations or a mixture of all three.

Particular primary topics (so far) of interest for Fall 2009 are:

- Improving efficiency thru communications innovation; particularly mobile enterprise applications
- Hot verticals; e.g. mobile apps for fleet services, retail etc.
- Theme "telecom is becoming software"
- Voice and messaging 2.0+
- New communication paradigms, i.e. Google Wave, Rebelvox
- Real-time Web as conversational platform
- Operator futures: bit-pipes, platforms or supermarkets?
- Towards an edge-centric world; networks and edge economics
- Towards 4G wireless as well as open spectrum in Europe
- Telecom restructuring, threats, or new business models (i.e. "double-sided")
- App stores: co-existence or survival of the fittest?
- Democratisation of communications (i.e. Iran post-election) as well as communications innovation
- Communications-Enabled Business Processes (CEBP)
- Industry predictions; picture of the next 5 or 10 years
- The fusion of media, informational and conversational worlds
- Android Scripting Environment (ASE) or iPhone 3.0 OS applications

Topics chosen by an Advisory Board, not an all inclusive list of topics - all strong "What's Next" topics will be considered!

Before submitting a talk, please try to include answers to the following questions:

- Why your talk will excite, inspire and/or inform the audience; why they should give their time to the topic?
- How your talk relates to the eComm tagline “What’s Next in Telecom, Mobile & Internet Communications”?
- What will be said in your talk that has not already been conveyed (i.e. at another conference?)

Proposals will be considered for the following types of presentations:

- 20 or 30 minute keynote
- 15 minute plenary
- 1 hour tutorial (these extended classes give participants hands-on, practical, in-depth guidance)
- 5 minute “Lightening Talks” (rapid-fire presentations that provide insight into new technologies, products or services)
- Other

Please include the following information for your proposal:

- Proposed title
- Overview and extended descriptions of the presentation: main idea, sub topics, conclusion/s
- Speaker(s): expertise and summary biography

Submission deadline. Due to addressing leading-edge topics there is no formal deadline but most slots fill up early on

Final points. Dress code is casual or business casual. All speakers will gain FREE entry, will receive an extra FREE ticket and a single 50% discount code to giveaway also. A few speakers who have limited budgets (i.e. academics) may have all or some of their expenses paid by prior agreement. The Advisory Board will be looking for evidence that you are an expert in the topic that you have proposed. Make sure to leverage your individual or organisational expertise when making your speaking proposal.

Still have proposal submission questions? Email: ahmed@eComm.ec

READY? THEN PLEASE SUBMIT YOUR PROPOSAL A.S.A.P. Email: proposals@eComm.ec

Please Note. We receive many hundreds of proposals for each show, at peak times one arrives every hour of the day. In addition half the speakers are selected by personal invitation. The rest are selected from outside submissions and via an event specific Advisory Board. Only one submission in ten (approx.) is selected. Because we provide the best balance of people and topics we keep a number of speakers under consideration until a few weeks before the conference when we set the final schedule. This means that we can not give frequent updates on the status of all proposals.

The “Large” Small Print:

If chosen you will be required to:

- Observe the clock - time slots will be enforced - this requirement is for all and there will be no exceptions
- We will not allow speaker substitutions without prior agreement
- Refrain from “brochure speak” from stage. The audience is technically minded, values their time and is averse to being blatantly pitched
- Register for the event (short online process) within two working days of receiving a speaking confirmation (full instructions will be provided) otherwise your presentation may be canceled and/or filled with another speaker
- Appear onsite and make oneself known to the delegated Speaker Caretaker at LEAST two hours before your scheduled talk otherwise your presentation WILL be canceled and/or filled with another speaker
- Send in a draft presentation for review two months before the event and a final version one month before the event
- Accept that all submissions will be evaluated by the Fall 2009 Advisory Board. eComm Fall 2009 Sponsorship or Exhibitor participation will not be considered in the evaluation of submissions, outside of any sponsored sessions offered in specific packages