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M O B I L E M O N D A Y™

1st of September • 16:00 – 18:00

Mobile Monday – More Mobile, More Business?

To what extent do Danish businesses use mobile applications to optimize access to data and mobile management? What business applications and solutions can make your business more efficient? And how can mobile solutions create more business?

Get the latest results presented by HiQ and Kompas Kommunikation. Hear about Telia's experiences of using the mobile platform Telia Partner, made by KundeKompagniet. Get a presentation of Microsoft's solutions for mobile management.

Program

- 16:00 **Welcome**
Managing Director, Pouline Middleton, Crossroads Copenhagen
Moderator: Managing Director, Jane Eis Larsen, IT-brancheforeningen
Challenges and perspectives in using mobile applications and platforms in business
- 16:15 **More Mobile, More Business?**
Communication Advisor, Thomas Hartvig, Kompas Kommunikation
Business Consultant, Michael Kluge, HiQ
A presentation of the latest results of a survey (summer 2008) based on 100 Danish businesses and their use of mobile applications. The survey is made by HiQ in collaboration with Kompas Kommunikation, IT-brancheforeningen and media partner Børsen.
- 16:45 **Microsoft Development Center Copenhagen**
Product Unit Manager, Bjarne Schön, Microsoft Mobile Application Group
Microsoft will present their view on where the mobile business application market is heading and show a new and interesting customer case.
- 17:15 **Telia Partner**
Marketing Manager, Jan Ølholm Mortensen, Telia Business Services
Telia will present how they have implemented the Telia Partner platform developed by KundeKompagniet, created to continuously attracts, educate and update their retailers.
- 17:45 Summary by the moderator and Networking

www.mobilemonday.dk

Mobile Monday is an international network including more than 60 cities worldwide. The concept is that people within teleindustries, creative firms and researchers meet on the first Monday of the month to discuss new trends, business strategies, innovation and results.

Place and Registration

Scrollbar, IT-University, Rued Langgaards Vej 7, 2300 Copenhagen S, DK

Free registration before **28th of August** to Project Manager Iben Bentzen at

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