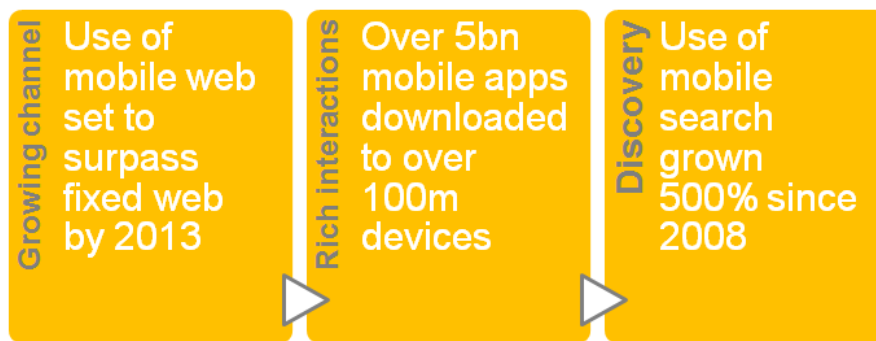


Mobile Futures have developed a range of courses, to give participants the expertise and tools to understand the channel and put every aspect of mobile marketing into practice. The courses take a practical and interactive approach using brand case studies, live demonstrations and campaign planning exercises.

The modules are aimed at marketing practitioners, marketing students, brand marketers and advertising agency professionals. Each course covers technical issues, mobile marketing best practice, insight into consumer behaviour and up-to-date research. Through this, students will have the opportunity to reflect on both successful and unsuccessful mobile campaigns.

Mobile Futures courses will prepare students for this emerging media channel with specialist channel knowledge, insight into how the mobile industry works, and a real understanding of how to use the power of mobile within the marketing mix.

Why Mobile in 2010-11?



Mobile marketing has become a broad and sophisticated channel. Many pioneering brands are now reaping the benefits from mobile CRM, applications and much more. However, while the explosion in usage of smartphones is making mobile a richer media landscape, it presents challenges for users wishing to effectively reach their target consumers through the channel.

It is therefore critical that marketers and business managers become familiar with how it is best used to communicate with their audience.



Mobile Futures Courses

We offer a range of courses to suit the requirements of the audience, ranging from mobile fundamentals to advanced techniques. Naturally, material can be tailored and created for specific needs, and all course material is kept up to date with most recent case studies, market and technology developments, and best practices.

The Mobile Media Channel – 3 Days

This is three-day course is for marketing students and practitioners who are looking to gain a comprehensive insight into all aspects of the mobile channel. Participants will have had little or no previous mobile experience and is ideal for anyone looking to develop a broad expertise in this emerging channel.

The course includes sections on:

- Introduction to mobile technology . the development of mobile from simple SMS into a complex multimedia landscape
- Mobile Marketing . the six core disciplines of mobile: sales promotion, mobile advertising, mCRM, brand engagement, advertising response, mobile experiential
- Mobile and Social . how these two media channels are growing together to dominate all others in the minds of the next generation of consumers
- mCommerce . how businesses can and must generate real revenue through the mobile channel
- Mobile Strategy . in the same way that most businesses now harness the power of the internet, a strategic approach to mobile must be taken to define how mobile fits into the consumer experience
- Mobile Apps and Internet . how can these powerful tools be deployed to assist brands get their message across and use services in more innovative and convenient ways

Mobile CRM – 1 Day

For many marketing practitioners CRM is a fundamental requirement to their role. This one-day course will show students how an integrated approach to CRM can deliver results in the acquisition and retention of customers. Topics covered will include:

- Integration . how can mobile fit into the comms matrix already existing within a brand or business
- Data acquisition . how can you effectively gather consumer opt-in consent from a variety of mobile activities, including mobile advertising and SMS response
- Mobile messaging program ideas . what are the techniques available to deliver a series of engaging experiences for loyal customers or potential customers
- Best Practice . what are the legal pitfalls awaiting those engaging in mCRM and how can they be avoided
- The demographics . how to address different sections of the community can be addressed through very different mobile techniques

Mobile and Social Media – ½ Day

Social media is becoming a central tool in customer engagement. Increasingly that engagement is through mobile. This is the only course currently available that provides marketers with the information and understanding customer engagement through mobile social media.

- Landscape . what's the scale of the mobile and social nexus
- The tools . how is social media developing to suit the mobile audience
- Location . how can the development of Location Based Communities such as Foursquare be harnessed by brands and businesses

Building a Perfect Mobile App – 1/2 Day

Since the advent of the iPhone many brands have dipped their toe in the app waters, but with varying degrees of success. This module will give students an excellent understanding of what goes in to make a successful brand app. Along with practical demonstrations and case studies, the course will look at some of the apps that never quite made it.

- App, operating systems and users . who downloads what?
- Building apps to meet campaign objectives . utilities, content, games, branding
- Getting apps built- finding the right developers and agencies
- Promoting apps- from app store reviews to offline advertising
- Apps vs HTML5 . what will the future hold?

Mobile Technology, Content + the Future – 1 Day

Predicting the future in technology can always be a tricky business, but with Mobile Future expertise, course students will gain an unparalleled insight into the developments of the next few years and beyond:

- Developments in core smartphone technology
- The three O's . operator, operating system, and originating equipment manufacturer
- Location . how devices are becoming location-aware and the kind of services this will allow
- Augmented Reality . colliding real and digital worlds to create unique brand experiences
- The many screens of mobile . a look forward at how digital content must be rendered for every device, from the smallest Android Widget through smartphones and iPad to the biggest widescreen TV
- The arrival of HTML5 . what it means for the future of the mobile web

mCommerce, Retail, and Mobile Payment – 1 Day

Mobile is changing the face of retail, commerce and mobile payments. This one day

course delivers an excellent understanding of mCommerce and how it can be implemented. Students will learn from case studies from major retail brands to look at how mobile is changing the face of retail, commerce and mobile payments.

- Shopping on apps and the mobile internet
- Deployment and promotion of mobile shopping products
- Driving repeat purchase through effective messaging
- The next generation of mobile and social vouchers and coupons
- In-store mobile experience

Strategy, Implementation and Design – 1 Day

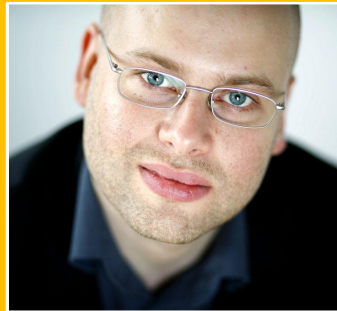
This one-day course is aimed at media planners and buyers. It takes a highly practical approach to campaign development in mobile, digital and other media channels to build successful strategies which meet business objectives. Both case studies and planning exercises will provide students with an expert understanding of campaign strategy.

- Analysis . how to define what mobile has to offer a business
- Audience . what tools and channels are your customers engaging with?
- Requirements and Specification . how to define a mobile product set for a business
- Deployment and roll-out . what products to do when
- Implementation . understanding the value chain in mobile service provision
- Design . a dedicated section for the design and usability of mobile products

About Mobile Futures

Mobile Futures are two of the most experienced and hands-on mobile practitioners in the UK today. With nearly 20 years combined experience, we combine theoretical understanding of mobile's role in the marketing mix, with hardcore hands-on know-how based on delivering thousands of mobile marketing campaigns. Mobile is probably the most fast-moving discipline in marketing today, so with a background in innovation and up-to-the-minute course material, Mobile Futures provide insight that is practical, future-proofed and inspirational.

Tim Dunn



Though originally a musician with a BMus from York, Tim is now a mobile marketer and strategist with over 10 years in the field. As Director of Strategy at New Toy London (part of the Mobile Interactive Group) he helps brands including Barclaycard, Playstation, Airmiles, Marks & Spencer and Rimmel to define their mobile strategy, as well as running countless campaigns across SMS and mobile web, and being involved in high-profile mobile apps for O2, Britain's Got Talent and The Sun. Tim's specialisms include future technology, SMS ad response, and mobile demographics, and he recently authored the Government's research paper 'Insights Into the Mobile Future'. Tim is Chair of Research for the DMA's Mobile Council.

Mark Brill

Mark has a degree in Economics and Politics from Southampton University, and a postgraduate diploma in marketing from University of Sheffield. As CEO of digital agency, Formation, he has been working in online marketing since 1992, and mobile marketing since 2003. During this time he has directed marketing campaigns for brands, governments and organisations through all of the digital channels. Focussing on mobile marketing for the last seven years has given Mark an unparalleled expertise in this sector. As chair of the Direct Marketing Association's Mobile Council, Mark takes a leading role in formulating best practice and promoting mobile as a marketing channel in the marketing industry.

For more information, please contact Tim or Mark



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