Day One: December 2ND 2014

745 Analyst networking breakfast

- Leslie Hand, VP, IDC Retail Insights
- Gerrit Schneemann, Mobile strategy analyst, I.H.S
- Raúl Castañón Martínez Senior Analyst, Enterprise Mobility, The Yankee Group
- Maryu Monahan, EVP and Research Director, Mobile at Javelin Strategy & Research

08:45 Welcome and opening remarks

Keynote sessions: Beacons and the Age of Micro-Location Context

9:00 The coming wave of real time experiences and how they cannibalize traditional industries

- Creating content that is relevant to each user's brand experience requires a unique understanding of consumer's motivations

- Measuring the customer's positive brand association and using data to listen to customer needs

- Ethical and legal considerations for disrupting business

- Making the message clear for the consumer

9:20 Panel: Driving tailored advertising with location based services

- Strategies to intelligently understand your consumer in order to drive new revenues.

- Utilizing data mapping and create passive permission models to correctly profile your consumer and create experiences that build deeper relationships

- Get to grips with the intricacies of location targeting and unlock its full capabilities in order to create a seamless transition from outside to in store

- How to make sure your tactics have user relevancy, and understand how to deliver the right message in the right way at the right time

Speakers:

- Kenny Lauer, VP Digital Media, Golden Gate Warriors
- Kiran Prasad, Senior Director of Engineering Mobile, LinkedIn
- David Blumfield, Senior Vice President, Westfield Labs
- Al Kallel, Head of Product Marketing Mobile Monetization, Skype

10:10 Bridging the gap between the physical and digital

- How to deliver highly personalized content to mobile audiences.

- Exploring the integration of tools such as geo fencing, micro location and interest sensing.

1030 Coffee break

11:10 Leveraging Public WIFI for the next generation in contextual applications

As the San Francisco CIO, Mr. Gamiño provides thought leadership and the strategic direction for San Francisco's use of technology**.**

Speakers:

- Miguel Gamino, CIO, San Francisco City

11:30 Panel: Revolutionizing real world content through beacons

- Exploring the new paradigm of applications and digital services for various industries.

- The advantages of being contextually intelligent and powerful and provide an enhanced user experience

- Tailoring content and experiences for a specific location and user needs

- Technology tools available for the beacons

- How beacons can transform the customer experience and provide a new data

Speakers:

- Sarah Bradley, Director, Rewards Digital Strategy, Marriott International, Inc
- Arnel Leyva, Global Head of Marketing, Autograph
- Margot Langsdorf, VP, Client Services at shopkick

12:20 Beyond the Infrastructure: Data is King

- Bridging devices sensors — GPS, wi-fi, Bluetooth, accelerometer to form a unified profile of the user

-The challenges of battery life

- Ensuring the data is convenient and efficient

12:40 Lunch

Session One: Understanding User Preferences and Awareness

2:00 Privacy: Transparency, Choice, Caution

- How developments in privacy and data protection affect location based services in the future?

- With increasing push back from consumers who now realise the value of their data, how can brands keep their competitive advantage in the marketplace?

- How can marketers track their customers without compromising their privacy?

Finding a balance between delivering gaining trust and delivering the brand message

Speakers:

Jules Polonetsky, Executive Director and Co-chair of the Future of Privacy Forum

2:50 Fireside Chat: The Power of Context

How Walmart are delivering a personal experience, bringing online disruption into the store, and bring it back to being personal and interactive through location based services

How Walmart is setting consumer expectations and quickly evolving services in a retail environment for the consumer through Contextual applications

Exploring Walmart's shopping app transitions from assistance with list creation to assistance with wayfinding, tallying your basket, helping you manage your budget, and then checking out/paying

Speakers

- Leslie Hand, VP, IDC Retail Insights
- Wendy Bergh, VP Ecommerce, Walmart

310 Break

4:00 Panel: Creating the vehicle of the future with Contextual services

- Exploring the decisive role that context will play in location-based and driver profile-based marketing.

- How to go beyond preferences, harnessing variables such as weather, time of day and trending data to deliver context rich content and apps to the car.

- Creating context without preventing drivers from driving safely and paying attention to their surroundings.

Speakers:

- John Global Technologist, Connected Services and Head of the Ford Developer Program
- Henry Bzeih, CTO, KIA

4:50 The Evolving role of the CIO with Location based services

Jeff Richards, CIO, YMCA of Silicon Valley

5:20 end of the day

Day Two: December 3rd 2014

Keynote Sessions: Overcoming Technology and Innovation challenges

09:00 Building and scaling contextual products and services

- Identifying the main the main location-tracking technologies at the moment

- Techniques used to calculate the location of business assets

- How to get the best context aware mobility solution using active and passive location tracking

09:20 Panel: Creating context-aware mobile applications with IoT technologies

- Looking at development, deployment and management of smart and
- context-aware mobile applications
- utilizing Cloud computing infrastructures and Internet of Things
- technologies for seamless intergration

Speakers:

- Piyush Modi, Head of mobile research, GE
- Monisha Perkash, Co-Founder & CEO at Lumo BodyTech, Inc

10:30 Break

Session three: Opportunities within Enterprise for Location and contextual services

1130 Panel: Hyper local context within the Enterprise industry

-How beacon technology can increase employee productivity and streamline business processes.

-Security issues that may arise for companies and tools available

-Looking at how to collect, store and analyze information from various sources, including the device

- Apps that can track employee location and job completion rate

- Why GPS hasn't been able to cut it for health and safety operations

- Case studies: what's worked and what hasn't

Speakers:

- Raúl Castañón Martínez Senior Analyst, Enterprise Mobility, The Yankee Group
- Anthony Toguchi, Global Digital Capabilities, Manager at Nestlé S.A.
- Dominic Nessi, CIO, Los Angeles World Airports

12:40 Extending enterprise software into an ambient, location-aware experience

- Existing enterprise infrastructure is siloed and oriented around a PC interaction model

- Examine existing and nearterm technology for extending enterprise software into mobile devices with ambient and location awareness

- Security and compliance considerations

Peter Yared, Founder & CTO , Sapho

1:00 Lunch

Session four: Approaches and the future of Location and contextual services

2:00Using location signals to make marketing messages more powerful

• constantly connected consumers change how marketers should think about omni-channel strategy

• every business needs a location strategy

• Google efforts to bridge online and offline

Igor Liskovets, Emerging Advertising Products Strategy, Google

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2:20 Location is the new cookie: The future of location data and mobile advertising

- Using geo fencing for user experience

- Successful strategies for using mobile location data

- Separating the wheat from the chaff: what data don't you need?

2:40 Break

3:30 Investor Panel: Funding the future contextual applications

- Key trends investors see within the market

- Tips on what investors look for when investing into contextual applications

- Examples of contextual apps set for explosive growth

Speakers:

- Ramneek Gupta, Managing Director, Citi Ventures

4:20 The next generation start up talks

Speakers

Raj Sing, Founder, Tempo Al

Henry Green, Splenvid Inc

End of day two