Pre-Conference Registration & Coffee

09:00 - 10:00

ANALYST PRESENTATION: Unlocking AI's Operational Potential for MVNOs

10:00 - 10:20
Becoming AI-Native

- Leveraging AI for workflow automation & connectivity platform management
- Reducing costs & improving service efficiency through AI-driven process optimization

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Masterclass 1

10:00 - 11:30
Start-Up MVNO Masterclasses

CASE STUDY: Hyper-Personalization with AI for Enhanced Customer Experience

10:20 - 10:40
Becoming AI-Native

- Showcasing an MVNO's success in using AI to offer hyper-personalized plans based on consumer data
- Strategies for utilizing AI-driven insights to improve customer engagement & loyalty
- Outcomes and lessons learned from implementing AI-driven personalization

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PRESENTATION: Balancing Pre-Emptive and Reactive AI in Customer Service

10:40 - 11:00
Becoming AI-Native

- Discussing the integration of AI in customer service for both pre-emptive and reactive approaches
- Exploring the ROI of proactive AI-driven support systems vs traditional models
- Examples of how MVNOs are enhancing customer satisfaction using AI

PANEL DISCUSSION: Transforming a Buzzword into an Innovative Tool

11:00 - 11:40
Becoming AI-Native

- Insights into AI applications in automating operations & optimizing network performance
- Exploring AI's potential to foster innovation in MVNO business models & service offerings
- Addressing challenges in AI adoption, including cost, infrastructure & regulatory hurdles

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Coffee & Networking

11:40 - 12:10

PRESENTATION: Innovating with AI while Ensuring Compliance

12:10 - 12:30
Becoming AI-Native

- Navigating global data privacy laws and regulatory challenges
- Ensuring transparency and ethical practices in AI implementation
- Balancing innovation with strict compliance requirements

Masterclass 2

12:10 - 13:20
Start-Up MVNO Masterclasses

PRESENTATION: Session Reserved for Sponsor

12:30 - 12:50
Becoming AI-Native

PANEL DISCUSSION: AI for IoT MVNOs vs B2C MVNOs

12:50 - 13:20
Becoming AI-Native

- Comparing AI integration strategies for IoT-focused and consumer-focused MVNOs
- Discussing unique challenges and opportunities AI presents for these models
- Best practices for scaling AI solutions across various MVNO verticals

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Lunch & Networking

13:20 - 14:20

Travel eSIM Workshop

14:20 - 15:30
Travel eSIM Workshop

Masterclass 3

14:20 - 15:30
Start-Up MVNO Masterclasses

Welcome Drinks

15:30 - 16:30

End of Workshop Day

16:30 - 16:40

SCHEDULE
WORKSHOP DAY: AI-NATIVE & MASTERCLASSES - 12/05/2025

TIME	BECOMING AI-NATIVE	START-UP MVNO MASTERCLASSES	TRAVEL ESIM WORKSHOP
09:00	**09:00** - Pre-Conference Registration & Coffee	**09:00** - Pre-Conference Registration & Coffee	**09:00** - Pre-Conference Registration & Coffee
10:00	**10:00** - ANALYST PRESENTATION: Unlocking AI's Operational Potential for MVNOs **10:20** - CASE STUDY: Hyper-Personalization with AI for Enhanced Customer Experience **10:40** - PRESENTATION: Balancing Pre-Emptive and Reactive AI in Customer Service	**10:00** - Masterclass 1	
11:00	**11:00** - PANEL DISCUSSION: Transforming a Buzzword into an Innovative Tool **11:40** - Coffee & Networking	**11:40** - Coffee & Networking	**11:40** - Coffee & Networking
12:00	**12:10** - PRESENTATION: Innovating with AI while Ensuring Compliance **12:30** - PRESENTATION: Session Reserved for Sponsor **12:50** - PANEL DISCUSSION: AI for IoT MVNOs vs B2C MVNOs	**12:10** - Masterclass 2	
13:00	**13:20** - Lunch & Networking	**13:20** - Lunch & Networking	**13:20** - Lunch & Networking
14:00		**14:20** - Masterclass 3	**14:20** - Travel eSIM Workshop
15:00	**15:30** - Welcome Drinks	**15:30** - Welcome Drinks	**15:30** - Welcome Drinks
16:00	**16:30** - End of Workshop Day	**16:30** - End of Workshop Day	**16:30** - End of Workshop Day

SESSIONS
DAY 1 - 13/05/2025

Pre-Conference Registration & Coffee

08:00 - 08:50
Networking, Exhibition and Lounge Break

Breakfast Briefing

08:05 - 08:50
Breakfast Briefing

CHAIR'S OPENING REMARKS

08:50 - 09:00
Keynotes

Participants

James Gray - Managing Director, Graystone Strategy

ANALYST KEYNOTE: Disrupting the Status Quo – Global MVNO Trends in 2025

09:00 - 09:20
Keynotes

- Adapting to the rising demand for personalized services and the increasing popularity of eSIM
- Navigating changing policies around data protection, fair competition and spectrum allocation
- Monetizing niche markets, enhancing digital service offerings, and leveraging strategic partnerships to scale operations

Participants

Dario Talmesio - Research Director, Omdia

KEYNOTE: Revolutionizing Connectivity through an Ethical Approach

09:20 - 09:40
Keynotes

- How unique business models can provide affordable connectivity to low-income individuals
- Balancing profitability with ethical margins to ensure affordability without sacrificing long-term viability
- Leveraging relationships with partners to distribute services cost-effectively
- Moving customers to better plans as wholesale costs improve and maintaining customer retention with tailored offerings

Participants

Adrian Panozzo - Director, Better Life Mobile

KEYNOTE

09:40 - 10:00
Keynotes

Session Reserved for Plintron

PANEL DISCUSSION: eSIM Evolution and the Challenges & Opportunities in Global Connectivity

10:00 - 10:40
Keynotes

- Examining key challenges hindering faster eSIM adoption globally
- Identifying strategies for overcoming barriers & seizing new opportunities in the evolving eSIM landscape
- Exploring reasons behind the slower-than-expected profitability for some MVNOs offering travel eSIM

Participants

Robert Brock - Product Director, Slice Mobile

Coffee & Networking

10:40 - 11:20

Book a knowledge-sharing conversation, best used to brainstorm and share expertise, with 1-4 individuals through our app prior to the conference.

PANEL DISCUSSION: Continuing the Conversation: Diversity and Inclusion in Telecoms

11:20 - 12:00
Keynotes

- How inclusivity and belonging fuel innovation and unlock commercial growth, positioning DE&I as a business enabler, not just a goal.
- Examining current initiatives to promote D&I within the MVNO industry
- Identifying gaps and opportunities to enhance representation and leadership diversity

KEYNOTE

12:00 - 12:20
Keynotes

Session Reserved for MDS Global

REGULATORY ROUNDTABLE

12:00 - 13:00
Roundtable

KEYNOTE

12:20 - 12:40
Keynotes

Session Reserved for Optiva

KEYNOTE CASE STUDY: Energizing Success - Red Bull Mobile Saudi

12:40 - 13:00
Keynotes

- Winning strategies: partnerships, branding and engagement
- Targeting digital-first, experience-driven customers
- Key metrics showcasing Red Bull Mobile Saudi's market success

Participants

Sulaiman Almusallam - CEO, Red Bull MOBILE Saudi

Lunch & Networking

13:00 - 14:00

ANALYST ADDRESS: Capitalising on Fintech, B2B and Emerging Opportunities

14:00 - 14:20
MVNO 2.0

- Opportunities in financial services partnerships & shifting to enterprise
- Exploring microbrands and collaborations to capture niche markets

ANALYST ADDRESS: Evolving Branding & Marketing Trends in the MVNO Landscape

14:00 - 14:20
Mastering MVNO Marketing

- Unpacking macro trends shaping branding and marketing in the telco industry
- Exploring how consumer expectations are transforming MVNO positioning strategies

CASE STUDY: Money in Motion: The Alliance of Fintech and MVNOs

14:20 - 14:40
MVNO 2.0

- Discuss how fintech integration can enable MVNOs to deliver enhanced connectivity & personalised financial services for an enriched user experience
- What makes a successful fintech MVNO model?
- Explore key strategies & partnerships that can charter the course for future MVNO/Fintech growth

PRESENTATION: Marketing Strategies for New Entrants in a Crowded Space

14:20 - 14:40
Mastering MVNO Marketing

- Key considerations when entering saturated markets
- A new MVNO's journey from concept to brand launch
- Creating brand loyalty from day one

PRESENTATION

14:40 - 15:00
MVNO 2.0

Session Reserved for Sponsor

PRESENTATION

14:40 - 15:00
Mastering MVNO Marketing

Session Reserved for Sponsor

Coffee & Networking

15:00 - 15:30

PANEL DISCUSSION: From B2C to B2B

15:30 - 16:10
MVNO 2.0

- The challenges of moving from B2C to B2B MVNO services
- Cultural and legal compliance issues in this transition
- Brand consistency vs creating a distinct B2B offering
- Differences in running a B2B vs B2C business

FIRESIDE CHAT: Unlocking Customer Insights for Better Campaigns

15:30 - 15:50
Mastering MVNO Marketing

- Using data to segment & target audiences more effectively
- Data-driven campaigns that boosted engagement
- Best practices in enhancing retention through tailored marketing

PRESENTATION

15:50 - 16:10
Mastering MVNO Marketing

Session Reserved for Sponsor

PRESENTATION

16:10 - 16:30
MVNO 2.0

Session Reserved for Sponsor

PANEL DISCUSSION: Learning from the Past: Mistakes and Failures in Marketing Campaigns

16:10 - 16:50
Mastering MVNO Marketing

- Understanding why marketing campaigns fail
- When did failure lead to eventual success?
- Lessons learned from high-profile MVNO branding mistakes

FIRESIDE CHAT: Trends & Best Practices for Targeting Niche Markets as a Microbrand MVNO

16:30 - 16:50
MVNO 2.0

- MNOs and microbrands: a growing partnerships
- Best practices in launching and supporting these MVNOs
- Trends from other markets & how they apply globally

Networking Drinks

16:50 - 17:50

MVNOs Awards & Party

18:00 - 21:00

SCHEDULE

DAY 1 - 13/05/2025

TIME	NETWORKING, EXHIBITION AND LOUNGE BREAK	BREAKFAST BRIEFING	KEYNOTES	ROUNDTABLE	MVNO 2.0	MASTERING MVNO MARKETING
08:00	**08:00** - Pre-Conference Registration & Coffee	**08:05** - Breakfast Briefing	**08:50** - CHAIR'S OPENING REMARKS			
09:00			**09:00** - ANALYST KEYNOTE: Disrupting the Status Quo – Global MVNO Trends in 2025 **09:20** - KEYNOTE: Revolutionizing Connectivity through an Ethical Approach **09:40** - KEYNOTE			
10:00	**10:40** - Coffee & Networking	**10:40** - Coffee & Networking	**10:00** - PANEL DISCUSSION: eSIM Evolution and the Challenges & Opportunities in Global Connectivity **10:40** - Coffee & Networking	**10:40** - Coffee & Networking	**10:40** - Coffee & Networking	**10:40** - Coffee & Networking
11:00			**11:20** - PANEL DISCUSSION: Continuing the Conversation: Diversity and Inclusion in Telecoms			
12:00			**12:00** - KEYNOTE **12:20** - KEYNOTE **12:40** - KEYNOTE CASE STUDY: Energizing Success - Red Bull Mobile Saudi	**12:00** - REGULATORY ROUNDTABLE		
13:00	**13:00** - Lunch & Networking	**13:00** - Lunch & Networking	**13:00** - Lunch & Networking	**13:00** - Lunch & Networking	**13:00** - Lunch & Networking	**13:00** - Lunch & Networking

SCHEDULE
DAY 1 - 13/05/2025

TIME	NETWORKING, EXHIBITION AND LOUNGE BREAK	BREAKFAST BRIEFING	KEYNOTES	ROUNDTABLE	MVNO 2.0	MASTERING MVNO MARKETING
14:00					**14:00** - ANALYST ADDRESS: Capitalising on Fintech, B2B and Emerging Opportunities **14:20** - CASE STUDY: Money in Motion: The Alliance of Fintech and MVNOs **14:40** - PRESENTATION	**14:00** - ANALYST ADDRESS: Evolving Branding & Marketing Trends in the MVNO Landscape **14:20** - PRESENTATION: Marketing Strategies for New Entrants in a Crowded Space **14:40** - PRESENTATION
15:00	**15:00** - Coffee & Networking	**15:00** - Coffee & Networking	**15:00** - Coffee & Networking	**15:00** - Coffee & Networking	**15:30** - PANEL DISCUSSION: From B2C to B2B **15:00** - Coffee & Networking	**15:30** - FIRESIDE CHAT: Unlocking Customer Insights for Better Campaigns **15:50** - PRESENTATION **15:00** - Coffee & Networking
16:00	**16:50** - Networking Drinks	**16:50** - Networking Drinks	**16:50** - Networking Drinks	**16:50** - Networking Drinks	**16:10** - PRESENTATION **16:30** - FIRESIDE CHAT: Trends & Best Practices for Targeting Niche Markets as a Microbrand MVNO **16:50** - Networking Drinks	**16:10** - PANEL DISCUSSION: Learning from the Past: Mistakes and Failures in Marketing Campaigns **16:50** - Networking Drinks
18:00	**18:00** - MVNOs Awards & Party	**18:00** - MVNOs Awards & Party	**18:00** - MVNOs Awards & Party	**18:00** - MVNOs Awards & Party	**18:00** - MVNOs Awards & Party	**18:00** - MVNOs Awards & Party

SESSIONS
DAY 2 - 14/05/2025

MVNOs 5KM Run

08:00 - 09:00

Start the day right with a comfortable and social 5km run.

Registration & Coffee

09:00 - 09:25

CHAIR'S OPENING REMARKS

09:25 - 09:30
Keynotes

Participants

James Gray - Managing Director, Graystone Strategy

KEYNOTE: Rethinking Business Models for a Digital-First World

09:30 - 09:50
Keynotes

- Transitioning from traditional to digital-only operations
- Embracing strategies to lower costs and improve customer engagement
- Challenges & opportunities in eliminating physical stores & call centres

KEYNOTE

09:50 - 10:10
Keynotes

Session Reserved

PANEL DISCUSSION: Driving Sustainability in MVNOs – From Strategy to Execution

10:10 - 10:40
Keynotes

- Exploring eco-friendly practices like eSIM adoption and AI-driven operational efficiency
- Success stories including refurbished devices and circular economy models
- Positioning your MVNO as a leader in sustainability while maintaining profitability

KEYNOTE

10:40 - 11:00
Keynotes

Session Reserved for Sponsor

Coffee & Networking

11:00 - 11:30

PANEL DISCUSSION: Unlocking the MVNO Opportunity in Emerging Markets

11:30 - 12:10
Keynotes

- Analyse global trends in MVNO launches, including the regulatory and market obstacles faced by new entrants
- Examine the challenges MVNOs encounter in markets like Nigeria, where, despite regulatory approval, the path to successful market entry and operational launch remains complex
- Sharing success stories and lessons learned from regions globally

MARKETING ROUNDTABLE: Boosting Customer Acquisition with Innovative Marketing Strategies

11:30 - 12:30
Roundtable

- Leveraging data-driven insights to create personalized marketing campaigns that attract specific consumer segments
- Innovative approaches to standing out in a saturated market
- Using loyalty programs, tailored offers & digital engagement strategies to keep customers engaged and reduce churn

KEYNOTE

12:10 - 12:30
Keynotes

Session reserved for SourseAI

FIRESIDE CHAT: Consolidation in Telecoms – How Can MVNOs Capitalise on a Shifting Landscape

12:30 - 12:50
Keynotes

- Exploring the strategic drivers behind major telecom mergers
- Implications for network access and MVNO partnerships
- Balancing benefits with competitive pressures in a consolidating market

Lunch & Networking

12:50 - 13:40

ANALYST PRESENTATION: Trends, Opportunities & Challenges for IoT MVNOs and eSIM

13:40 - 14:00
Connectivity Innovation: IoT MVNOs & eSIM

- Overview of IoT and enterprise connectivity growth
- The role of MVNOs in enabling IoT and global connectivity
- The emergence and impact of eSIM technology

PRESENTATION: Customer Lifetime Value as a New Metric for Success

13:40 - 14:00
Mastering MVNO Marketing

- Why Customer Lifetime Value (CLV) matters more than ever for MVNOs
- Tools & strategies to calculate and maximise CLV through marketing
- Using CLV insights to create promotions, upsell and increase retention

PRESENTATION

14:00 - 14:20
Connectivity Innovation: IoT MVNOs & eSIM

Session Reserved for Sponsor

PRESENTATION

14:00 - 14:20
Mastering MVNO Marketing

Session Reserved for Sponsor

PANEL DISCUSSION: Travel eSIM: A Sustainable Business Model or Temporary Trend?

14:20 - 15:00
Connectivity Innovation: IoT MVNOs & eSIM

- How MNOs are reacting to travel eSIM
- Cost, infrastructure and profitability challenges for MVNOs offering travel eSIM
- The role of partnerships in creating scalable travel eSIM solutions

PANEL DISCUSSION: Global Case Studies in MVNO Marketing

14:20 - 15:00
Mastering MVNO Marketing

- Insights from global campaigns: what worked, what didn't, and why
- Leveraging local partnerships to enhance brand presence and customer trust
- Addressing region-specific challenges such as competition, pricing and customer preference

PRESENTATION

15:00 - 15:20
Connectivity Innovation: IoT MVNOs & eSIM

Session Reserved for Sponsor

PRESENTATION

15:00 - 15:20
Mastering MVNO Marketing

Session Reserved for Sponsor

Coffee & Networking

15:20 - 15:50

CASE STUDY: Connected Cars: The Next Frontier for IoT MVNOs

15:50 - 16:10
Connectivity Innovation: IoT MVNOs & eSIM

- Building relationships with automotive companies & tech providers
- Addressing connectivity challenges in automotive IoT

FIRESIDE CHAT: Innovating with AI to Create a Future-Proof Brand

15:50 - 16:10
Mastering MVNO Marketing

- How AI is changing branding for MVNOs
- Personalization and CX using AI
- AI-powered tools for enhancing brand awareness & loyalty

PRESENTATION: Connectivity Management Platforms Unlocking IoT MVNO Potential

16:10 - 16:30
Connectivity Innovation: IoT MVNOs & eSIM

- Capabilities and limitations of connectivity management platforms
- Enhancing efficiency and reducing costs through automation
- Innovations driving IoT connectivity management

PRESENTATION: B2C to B2B Transitions: Branding and Marketing Strategies for Dual-Target MVNOs

16:10 - 16:15
Mastering MVNO Marketing

- Marketing for both B2C and B2B: maintaining brand consistency
- Adjusting the value proposition for B2B clients
- Marketing channels: how to reach corporate clients

PANEL DISCUSSION: How to Optimize Marketing Budgets & Make Every Dollar Count

16:15 - 16:45
Mastering MVNO Marketing

- Budgeting for successful marketing campaigns
- How to prioritize spending
- Creative marketing strategies that maximise impact
- Case studies of budget-friendly yet effective campaigns

PANEL DISCUSSION: Navigating IoT Deployment Challenges

16:30 - 17:00
Connectivity Innovation: IoT MVNOs & eSIM

- Lessons from successful IoT MVNO deployments
- Strategies for navigating the 2G/3G sunset with minimal disrupting
- Overcoming connectivity and scaling challenges

End of Conference

17:00 - 17:10

SCHEDULE
DAY 2 - 14/05/2025

TIME	KEYNOTES	ROUNDTABLE	CONNECTIVITY INNOVATION: IOT MVNOS & ESIM	MASTERING MVNO MARKETING
08:00	**08:00** - MVNOs 5KM Run	**08:00** - MVNOs 5KM Run	**08:00** - MVNOs 5KM Run	**08:00** - MVNOs 5KM Run
09:00	**09:25** - CHAIR'S OPENING REMARKS **09:30** - KEYNOTE: Rethinking Business Models for a Digital-First World **09:50** - KEYNOTE **09:00** - Registration & Coffee	**09:00** - Registration & Coffee	**09:00** - Registration & Coffee	**09:00** - Registration & Coffee
10:00	**10:10** - PANEL DISCUSSION: Driving Sustainability in MVNOs – From Strategy to Execution **10:40** - KEYNOTE			
11:00	**11:30** - PANEL DISCUSSION: Unlocking the MVNO Opportunity in Emerging Markets **11:00** - Coffee & Networking	**11:30** - MARKETING ROUNDTABLE: Boosting Customer Acquisition with Innovative Marketing Strategies **11:00** - Coffee & Networking	**11:00** - Coffee & Networking	**11:00** - Coffee & Networking
12:00	**12:10** - KEYNOTE **12:30** - FIRESIDE CHAT: Consolidation in Telecoms – How Can MVNOs Capitalise on a Shifting Landscape **12:50** - Lunch & Networking	**12:50** - Lunch & Networking	**12:50** - Lunch & Networking	**12:50** - Lunch & Networking
13:00			**13:40** - ANALYST PRESENTATION: Trends, Opportunities & Challenges for IoT MVNOs and eSIM	**13:40** - PRESENTATION: Customer Lifetime Value as a New Metric for Success
14:00			**14:00** - PRESENTATION **14:20** - PANEL DISCUSSION: Travel eSIM: A Sustainable Business Model or Temporary Trend?	**14:00** - PRESENTATION **14:20** - PANEL DISCUSSION: Global Case Studies in MVNO Marketing

SCHEDULE
DAY 2 - 14/05/2025

TIME	KEYNOTES	ROUNDTABLE	CONNECTIVITY INNOVATION: IOT MVNOS & ESIM	MASTERING MVNO MARKETING
15:00	**15:20** - Coffee & Networking	**15:20** - Coffee & Networking	**15:00** - PRESENTATION **15:50** - CASE STUDY: Connected Cars: The Next Frontier for IoT MVNOs **15:20** - Coffee & Networking	**15:00** - PRESENTATION **15:50** - FIRESIDE CHAT: Innovating with AI to Create a Future-Proof Brand **15:20** - Coffee & Networking
16:00			**16:10** - PRESENTATION: Connectivity Management Platforms Unlocking IoT MVNO Potential **16:30** - PANEL DISCUSSION: Navigating IoT Deployment Challenges	**16:10** - PRESENTATION: B2C to B2B Transitions: Branding and Marketing Strategies for Dual-Target MVNOs **16:15** - PANEL DISCUSSION: How to Optimize Marketing Budgets & Make Every Dollar Count
17:00	**17:00** - End of Conference	**17:00** - End of Conference	**17:00** - End of Conference	**17:00** - End of Conference