

MVNOs Connect: Community Round Up

Winning as an MVNO in the UK Market

10:00 Registration & Coffee

10:30 Chair's Opening Remarks

James Gray, Managing Director, [Graystone Strategy](#)

10:40 Analyst Address

Dario Talmesio, Research Director, Service Provider Strategies, [Omdia](#)

11:00 Presentation

The Roadmap to Success

- Overview of the UK MVNO landscape.
- Key success factors: market trends, regulatory insights, competition.
- Strategic roadmap for thriving as an MVNO.

11:20 Panel Discussion

Differentiating Your MVNO in a Crowded Market – Building a Strong Brand

- Importance of brand identity for MVNOs.
- Strategies for brand differentiation.
- Case studies of successful UK MVNOs.

Moderator: James Gray, Managing Director, [Graystone Strategy](#)

- Elin Mclean, General Manager, [SMARTY and 48 Mobile](#)
- Nerissa Abrahams, Senior Brand & Advertising Manager, [giffgaff](#)
- Ian Farrell, Senior Manager MVNO, IoT & International, [BT](#)

11:50 Presentation

Travel eSIM MVNO Market Opportunities

- Findings from survey on travel connectivity which shows how eSIM can expand the travel connectivity market
- Best strategies to appeal to silent roamers
- Which stakeholders are best positioned to offer eSIM via an MVNO, and when to offer them for maximum impact

James Moar, Principal Analyst, [Kaleido Intelligence](#)

12:20 Lunch

13:40 Fireside Chat

The eSIM Revolution Enabling MVNO Transformation in the UK

- Impact of eSIM on MVNO business models.
- Opportunities for cost reduction and improved customer experience.
- New service offerings enabled by eSIM technology.

Moderator: Julian Watson, Principal Analyst – Wholesale Telecoms, **Omdia**

- Robert Brock, Product Director, **Slice Mobile**

14:00 Presentation

Maximizing Marketing and Distribution Channels in the UK

- Utilizing digital marketing to target mobile-first customers.
- Building retail partnerships for distribution.
- Leveraging influencers and social media for brand visibility.

14:20 Panel Discussion

Cracking the UK Consumer Code: Lessons from Successful MVNO Marketing Campaigns

- Analysis of how to build a strong community-driven brand through member-led marketing.
- Leveraging transparent pricing and simplicity to attract budget-conscious customers.
- Practical insights on tailoring marketing strategies to UK consumer preferences, using real-world examples from successful MVNOs.

14:50 Case Study Panel Discussion

Success Stories from UK MVNO Leaders

- Learning from top-performing MVNOs in the UK market.
- Discussing innovative approaches to differentiation.
- Understanding the impact of customer-centric strategies.

Moderator:

- David Caton, Head of Commercial, **SMARTY Mobile**

15:30 Chair's Closing Remarks

James Gray, Managing Director, **Graystone Strategy**

15:40 Networking Drinks

16:45 Networking Party