

MVNOs Connect: Community Round Up

Winning as an MVNO in the UK Market

10:00 Registration & Coffee

10:45 Chair's Opening Remarks

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

11:00 Analyst Address

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

11:20 Presentation

How MVNOs can Differentiate their Proposition

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

11:40 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](#)

- Nerissa Abrahams, Senior Brand & Advertising Manager, [giffgaff](#)
- Ian Farrell, Senior Manager MVNO, IoT & International, [BT](#)
- Karl Heinz Frankeser, CTO, [Ticinocom](#)
- [Priyanki Ahluwalia](#), Head of Brand Marketing, [Lebara](#)

12:20 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](#)

12:40 Lunch

14:00 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**

14:30 Presentation

Outlook for the Enabling Ecosystem

- What has facilitated the recent strong MVNO performance
- The outlook for this ecosystem

Karen Egan, Head of Telecoms, **Enders Analysis**

14:50 Fireside Chat

CMA Remedies Working Paper: Vodafone & Three Merger on Course for Green Light

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

- Dario Talmesio, Research Director, Service Provider Strategies, **Omdia**
- Karen Egan, Head of Telecoms, **Enders Analysis**

15:20 Chair's Closing Remarks

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

15:25 Networking Drinks

16:30 Networking Party at the Refinery, Bankside