

Mobile Commerce - Exploring The Fundamental Issues That Drive The Market

Kelley Drye Seminar

Firm Event

September 24, 2008 from 9:00 am to 4:00 pm (EDT)

Chicago

Hyatt Regency O'Hare
 Rosemont, IL

Mobile Commerce - Exploring The Fundamental Issues That Drive The Market is a one-day conference sponsored by the Midwest Chapter of the Federal Communications Bar Association and Kelley Drye & Warren LLP. This conference is a dynamic one-day event exploring the growth of mobile commerce in many aspects of the business world.

This conference provides an interactive forum for analyzing and reviewing the latest wireless technologies, mobile commerce security, advertising and consumer product issues surrounding mobile marketing, and a glimpse into the future trends, technologies and opportunities. Attendees at this program will also hear the wireless carrier perspectives on new business opportunities for wireless providers in today's market. Mary Beth Richards, Deputy Director of Consumer Affairs at the Federal Trade Commission is presenting the keynote address.

Whether you are on the service provider side or the end user, this conference will give you the opportunity to hear from some of the leading experts in the mobile commerce arena.

AGENDA

9:00 - Introduction and Overview

Robert Reiland, Motorola, FCBA Co-President

9:15 - New Applications, Software And Commerce Opportunities Delivered Through Wireless Broadband Networks

Gaming, software downloads, mobile banking, information services, media and mobile TV; these are all new business opportunities that are being developed for wireless commerce. This panel will present the views of the business opportunities and legal restrictions in offering new and innovative commercial products and services.

Speaker: Rob Sands, Gameloft

10:15 - Internet And Mobile Commerce Security - Legal And Technical Risks, And Recommended Solutions

Data security has quickly become a key compliance concern among many businesses, including those involved in Internet and mobile commerce. While data breaches have become common place,

the consequences of incurring a breach are significant with a host of federal and state laws that are triggered. This panel will provide an overview of the applicable data security legal obligations, as well as address, from a forensic perspective, the types of breaches, security issues, and security solutions most pressing for the Internet and mobile commerce sectors.

Panel Moderator: Alysa Hutnik, Kelley Drye & Warren LLP

Speaker: Chris Novak, Forensic Investigator Cybertrust

11:00 - Break

11:15 - Advertising And Consumer Products Issues

This panel will cover the Do's and Don'ts of mobile marketing with a particular emphasis on hot enforcement trends and recent cases. For example, the panel will address the types of advertising claims that are likely to draw close scrutiny by regulators, as well as compliance obligations when advertising to minors. The panel will also discuss requirements when sending messages to a mobile device, making disclosures, and offering sweepstakes.

Panel Moderator/Speakers: Gonzalo Mon, Kelley Drye & Warren LLP

Susan Duarte, Sprint Nextel and Megan Cosby, Kajeet, Inc.

12:15 - Lunch

12:30 - Keynote speaker: Mary Beth Richards, Deputy Director, Consumer Affairs, Federal Trade Commission.

1:45 - Wireless Carrier Perspectives - What Are The Different Perspectives Of The Wireless Carriers On M-Commerce

New applications and products are being developed for mobile commerce. What are the business opportunities for wireless providers in today's market? How will carriers take advantage of the changes in technology and consumer demand in providing services? Representatives from two carriers will discuss the different business opportunities and views of the carriers.

Panel Moderator: Hank Kelly, Kelley Drye & Warren LLP

Speaker: Dave Conn, T-Mobile

2:30 - Wireless Devices - Where Does The Future Take Us?

What are manufacturers doing to develop wireless devices to accommodate the new applications? Are wireless gaming devices on the horizon? How are companies packaging services and wireless devices to offer services to business customers? The speakers will discuss how open development and access, and competition among chipmakers will drive the development of new wireless devices.

Panel Moderator: Hank Kelly, Kelley Drye & Warren LLP

Speakers: Tom McDonald, Motorola, Shawn Welsh, Telular, Inc.

3:15 - Break

3:30 - Converging Financial Services With Mobile Commerce

The growth in Internet Commerce opportunities, combined with the rapid rise of smart handheld devices such as cell phones and PDAs, has created the need for new ways to transact. What are the platforms that are necessary for consumers, carriers and mobile commerce companies to transact business?

Panel Moderator: Mike Ryan, Kelley Drye & Warren LLP

Speakers: Mehul Desai, C-SAM, Inc., Cary Serif, West Monroe Partners, LLC

Related Services

Advertising and Marketing
Communications