

# Network Transformation

## Business Summit

15 & 16 March 2010

Network Transformation is a business summit produced, organised and run by Endeavour Events. We are specialised in the production of international business summits for senior executives from European Fortune 500 companies. Endeavour Events summits are custom-made and designed around the specific requirements of the participants.

The business summit concept allows for a maximum level of interaction through pre-arranged one-to-one business meetings, networking, workshops, presentations and think tanks producing long lasting and sustainable business relationships.

Please visit [www.endeavouerevents.com](http://www.endeavouerevents.com) for more information.

## The Dates

Network Transformation is a 2-day event – it will take place on the 15th and the 16th of March 2010. The event programme is a busy one – we encourage all attendees make the most out these 2 days to make sure not too much time is spent away from their offices.

## The Venue

All Endeavour business summits take place in some of the most luxurious 5-star hotels and resorts in Europe. Being the capital of Europe cherished for its casual sophistication and quirky blend of architecture, trendy cafes and famed historic sites, Brussels provides a perfect setting to an event of this calibre.

## Why Network Transformation?

The Network Transformation Summit will bring to light the impact of technology and network transformation in business and society. Technology by nature is under a constant transformation process and by transforming its means - networks and infrastructure - technology also transforms our society. This is a summit that aims to help companies and government bodies to understand how technology, networks and infrastructure can help their business, the economy and the society by improving how we communicate and interact with each other.

While attending the Network Transformation Summit our delegates will learn about additional values of Next Generation Networks and fully understand how innovation of networks can help both the public and private sector to work more effectively.

Enhancing motivation from users and therefore create more business potentials for solution providers companies is the atmosphere that Endeavour Events will facilitate for your company at the Network Transformation Summit.



Please visit our website and watch our video testimonials to check what Solution Providers companies and delegates have to say about attending an Endeavour Events summit.

Click here to watch our video testimonials:  
[www.endeavouerevents.com/testimonials.html](http://www.endeavouerevents.com/testimonials.html)

## Network Transformation Summit Attendees

How are the delegates invited / selected?

The delegate audience is the decisive “factor” in the success of our business summits. Our Production Managers identify the business institutions and decision-makers from these companies that are the key players in their industry and are most likely to purchase and implement new communications and network services and solutions in the next 6-12 months. The delegates are therefore very carefully screened in order to make sure only decision-makers with serious projects in mind are offered an opportunity to attend our business summit and conduct meetings with the solution providers.

Many of the solution provider companies we invite to our business summits have been recommended by the potential buyers themselves. This is why we are confident in our solution partners’ ROI at our business summits and our delegates are satisfied with their questions being answered and appropriate solutions offered to them!

## Delegates Profile

### Job titles:

- CTO
- COO
- CIO
- Heads/Directors of :
  - Infrastructure
  - Operations
  - Mobile Strategy
  - Information Technology
  - Network Capacity Management
  - Network Architecture
  - Data Network Optimization
  - Business Intelligence
  - Corporate Strategy

### Industry sectors:

- Public sector:
  - Governmental Agencies
  - Ministry of Telecommunications
  - Ministry of Infrastructure
  - Ministry of Health
  - Ministry of Economy
- Private sector:

The private sector will also be targeted to attend the Network Transformation Summit as some companies are investing in Information Technology and Network Architecture as part of the company corporate strategy and competitive advantage.

## Solutions Promoted at the Summit

During the presentations at the Network Transformation Summit, speakers and delegates will discuss topics related to your products and services. The Network Transformation Summit agenda aims to address presentations concerning the following solutions:

- Broadband Access Solutions
- Broadband Technology
- Mobile Technology
- Network & Performance Management
- Network Architecture & Infrastructure
- Network Strategic Planning
- Unified Communications
- Wire Line & Wireless Solutions
- IP & Next Generation Networks
- VoIP - Voice over Internet Protocol
- IPTV - Internet Protocol Television
- HSDPA - High-Speed Downlink Packet Access
- HSPA - High Speed Packet Access
- GPON - Gigabit Passive Optical Network
- FTTH - Fiber to the Home
- LTEs - Long Term Evolution

*Click here to watch our video testimonials*



## Being a Solution Provider at the Network Transformation Summit

### Network Transformation Summit creates Business Opportunities

*While attending the Network Transformation Summit and having meetings with our attendees your company will benefit from prospecting new clients. The one-to-one meeting sessions facilitate bringing new business opportunities for your company.*

#### One-to-one meetings

Each solution partner is granted access to all of the delegate information several weeks prior to the event including:

- Delegate name, profile (including job title, scope of responsibility)
- Company profile
- Indication of the budget and the areas of interest

Based on this information, solution providers make requests for meetings via our interactive event website. Invitations for meetings are forwarded directly to the participating delegates. This is then relayed to the delegates allowing them to request meetings with the solution partners they think can address their needs.

Each summit participant has an opportunity to create his / her own agenda for the duration of the summit 4 weeks prior to the event. All summit participants are invited to interact with each other in order to set the agendas for their meetings, so time is not wasted on unnecessary introductions.

### Network Transformation Summit helps your Marketing Strategy

*Put your company on the pedestal and be seen as one of the leading industry experts by delivering a key note presentation. By having a speaking opportunity at the Network Transformation Summit your company can be part of the prestigious speaker hall promoted by our media partners as well as some of the greatest professionals in the Telecommunications field.*

#### Speaking opportunities / workshops:

Depending on their sales strategy, solution partners have an opportunity to either deliver a presentation or conduct a workshop for a selected group of delegates at the summit.

We strongly recommend solution providers to use their top clients as speakers and utilize the "reference selling" technique during their client case study presentations.

Workshops are interactive, more technically-orientated sessions / discussions conducted for a selected group of delegates. Workshops are offered to those solution provider companies that have either been specifically recommended by the attending delegates or those providing solutions / services in the areas that many delegates have shown a high level of interest in.

The topics of all presentations and workshops are to be decided upon by the solution partners together with our Production Manager responsible for the event programme. All presentations and workshops are promoted via our interactive event website to allow delegates to register for them in advance.

[Click here to watch our video testimonials](#)



## Reasons for attending the Network Transformation Summit

**Personal invitations** – All delegates are personally invited to our business summits by a dedicated in-house team ensuring uniformity and seniority of the attendees.

**Tailor-made programme** – All speakers and delegates are interviewed identifying the hot topical issues, concerns or personal interest for the programme. We also ensure that the delegates are “in the buying mode” so all attendees are:

- Decision-makers (signatories)
- Budget holders
- Actively looking to purchase and implement Communications and Network solutions within the next 6-12 months

**One-to-one meetings** – The unique business summit model allows the top management / sales / business development executives from the solution provider companies conduct pre-arranged, face-to-face business meetings with the decision makers who have shown interest in their products, solutions and services.

**Presentations** – The event programme consists of various presentations from industry gurus. Solution providers are also invited to have input into the event programme by addressing the delegate audience directly; organising client-case study presentations and/or facilitating workshops for a selected group of prospects.

**Networking** – Participants will find themselves “rubbing shoulders” with 60-80 CTO’s, COO’s, Directors / Heads of Infrastructure and Network from across the globe with business interests in Europe. The summit format allows for formal meetings, presentations, workshops and think-tanks. It also allows for more informal discussions during coffee breaks, luncheons and free time, as well as the opportunity for a solution provider to host their most important existing clients and prospects during a hospitality function like a cocktail reception.

**Hospitality** – All our business summits take place in the most luxurious locations in Europe. This allows not just for a very productive business environment, but also for an opportunity to relax and enjoy the 5-star surroundings and all the leisure facilities of the venue.

*Click here  
to watch  
our video  
testimonials*

