

Telecoms Mini MBA

The leading 5-day Mini MBA programme for the telecoms ecosystem

Join the 10,000 industry professionals from 350 leading operators, vendors, service providers, regulators and industry associations who have benefited from the programme.

Available as public training programmes and in-company solutions

OFFER

3 FOR 2

Save up to **\$1000**
by booking early!

22 - 26 April 2018*

The Address Hotel, Dubai Marina, Dubai, UAE

01 - 05 July 2018*

The Address Hotel, Dubai Marina, Dubai, UAE

09 - 13 December 2018*

The Address Hotel, Dubai Marina, Dubai, UAE

www.informa-mea.com/telecoms-mini-mba





WHAT MAKES THE TELECOMS MINI MBA UNIQUE?

- **Deep dive sessions:** that tackle the key technology, business, leadership, marketing and finance issue
- **Sustained learner engagement:** with a small group approach, case studies and an engaging Business Simulation exercise
- **Latest market data and analysis from Ovum:** the market-leading research and consulting business focused on helping digital service providers and their vendor partners thrive in the connected digital economy
- **University of Derby Accredited:** with the opportunity, with further study, to gain a Postgraduate Certificate in Advanced Telecoms Management
- **Newly added for this year:**
 - Focus on Digital Transformation of the Telco throughout the programme
 - Understand the opportunities for cost optimisation
 - Updated tools for use on the Business Simulation

**10,000+ industry
professionals have
completed the programme**

**97% learner
satisfaction
rating**

Telecoms & Tech Academy

About Telecoms & Tech Academy

Our training solutions are delivered worldwide as part of the training and development plans of many operators, vendors, and service providers from across the telecoms and wider ecosystem.

KNect365 Learning

an **informa** business

Part of KNect365 Learning

We are born out of Informa's rich history in enhancing individuals and businesses with knowledge. Our learning solutions equip professionals with the capabilities and network they need to progress and drive performance.

informa middle east

About Informa Middle East

The Informa Middle East office, formerly known as IIR Middle East, has over two decades of regional experience in organising and managing all types of business events. We are a leading business intelligence, academic publishing, knowledge and events business.

PROGRAMME FOCUS

Students study modules in 5 focused competency areas plus participate in a business simulation exercise that runs throughout the programme.

	Focused Modules	What's covered:
Strategy/Business Environment	Up-to-the-minute industry analysis of the industry today which features unique market data from Ovum's team of 150 industry analysts.	<ul style="list-style-type: none"> Telecom industry trends & forecasts Industry structure & services Current and emerging strategies Digital transformation strategy
Technology	Covering existing and emerging technologies, these modules ensure students are better equipped to make confident and commercially grounded technology choices as the organisation evolves.	<ul style="list-style-type: none"> Technology evolution & developments Network building blocks & support systems Network infrastructures
Finance	A rapid, thorough and uncomplicated look at the essential financial techniques used in modern telecoms providing an ideal toolkit for any manager.	<ul style="list-style-type: none"> Understanding corporate finance & accounting Principle financial accounting documents KPIs – Assessing performance Cost optimisation
Leadership & Management	Highly practical interactive sessions offer an opportunity to enhance management and leadership skills, providing a solid foundation to drive change in any organisation.	<ul style="list-style-type: none"> Leadership skills & techniques Managing change & business relationships Implementing plans & maximising performance
Marketing/Customer Focus	Thought provoking sessions that put the customer proposition sharply in focus. Although the customer offering is at the heart of most topics, these sessions take a more formal look at marketing and customer expectations.	<ul style="list-style-type: none"> Marketing & the customer proposition Competitive advantage Operating in a competitive environment Telecom regulation
Business Simulation	This unique business simulation runs throughout the five days, and offers the opportunity to test ideas in a simulated environment.	Working in small teams, participants will consider and evaluate all the major aspects of setting up and running an effective telecommunications company.

WHO SHOULD ATTEND THE TELECOMS MINI MBA?

	Why attend?	Past Delegates
C-Level & Senior Managers	Align commercial and technical operations with strategy – enabling value creation through agility, customer centricity and effective positioning	<ul style="list-style-type: none"> Chief Executive Office Regional Director Chief Operations Office
Middle Managers	Develop the competencies required to make the step up to more senior roles	<ul style="list-style-type: none"> Network Manager Team Leader
Future Managers & Identified Talent	Rapidly bring identified talent up to speed on all aspects of the modern telecoms industry	<ul style="list-style-type: none"> Graduate Trainee High-Potential
Technical/Network Management	Technical staff learn to align technology solutions to the wider business strategy	<ul style="list-style-type: none"> Technical Director Field Operations Manager Head of Network Planning
Marketing/Sales/Commercial	Developing a deep understanding of the telecoms business environment to integrate commercial operations with the wider business strategy	<ul style="list-style-type: none"> Business Development Manager Marketing Business Analyst Head of Marketing

PROGRAMME MODULES AND AGENDA

Course Timings: Registration and coffee will be at 08:00 on Day One. The course will commence at 08:30. Day One and Day Five will conclude at 17:00. Days Two, Three & Four will conclude at 18:30. There will be refreshment breaks at appropriate times and lunch will be served at 12:30.

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
Welcome & Business Simulation Introduction	Telecoms Technologies –The Emerging Picture	Leadership & People Development	21st Century Telecoms Marketing & Competitive Environment	Business Simulation: Bringing it all Together
Telecoms Business Environment		Leading Successful Change	Service Delivery Systems & Supporting Systems	
Lunch				
Telecoms Industry Outlook	Corporate Finance	Energising & Inspiring People	The Role of Regulation	Delegate Presentations - Sharing the Strategy
Business Simulation		Leadership Styles	Business Simulation Preparation	Aware of Licence & Review Session
Break				
Free Evening	Business Simulation	Business Simulation	Business Simulation Preparation— Developing the Strategy	

- Strategy/Business Environment
- Emerging Technologies
- Finance

- Leadership & Management
- Marketing/Customer Focus
- Business Simulation

BENEFITS FOR PROFESSIONALS

- Develop the knowledge to impact strategic debate and contribute actively to technology, financial, management and marketing decision
- Discuss with confidence the emerging dynamics of the telecoms market and wider technology ecosystem
- Develop new business models and identify areas for future competitive advantage
- Understand your role in the wider organisation
- Be a driver for digital transformation in your organisation

BENEFITS FOR YOUR ORGANISATION

- Build an agile, innovative organisation that is best placed to monetize creativity
- Drive significant change and digital transformation across the business
- Identify areas for sustainable competitive advantage as the market evolves
- Implement customer focused strategies to build loyalty and maximise RoI
- Build a shared vision of the future and develop goals and objectives to deliver it

“

Excellent presentation, session live and very interactive. Presenter took time to answer questions well.

TB, UTS

“

Trainer was very experienced. The material that was provided was great and we received some excellent recommendations on how to handle specific situations.

SD, MTN

“

I have not seen a better teacher with knowledge & communications skills.

CO, Springcell

OUR FACILITATORS AND PRACTITIONERS

Our team of versatile expert trainers can deliver training at all levels and can make complex technology issues accessible to non-technical staff as well as deliver in-depth engineering training. Our business trainers are specialists in their field, enabling them to address the key issues affecting the telecoms industry today.

WHO HAS COMPLETED THE TELECOMS MINI MBA?

Organisations

Here are just some of the 350 organisations who have completed the Telecoms Mini MBA

Operators



Vendors



Government/Regulatory



Other



Telecoms Mini MBA

Course	Course Fee Before 11 February 2018	Course Fee Before 18 March 2018	Final Fee
Telecoms Mini MBA (5-Day) 22 – 26 April 2018* (BC7171)	US\$ 4,495	US\$ 4,995	US\$ 5,495

Course	Course Fee Before 22 April 2018	Course Fee Before 27 May 2018	Final Fee
Telecoms Mini MBA (5-Day) 01 – 05 July 2018* (BC7324)	US\$ 4,495	US\$ 4,995	US\$ 5,495

Course	Course Fee Before 30 September 2018	Course Fee Before 04 November 2018	Final Fee
Telecoms Mini MBA (5-Day) 09 – 13 December 2018* (BC7279)	US\$ 4,495	US\$ 4,995	US\$ 5,495

Pricing excludes 5% VAT, which will be charged where applicable

*Book and pay full fee for two colleagues and the third attends for FREE

- Not applicable in conjunction with corporate discounts
- Payment to be settled before start of the course to avail the offer
- The 3 for 2 offer is valid on full price final fee registration only

Course fees include documentation, luncheon and refreshments. Delegates who attend all sessions will receive a Certificate of Attendance.

All registrations are subject to our terms and conditions which are available at www.informa-mea.com/terms-and-conditions-for-delegates. Please read them as they include important information. By submitting your registration you agree to be bound by the terms and conditions in full.

DELEGATE DETAILS

FIRST NAME: _____ SURNAME: _____

JOB TITLE: _____ COMPANY: _____

ADDRESS: _____ POSTAL CODE: _____

COUNTRY: _____ CITY: _____

TEL: _____ FAX: _____ MOBILE: _____

EMAIL: _____

BC7171/BC7324/BC7279

EVENT VENUE

The Address Hotel, Dubai Marina, Dubai, UAE
Tel: +971 4 436 7777

ACCOMMODATION DETAILS

We highly recommend you secure your room reservation at the earliest to avoid last minute inconvenience. You can contact the Hospitality Desk for assistance on:
Tel: +971 4 407 2693 Fax: +971 4 407 2517
Email: hospitality@informa.com

Tel: +971 4 335 2437

Fax: +971 4 335 2438

Email: register-mea@informa.com

Web: www.informa-mea.com/telecoms-mini-mba

Mail: Informa Middle East Ltd.
PO Box 9428, Dubai, UAE

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DISCOUNTS AVAILABLE FOR 2 OR MORE PEOPLE

CALL: +971 4 335 2483
E-MAIL: a.watts@informa.com

PAYMENTS

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the event. Only those delegates whose fees have been paid in full will be admitted to the event.

AVOID VISA DELAYS – BOOK NOW

Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible. Visas for non-GCC nationals may take several weeks to process.

CANCELLATION

- If you are unable to attend, a replacement delegate will be welcomed in your place. If you cancel your registration 57 days or more before the event, you will receive a refund minus a 10% cancellation fee (plus VAT where applicable). Cancellation after 56 days before the event or if you fail to attend the event will be 100% payable. All cancellations must be sent by email to **register-mea@informa.com** marked for the attention of Customer Services Cancellation.
- All registrations are subject to acceptance by Informa Middle East which will be confirmed to you in writing
- Due to unforeseen circumstances, Informa reserves the right to cancel the course, change the programme, alter the venue, speaker or topics
- For full details, please visit www.informa-mea.com/terms-and-conditions-for-delegates





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