

Mobilizing Community and Social Networks: Getting There From Here

Time: Apr. 01, 2008 from 3:30 PM to 5:00 PM

Location: Las Vegas Convention Center – Room: North 111

The social networking revolution has hit the mobile platform, but what strategies can be used to ease this sector's growing pains? This session will address the specific areas of growth on the horizon, advertising, the emerging privacy concerns, and how to leverage LBS in taking social networking applications to the next level.

Panel

Moderator: **Azita Arvani** (bio)
Principal
Arvani Group, International

Speakers: **Dr Nagappan Arunachalam** (bio)
Chief Marketing Officer
NewBay Software

Brian Casazza (bio)
CEO
Zed US

Oswin Eleonora (bio)
Senior Vice President, North America
Acision (formerly LogicaCMG Telecoms)

Mike Hendrick (bio)
Director of Messaging
T-Mobile USA, Inc.

Brandon Lucas (bio)
Sr. Director, Mobile Business Development
MySpace

Steven Spencer (bio)
Chief Executive Officer
Upoc Networks, a Dada Company

Philip Steele (bio)
Product Line Manager
Redknee