



## Looking for real insight into 4G/LTE? ... then read on.

### >>Registration Information

**4G/LTE One-day Update Seminar - 980€**  
Please choose your location:

- 14.03.2012 Frankfurt / Germany
- 27.03.2012 Stockholm / Sweden
- 19.04.2012 Lisbon / Portugal
- 15.05.2012 Moscow / Russia
- 30.05.2012 Istanbul / Turkey

All the above prices are subject to VAT.

All the fields marked with an asterisk (\*) are required.

#### ATTENDEE'S INFORMATION>>

name\* .....  
 department .....  
 job title .....  
 tel\* .....  
 fax .....  
 e-mail\* .....

#### INVOICING INFORMATION>>

company\* .....  
 VAT- number .....  
 department .....  
 address .....  
 post code .....  
 city .....  
 tel\* .....  
 fax .....

#### What is your company's primary business?

- Finance, Banking and Insurance
- Media and Publishing
- IT and Telecom
- Utilities, Oils and Chemicals
- Central & Local Government Services
- Distribution & Logistics
- Engineering
- Industry
- HealthCare
- Retail
- Construction Company
- Wireless Carriers | Wireless ISPs

#### What is your level of influence over IT purchases?

- Purchase
- Authorize
- Recommend
- Specify
- No Influence

#### General Conditions>>

A minimum participation of 10 delegates is required per training, and courses are thus subject to cancellation up to 3 weeks in advance of schedule

Confirmation>> Please allow one working day to receive Registration Acknowledgement from Hansecom Media & Communication by email.

You will then receive Registration Confirmation when the course is confirmed. Courses are confirmed when they reach the minimum number of registrations required. You will receive registration confirmation by email approximately two weeks prior to the course commencement date.

Invoices are raised at time of course confirmation, please note payment of invoice is required prior to course commencement.

If your course is not confirmed, it will be either post-poned or cancelled, you will be notified by email accordingly.

Fees>>An invoice will be issued upon receipt of your registration. The participation fee will fall due prior to the conference. Checks and other forms of payment should be credited to HanseCom, Media & Communication.

Cancellations>> If you confirm your cancellation in writing (fax/e-mail) until 2 months before the training, you receive a refund less a 10% service charge. If you cancel between 2 months and 2 weeks before the training you will receive a 50% refund. In case you need to cancel after 2 weeks before the training, no refunds can be made, but we are happy to accept a substitute delegate with no extra charge.

The 4G/LTE mobile industry is developing at an ever-increasing pace. To stay competitive, you need accurate and up-to-date knowledge and insight. HETTING Consulting gives you exactly that.

The 4G/LTE One-day Update Seminar Series 2012 is the solution for you when you don't want to spend time and money on expensive 4G conferences or long training courses for your employees and managers.

#### What is the 4G/LTE One-day Update Seminar?

The seminar gives you an accurate and fully updated view of the state of 4G/LTE industry right now including a critical analysis on the latest trends from around the world. Included is also an introduction to LTE technology and standards for mid-level to senior-level managers.

#### How will you benefit from the 4G/LTE One-day Update Seminar?

It is critically important for companies in the mobile industry to stay updated. But sending staff off to expensive conferences or training is not a cost-effective option. With this seminar you will receive all of the most important & fully up-to-date industry knowledge at a fraction of the cost.

#### 4G/LTE One-day Update Seminar Contents:

##### 9.30-10.30 - Session 1: 4G/LTE Global Status Report 2012

4G/LTE news, perspectives, & trends. What should you be focusing on in 2012? What are the most important challenges facing the 4G/LTE industry?

##### 11.00-13.00 - Session 2: The 4G/LTE business in a nutshell

Services, markets, applications, & business models – what works and what doesn't? Business & consumer markets, vertical applications, & more.

##### 14.00-15.30 - Session 3: 4G/LTE technology in a nutshell

Standards, speeds, evolution, & competitive technologies: Concise overview of what you need to know about 4G/LTE - and why you need to know it.

##### 16.00-17.00 - Session 4: 4G/LTE networks, frequencies, & spectrum

Current & new network solutions including SON & LTE-Advanced. Understanding frequencies & spectrum needs. Building a basic CAPEX model.

#### Who should attend?

- Senior or mid-level managers for mobile network operators or MVNOs
- Analysts and investors examining the 4G/LTE market & opportunities
- Telecommunications regulators
- Equipment & technology vendors

The workshop is designed to meet the needs of investors, operators, service providers and related business who are planning or considering entering into the mobile broadband market with LTE. The workshop takes a helicopter view of LTE as a new mobile broadband business - its key differentiators & challenges - from both a technical and commercial perspective. It will also give a global overview and update on the status of the LTE industry today and trends to watch out for. It will challenge your views and help you develop your thinking on the strategic challenges of LTE. For strategic planners and business developers it will offer you concise but clear details on how to tackle such issues as spectrum needs and market positioning.

#### How is the material presented and conveyed?

- Seminar is a mix of presentations and participant interaction
- Both technical and non-technical staff will benefit
- Focus on the 4G/LTE challenges & issues faced by participants

#### Who is offering the 4G/LTE One-day Update Seminar?

Claus Hetting has worked in the global mobile industry for more than 15 years, conducting projects and workshops for mobile operators, vendors, analysts, investors, and international organizations. Clients include major global operators, leading consulting partners, as well as the World Bank, the International Finance Corporation, and many others. Claus Hetting is a trained analyst and journalist, and he writes regularly for telecoms industry publications.

