

The Future of Mobile

The mobile landscape is constantly changing. There are new products, new applications and companies optimizing their web presence to ensure they can be found by potential customers and business partners.

The difficulty lies in navigating the huge choices that every business needs to make around maximizing the opportunities available through the advance in mobile technology.

Everyone has seen the buzz created by the Apple iPad, but what's the significance of tablet devices for the business-to-business market?

When optimizing your website for mobile devices, how do you ensure your brand maintains its key messages?

Consumers are increasingly knowledgeable about the mobile products that surround them. But how have their expectations of businesses changed?

AmCham has brought together experts from across the mobile spectrum to alert you as to the best ways to make the most from mobile business.

Hear from TechnologyOne gardyneHOLT, Nielsen and HP.

TechnologyOne - Julian Biddle

As a principal architect for TechnologyOne based in Brisbane, Julian leads the company's mobile software for devices such as tablet computers and smartphones. With more than 20 years of experience with TechnologyOne, Julian will address the principles of design for mobile devices with particular emphasis on touchscreen technologies.

Audience members can expect an interactive presentation; with demonstrations of mobility products and how these will change the way we work with computers.

Event Host

The Microsoft logo is displayed in a bold, italicized, black sans-serif font. The word "Microsoft" is followed by a registered trademark symbol (®).

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gardyneHOLT - Malcolm Dale

Malcolm has a long history as designer and creative director, including stints in Milan with Robilant Associati and in the wine industry with Montana Wines. Also a registered patent attorney, Malcolm has broad experience in simplifying the most complex design problems. He works as designer and creative director at gardyneHOLT, one of Auckland's leading design and web agencies

The Nielsen Company - Amanda Wisniewski

Amanda is the commercial director market information for Nielsen in New Zealand. Her presentation will focus on trends for use of mobiles to access the Internet, data on age splits and percentages regarding smart phone use, and mobile use for social networking and site penetration.

Simon Molloy, Hewlett-Packard

Simon is the market development manager for commercial notebooks at HP New Zealand. He has been involved in the mobile market for over 10 years, and during that time has seen how technology has evolved to meet the changing needs of consumers and businesses. Simon will provide a snapshot of where mobile technology is at the moment and a sneak preview of where it's heading, looking at the mobile continuum from handhelds to tablet PCs to mobile workstations.

Date: Wednesday 16th June 2010

Venue: Microsoft New Zealand
Level 5
22 Viaduct Harbour Ave
Auckland

Time: 3.30pm Registration
4.00pm Presentations begin
5.00pm Networking refreshments
6.30pm Event Concludes

Event Host

Microsoft[®]

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Time: *Registration 3.30pm for a 4pm start
5pm-6.30pm networking refreshments*

Name:

Company:

Address:

Phone:

Email:

| Ticket Prices (incl GST) | | Number of Tickets | Total |
|---|-----------------------------|-------------------|-------|
| Member Tickets | \$67.50 ^{incl GST} | | |
| Non-member Tickets | \$73.50 ^{incl GST} | | |
| Please email through the names and company names of your guests. | | Grand total \$ | |

Payment options

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Email or fax completed form to:

American Chamber of Commerce,

Ph: 09 309 9140 Fax: 09 309 1090

RSVP: Midday 15 June 2010 Email: Kathryn@amcham.co.nz

Tickets will not be refunded if bookings are cancelled after Friday 11 June 2010.

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