

Mobile World Congress 2014 Conference Programme Hall 4: Conference Village

Monday 24 February 2014					Tuesday 25 February 2014				
09.00 - 10.45	Keynote 1: Industry Perspective: Mobile Operator Strategies - Auditorium 1				09.00 - 10.45	Keynote 3: The Connected Lifestyle: Transforming Industries - Auditorium 1			
10.45 - 11.15	Networking Break				10.45 - 11.15	Networking Break			
11.15 - 12.45	Keynote 2: Mobile, Disrupted: Challenging the State of Play - Auditorium 1				11.15 - 12.45	Keynote 4: Moving Money: Rethinking Transactions- Auditorium 1			
12.45 - 14.00	Lunch				12.45 - 14.00	Lunch			
14.00 - 15.30	The Social Impact of Mobile – Transformational, Perennial & Inclusive - Auditorium 2	Exploiting Enterprise Applications & BYOD to Enhance Productivity - Auditorium 3	Creating the Next Access Networks - Auditorium 5	Media Unplugged: The Opportunities of Mobile Media - Auditorium 4	14.00 - 15.30	Loyalty & Retention Strategies to Improve the Bottom Line - Auditorium 3	Interior Refurbishment: Making Business Transformation Work - Auditorium 5	Media without Borders: Driving Rapid Innovation with Mobile, Social, Cloud & Big Data - Auditorium 4	Smart Cities: Smarter Living - Auditorium 2
15.30 - 16.00	Networking Break				15.30 - 16.00	Networking Break			
16.00 - 17.30	The Road Ahead for Mobile NFC Services - Auditorium 2	Successful Strategies for Managing the Mobile Enterprise - Auditorium 3	Building the Future Network - Auditorium 5	Exploring the Scope of the Mobile Multimedia Services Opportunity - Auditorium 4	16.00 - 17.30	Driving New Revenues & Relationships for Operators & Brands - Auditorium 3	Business Transformation: M&A, Integration Strategies & Investments to Drive Growth - Auditorium 5	Mobile Retail: The One Stop Shop - Auditorium 2	The Future of: Smart Buildings - Auditorium 4
17.30 - 18.00	Networking Break				17.30 - 18.00	Networking Break			
18.00 - 18.45	Mobile World Live Keynote - Auditorium 1				18.00 - 18.45	Mobile World Live Keynote- Auditorium 1			
Wednesday 26 February 2014					Thursday 27 February 2014				
09.00 - 10.45	Keynote 5: Up Close & Personal: The Power of Big Data - Auditorium 1				09.30 - 11.00	Keynote 7: Innovation Unleashed - Auditorium 1			
10.45 - 11.15	Networking Break				11.00 - 11.30	Networking Break			
11.15 - 12.45	Keynote 6: The Battle for the Multi-Screen Home - Auditorium 1				11.30 - 13.00	Disruptors in Mobile Payments - Auditorium 3	Steering the Automotive Industry into the Future with M2M - Auditorium 2	Building the 50-Billionth Connected Device - Auditorium 4	Service Opportunities for Mobile Identity - Auditorium 5
12.45 - 14.00	Lunch				13.00 - 14.30	Lunch			
14.00 - 15.30	The Future of Voice - Auditorium 2	Mobile Innovation 2024: the Future... What's Next? - Auditorium 1	Emerging Markets: Bringing the World Online - Auditorium 3	Complementing Coverage with Small Cells & Wi-Fi - Auditorium 4	14.30 - 16.00	Emerging Markets & the Next Wave of Digital Entrepreneurs - Auditorium 4	Rise of the Machines: Enabling the Evolution from M2M to an Internet of Things Future - Auditorium 2	Redefining Reality with Screens, Storage & Wearables - Auditorium 3	Developing the Ecosystem for Mobile Identity Services - Auditorium 5
15.30 - 16.00	Networking Break								
16.00 - 17.30	Mobile Health a Solution to the Epidemic of Diabetes - Auditorium 5	Spotlight on Business Models for M2M Services - Auditorium 4	Emerging Markets: Delivering Universal Access to Essential Services - Auditorium 3	Optimising User Experience with Intelligent Network Assets - Auditorium 2					
17.30 - 18.00	Networking Break								
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Barcelona | 24 - 27 February 2014