

MWC CONCIERGE MEETING SERVICES

Introduction

1. Using the **briefing document found below**, you will brief us on the event or format of meeting that you need our help finding guests for. You will tell us about your company and value to your customers and any supporting marketing material we can use in the outreach
2. You will then also brief us on your **ideal target prospects** to attend these meetings or event, looking at their demographics and key target companies
3. A dedicated meeting services **account manager** is assigned to you specifically for the meeting services project, to work with you to define the value proposition, USPs, onsite meeting **logistics and communication flow** according to your needs
4. The Account Manager works with our team of **delegate outreach specialists** to personally engage and secure meetings with your pre-qualified selections on your behalf. The delegate outreach team are experienced multi-lingual professionals, well-briefed and well-versed in securing meetings with high-level industry professionals
5. You are given access to a **real-time agenda** of appointments as it is being filled with qualified, confirmed and briefed meetings
6. The **dedicated onsite team** will assist in helping your guests reach their meetings with you during MWC, sharing reminders and guiding them onsite

Type of Event (Executive Meetings or Roundtables/Lunch Briefings/Dinners)**Q1.0**

Please confirm the **type of event** you are sourcing meeting guests for:

1. Executive meetings in your MWC2024 hospitality or exhibition space
2. Roundtable / Workshop / Demo Session
3. Breakfast or Lunch briefing / Cocktail reception / Private Dinner

For executive attendance at an event such as a roundtable/lunch briefing etc instead of executive meetings in a meeting room or on a stand, please also let us know about these supplementary questions

If you have chosen executive meetings on a stand or in a room, you can skip to question 2.0 on page 4

Q1.1

Please advise on the **date, time, duration** and **location** the session will take place.

Date: Tuesday 4 March 2025**Time:** 9.30am – 11.30am**Room:** Roundtable Room 1**Content / Key messages****Q1.2**

Please tell us the **theme / title** of the event

AI: Empowering Innovation and Driving Business Model Reinvention

--

FYI - We removed the reference to GenAI to broaden the focus beyond a specific technology and emphasize AI's broader potential in transforming telecom operations and business models, ensuring the discussion remains relevant to all AI innovations in the sector.

Q1.3

Please provide a **detailed agenda** of the topics to be discussed / showcased

Original:

- Role of Gen AI in innovating the services in the telecom domain
- Business model re invention examples in different domains
- Importance of partnerships and alliances in todays world

Updated Themes:

- Business Impact & AI Implementation
- Innovation & Entrepreneurship with AI
- Driving Business Growth with AI

Q1.4

Please provide a list of the **speakers / experts** participating, with their name and bio

Derek Smith**Principal, Technology, Media, And Telecommunications Global AI Leader**

Derek is a senior business advisor with over 30+ years of experience in the Technology, Media, and Telecommunications industries. He has a unique blend of strategy, technology, and international business experience. Derek delivers innovative business solutions that transform operational performance to drive growth for startups to Fortune 50 corporations. He is skilled at aligning strategy, process, people and technology to deliver operational excellence and industry leadership.

Based in Silicon Valley, Derek is a trusted advisor to leading multinational companies. As a technology strategy leader, Derek works with digital and emerging technologies to help companies reinvent their business models, including digital products, connected physical products, channel disintermediation, and orchestrating platform ecosystems.

Vinish Bawa, Partner & Telecom Sector Leader – India

Vinish plays an integral role in PwC India's growth journey where he brings his extensive knowledge and experience from telecom sector. He is PwC India's Telecom Sector Leader where he helps driving the PwC's vision for the future of the firm and its role in society where it intersects the telecom and communication. He is also leading the Global CoE on Digital Infrastructure, that includes Data centers and Network infrastructure initiatives globally.

He has 28+ years of extensive experience in driving business growth, leading diverse teams, and spearheading transformational projects. Proven track record of success in sales and business development, 5G networks, systems engineering, R&D, and new product introduction. Adept at fostering alliances and partnerships, delivering exceptional customer support and services, and pioneering innovative business models. Experienced in working across international markets and leading conversations around future technologies.

Q1.5

Is there any **additional value** on offer to meeting guests, such as a recording of the event or access to a new report/research?

no

Basic Information

Q2.0

Who will be the **main point of contact** for this meeting services project for MWC 2024?

Name	Nic Piner
Role in this process	Main point of contact
Position	Marketing
Email	nic.g.piner@pwc.com
Work number year-round	+1 863-899-0111
Onsite MWC number	+1 863-899-0111

Q2.1

Who will **attend or present at** the meeting/event at MWC 2024 from your organisation?

Name	Usha Ananth
Role in this process	PwC MWC25 PMO
Position	Director, TMT
Email	Usha.ananth@pwc.com
Work number year-round	+1 202-209-5372
Onsite MWC number	+1 202-209-5372

Q2.2

For executive meetings booked on your stand or meeting room, please confirm the **stand number**.

For events such as roundtables, please confirm the date, time, location and duration in Q1.1

Content, messaging and marketing material

Content / Key messages

Q3.0

The purpose here is to get an understanding of the core **value proposition & unique selling points** that will be utilized by the audience acquisition team in their outreach activities when communicating with prospects for the meeting scheduling. In **a paragraph or two (300- 500 words)**, please outline:

- What the core value proposition is and what the USPs are?
- Why should the target prospect be interested? How are we helping them?
- What challenges do we solve/address?

Original

GenAI adoption is gradually on the upswing globally and the jury is still to be out on how Gen AI can support the telecom technical use cases and how it can be leveraged for solving complex/time consuming tasks in the telco ecosystem. This topic is of critical interest for the telco community and as a sector we need to brainstorm on work out a point of view on the same. Hence this needs to be discussed and debated and a way forward to be agreed on by the experts. The roundtable will be focused on this topic.

Target audience will be interested as this directly impacts their business in either revenue growth, operational efficiencies or cost savings. This is on the radar of the CEO, CFO, CIO, CTO , CRO and also of the board in general.

The challenges to be discussed are the ROI of using different models of Gen AI, new business models to be adopted to diversify – why and how? and practical global success stories to be articulated and discussed.

Updated:

Core Value Proposition and USPs

AI adoption is on the rise globally, but its potential in telecom use cases remains an evolving discussion. PwC's \$2 billion investment in AI and our AI partnerships equip us to lead this conversation. The roundtable will explore how AI can solve complex telecom challenges, drive business model reinvention, and create new growth opportunities. As the telecom sector works to refine its approach to AI, this event offers a platform to brainstorm, debate, and develop a unified point of view on the way forward.

Why This Matters to Prospects

For telecom leaders—CEOs, CFOs, CIOs, CTOs, CROs—the integration of AI is critical for growth, efficiency, and cost savings. The roundtable provides a platform to explore

how AI can transform operations and create new business opportunities, helping executives stay competitive in a rapidly evolving market.

Challenges Addressed and Opportunities Explored

The roundtable will tackle ROI from AI, innovative business models, and global success stories. Participants will gain insights into evaluating AI's impact, adopting new models, and learning from real-world telecom applications, enabling informed decisions for growth and strategic advantage.

Marketing material/content:

Q3.1

Please provide specific marketing collateral to support the above key messaging.

Please include:

- 1 x **company brief** presentation
- **Links** to the **website** or dedicated MWC landing page
- (optional) 1 or more **Product/Service whitepaper(s)**

Target Prospects Brief

Target Companies

Q4.0

If you have a **target list** of companies (**Prospect customers, partners, analysts etc.**) that you would like us to prioritise, when looking for target individuals, please share a list, preferably of **at least 40**:

HP	Meta	Google	MSFT	Oracle	Global tier 1 and 2 CSPs

Company main activity

Q5.0

Please **additionally** select as many of these **company types** as are relevant to your target prospects. You will also be able to outline industry areas later:

AGRITECH/AGRIFOOD	FINANCE/BANKING/INSURANCE	MEDIA/ENTERTAINMENT - GAMING/VIRTUAL REALITY/AR
APP/SOFTWARE DEVELOPMENT	GOVERNMENT/REGULATORY BODIES	MOBILE NETWORK OPERATOR
ASSOCIATION/NOT-FOR-PROFIT	HEALTHCARE/BIOTECH/PHARMA	MOBILE VIRTUAL NETWORK OPERATOR
AUTOMOTIVE/TRANSPORTATION	INFORMATION/ANALYTICS/BUSINESS INFORMATION	NETWORK INFRASTRUCTURE VENDOR
CLOUD SERVICES	IOT/M2M	OTHER

CONSULTANCY	MANUFACTURING - DEVICES & WEARABLES	RETAIL/E-COMMERCE
CYBERSECURITY/CONTROLS/DATA SECURITY	MANUFACTURING - IT/HARDWARE	SYSTEMS INTEGRATOR
EDUCATION/TRAINING	MANUFACTURING - SOFTWARE	VENTURE CAPITAL/INVESTMENT/M&A
EVENT COMPANY/EVENT SUPPORT		

Companies to Exclude

Q6.0

If you would like us to **exclude** certain companies from the program (such as **existing customers, competitors** etc.) please detail them here:

Global system integrators					

Business Areas/ Job Titles

Q7.0

Finally, please tell us about the **business areas** that your target prospects work in via the list below or provide a list of target areas below:

ADVISORY/STRATEGY/PLANNING/PERFORMANCE	INFORMATION/DIGITAL/ANALYTICS	PRESS/MEDIA
--	-------------------------------	-------------

BUSINESS DEVELOPMENT/SALES/PRODUCT MGMT	INVESTMENT/VENTURE CAPITAL/M&A	RESEARCH/DEVELOPMENT/INNOVATION
CLIENT/CUSTOMER SERVICE	LEGAL/IP	SOFTWARE/DEVELOPER
CONTENT DEVELOPMENT/DISTRIBUTION	MANUFACTURING	SOURCING/PROCUREMENT
FINANCE/ACCOUNTING	MARKETING/ADVERTISING/PR	SUPPLY CHAIN MGMT/DISTRIBUTION
GOVERNMENT/REGULATORY	OPERATIONS MGMT	TECHNICAL/ENGINEERING
HR/TALENT/DIVERSITY	Other	TRAINING/EDUCATION

Q7.1

If there are specific **job titles** or **work areas** that you would like to focus on, please detail them here:

Target audience will be interested as this directly impacts their business in either revenue growth, operational efficiencies or cost savings. This is on the radar of the CEO, CFO, CIO, CTO , CRO and also of the board in general.



BARCELONA
3 - 6 MARCH 2025