



## 2016 Europe Conference Announcement

Hosted by



29<sup>th</sup> & 30<sup>th</sup> September 2016  
Athens, Greece



### Join us in Athens in September for our 39<sup>th</sup> conference

As we are finalising the details with our host operator, we suggest that you reserve the dates already in your agenda.

The participants of our 2 days event will consist of global representation from operators and service providers who come and share their experience with the audience. This year's main themes will be around User Experience, segmentation, society challenges and Innovation as well as new trends in the industry.

#### Highlights covered in this year's agenda:

- Usability challenges and opportunities
- Offering the right service to the right audience
- Environment, society and the future

#### Key figures from our 2015 conference:

Hosted in Berlin by



72  
attendees



■ Operators ■ Vendors ■ Consultants

Discover the detailed  
Agenda and register  
online at

[www.TheVMA.com](http://www.TheVMA.com)

Contact us at [Management@TheVMA.com](mailto:Management@TheVMA.com)