

Conference programme 4 December

9:00	Welcome – Mark Selby, Event Host and Vice President, Sales, Multimedia, Nokia		Hall 2
9:15	Keynote: Share more. Experience more. – Olli-Pekka Kallasvuori, President and CEO, Nokia Anssi Vanjoki, Executive Vice President and General Manager of Multimedia, Nokia		Hall 2
10:10	Keynote: Creativity 2.0 – Rory Sutherland, Vice Chairman, Ogilvy Group		Hall 2
10:40	Introduction to the Nokia World Expo and seminar streams – Mark Selby, Event Host		Hall 2
10:45-13:45	Expo and lunch		Expo Hall & Diamond Lounge
13:45	Stream 1: More Fun Main Auditorium+Balcony Chairman: Jonas Geust, Vice President, Nokia Nseries Players	Stream 2: More Innovation Hall 2 Chairman: Stephen Johnston, Senior Manager, Corporate Strategy team, Nokia Lee Epting, Vice President, Forum Nokia	Stream 3: More Collaboration Hall 2 Chairman: Fred Bullock, Vice President, Global Marketing, Enterprise Solutions
14:00	Nokia's approach to consumer services Ilkka Raiskinen, Senior Vice President, Multimedia Experiences, Multimedia, Nokia	Nokia UI vision and direction Harri Kiljander, Director, Experience Design, Nokia	Business mobility and Web 2.0: Trends, implications, and considerations Peter Sondergaard, Senior Vice President, Research, Gartner
14:30	Everybody loves Music Rob Wells, Senior Vice President, Digital Business, Universal Music	The Convergence of Mobility and Payments Kahina Van Dyke, Citibank, Senior Vice President, Product Management EMEA Cards	Enabling Enterprise 2.0 Scott Cooper, Senior Vice President, Mobility Solutions, Nokia
15:00	Get out and play Greg Ballard, President and CEO, GluMobile	Driving Innovation with Open Platforms Developer Winner of the Forum Nokia "Open C Challenge"	Implementing business mobility - a case study Nils Mehus, Service Line Manager, IS partner
15:30	New social media and networks David L Sifry, Founder & Chairman of the Board, Technorati, Inc.	Embracing Web Innovation: Nokia Web Run Time – Joe Hayashi, Senior Director, Mobile Product Management, Yahoo! Inc	Panel Q&A discussion Chairman: Fred Bullock Participants: Stream speakers
16:00-16:30	Expo and coffee break		Expo Hall & Diamond Lounge
16:30-17:15	Panel discussion: Where is the value? Moderated by Barry French, Head of Communications, Nokia Siemens Networks. Simon Beresford-Wylie, CEO, Nokia Siemens Networks; Wolfgang Weber, CTO, Swisscom Mobile; Pekka Ala-Pietilä, CEO, Blyk.		Main Auditorium
17:15	Closing of the day – Mark Selby, Event Host		Main Auditorium
The Nokia World Party – Spend an unforgettable evening at the Nokia World Party! Enjoy some very special entertainment and a delicious BBQ dinner while relaxing and networking at the hottest party in town! Brought to you by Nokia Nseries.			

Conference programme 5 December

9:00	Opening of the day – Mark Selby, Event Host and Vice President, Sales, Multimedia, Nokia		Main Auditorium
9:10	Keynote: Nokia experience portfolio – Phil Brown, Vice President Sales and Marketing, Europe, Mobile Phones, Nokia		Main Auditorium
9:40	Keynote: Free – Chris Anderson, Editor-in-chief, Wired		Main Auditorium
10:20-11:00	Expo and coffee break		Expo Hall & Diamond Lounge
11:00 Streams	Stream 1: More Value Main Auditorium + Balcony Chairman: Michael Halbherr, Vice President, Location Based Services, Multimedia, Nokia	Stream 2: More Vision Hall 2 Chairman: Teppo Paavola, Head of Strategy and Business Management, Nokia Research Center	Stream 3: More Opportunities Hall 2 Chairman: Michael Hofmann, Head of Marketing, Nokia Siemens Networks
11:15	Media on the move Lucas Foster, Partner, MediaTribe Inc	Smart spaces Dr Joseph A Paradiso, MIT Media Laboratory	Open internet communication: new business models empowered by technological innovation Bin Shen, Vice President, Sprint Nextel
11:45	The web and new business models Mike Baker, Vice President and Head of Nokia mobile advertising	Internet of things Dr Gaetano Borriello, Professor of Computer Science and Engineering, University of Washington	Driving operational efficiency to enable new business models Hasnul Suhaimi, President Director of Excelcomindo
12:15-13:45	Expo and lunch		Expo Hall & Diamond Lounge
13:45 Streams continue	Location services as an add on for mobility Chris Rothey, Vice President, NAVTEQ Connected Markets	Immersive experiences Dr Jyri Huopaniemi, Laboratory Director, Nokia Research Center	Reshaping the value chain to be able to connect the next billion – Rajeev Suri Global Head of Services, Nokia Siemens Networks
14:15	Mobilizing the web Ari Virtanen, Vice President, Convergence Products, Multimedia, Nokia	Sustainable solutions with future mobile technology Jean-Paul Jeanrenaud, Head, Business and Industry (B&I) Relations, WWF International	Breaking the mold: adopting an advertising-based business model Pekka Ala-Pietilä, Co-founder and CEO, Blyk
14:45-15:15	Coffee break		Expo Hall & Diamond Lounge
15:15	Keynote: Internet services in the mobile space Jens Schulte-Bockum, Director of Terminals, Global Marketing, Vodafone		Main Auditorium
15:45	Keynote: Opening innovation to the future Bob Iannucci, Senior Vice President, Nokia Research Center		Main Auditorium
16:15	Summary and closing of Nokia world Mark Selby, Event Host (Expo open until 16:00)		Main Auditorium