

ARAB ADVISORS GROUP

Arab Advisors Group provides reliable research, analysis and forecasts of Arab communications, media and technology markets.

Global Expertise - Regional Focus.



2nd Media and Telecoms Convergence Conference 2005

Amman June 11, 12 2005

Conference Evaluation Analysis

arabadvisors@arabadvisors.com

www.arabadvisors.com

Presentation Outline

- Conference Highlights
- Sponsors' Feedback
- Press Coverage Summary
- Analysis of delegates and their feedback



Media and Telecoms Convergence Conference 2005

- 321 pre-registered delegates. With press, a total of 350 attended the event.
- Addressed by 28 visionary executives and industry leaders
- Representatives from major telecom, IT and media operators, vendors and regulators.
- 14 companies at the exhibition floor.
- Over 120 delegates filled out the conference evaluation form.



Arab Advisors 2nd Media and Telecoms Convergence Conference 2005 Main Sponsor



Sponsored by



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Sponsors' Feedback

"On behalf of UMNIAH, I would like to thank you and your team for all the efforts that you have put into this event, making it such an honorable success for all of us. We are very proud to be part of your accomplishments and look forward to future collaboration and to many more conferences to come. " **UMNIAH**

"We've worked with you from the beginning of your endeavors and we recognized that Arab Advisors Group is (and always will be) a success story. JAWWAL, hereby, confirms her continued sponsorship and commitment to Arab Advisors Group's events. Next year, we hope for an even better conference and even more and better speakers. CONGRATULATIONS and I commend you on your wonderful team. They made all the difference." **Hakam Kanafani-CEO-Jawwal**

"Congratulations on an excellent event and you can count on our sponsorship again next year" **Marwan Juma CEO-Batelco-Jordan**



Sponsors' Feedback

"I believe the conference was a great success... I was impressed by the quality and professionalism of the Conference. [Arab Advisors team] showed a great level of professionalism and were very helpful throughout the conference. The speakers were very informative and interesting." **Ashraf Samawi-CMO XPRess**

"Arab Advisors Group put Jordan in the middle of the map of telecom innovation, and we thank you for that. I think your organization is very good, and I have no major proposal to improve your good achievements." **Luc Savage-CSO Jordan Telecom**

"We were delighted to lend our support and to participate in the conference. Thanks again and our congrats to you for a successful conference." **Motorola**

"I would like to thank you for a successful event with the right level of audience present and wish you more of successful events in the future." **Eman El Demairy- Marketing Operations Manager- Oracle MEA**



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Media coverage summary

TV and Radio Coverage

- Jordan TV broadcasted the report on the 11th of June 2005 @ 18:00, 20:00, 22:00 & 00:00; the report included interviews with Jawad Abbassi, H.E. Nadia Al – Saeed and Alexander McNabb.
- Al – Arabia TV broadcasted the report on the 12th of June 2005; the report included interviews with Jawad Abbassi, H.E. Nadia Al – Saeed and Bashar Dahabreh.
- Al – Ekhbarieh TV broadcasted the report on the 11th of June 2005; the report included interviews with H.E. Nadia Al – Saeed and Jawad Abbassi.

Media coverage summary

- Al – Hurra TV broadcasted the report on the 11th of June 2005; the report included interviews with Jawad Abbassi, H.E. Nadia Al – Saeed and Othman Sultan.
- Al – Majd TV broadcasted the report on the 11th of June 2005; the report included interviews with all Exhibitors and most of the speakers.
- Jordan Radio broadcasted the report on the 11th of June 2005; the report included interviews with H.E. Nadia Al – Saeed and Jawad Abbassi. TV reports on Jordan TV, Al Arabiya, Al Hurra, Al Ekhbariya, Kuwait TV and Al Majd TV

Media coverage summary

11th June 2005:-

- Al – Rai Newspaper, Business Section, Page 13
- Arab Al – Yawm Newspaper, Business Section, Page 7
- Arab Al – Yawm Newspaper, Local News Section, Page 2
- Al – Anbat Newspaper, Local News Section, Page 3
- Al – Anbat Newspaper, Business Section, Page 14

12th June 2005:-

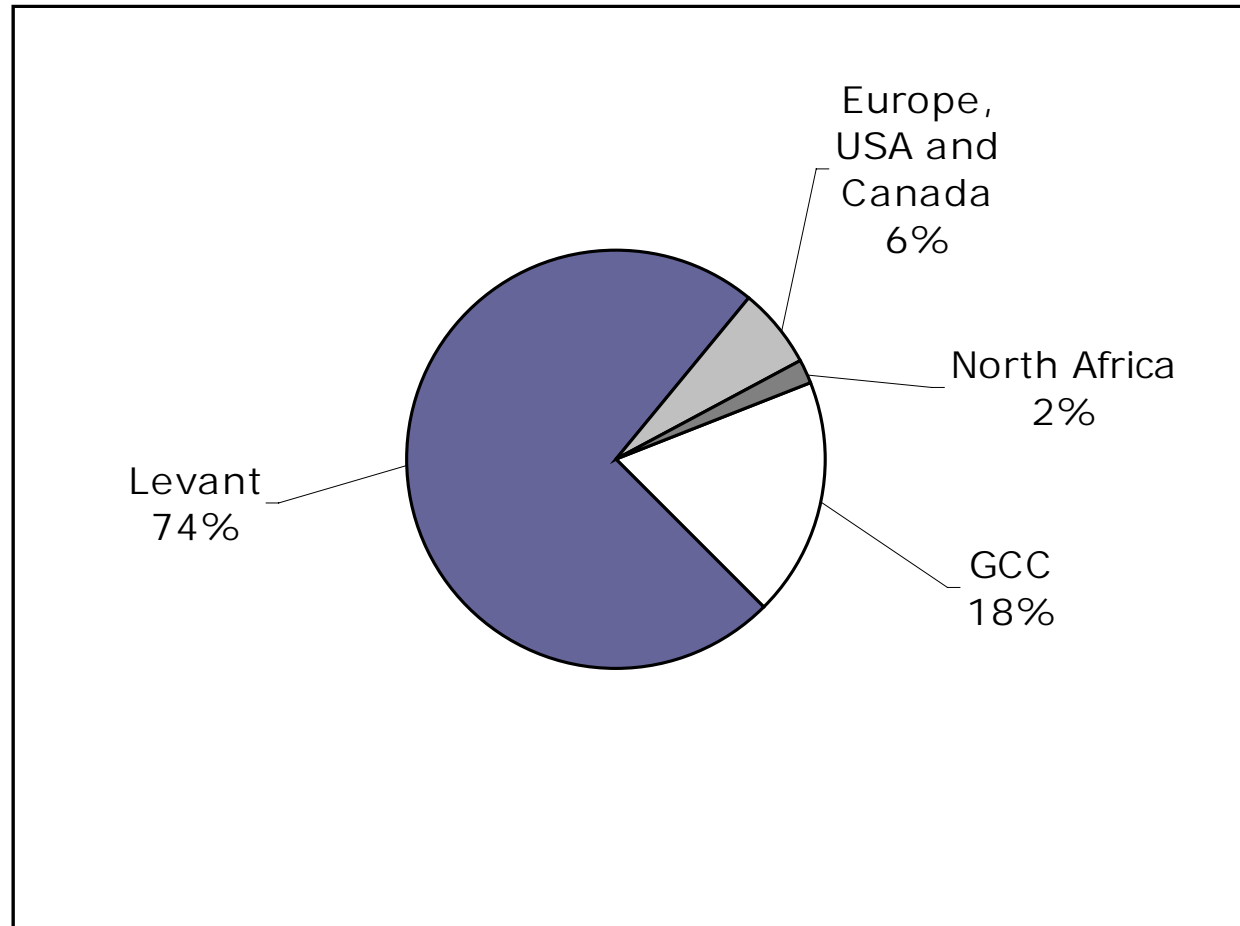
- Al – Rai Newspaper, Business Section, Page 20
- Al – Rai Newspaper, Business Section, Page 20
- The Jordan Times, Business Section, Page 11
- Arab Al – Yawm Newspaper, Business Section, Page 17
- Ad – Dustour Newspaper, Business Section, Page 27
- Al – Ghad Newspaper, Business Section, Page 14
- Asharq Al – Awsat Newspaper, Business Section

Media coverage summary

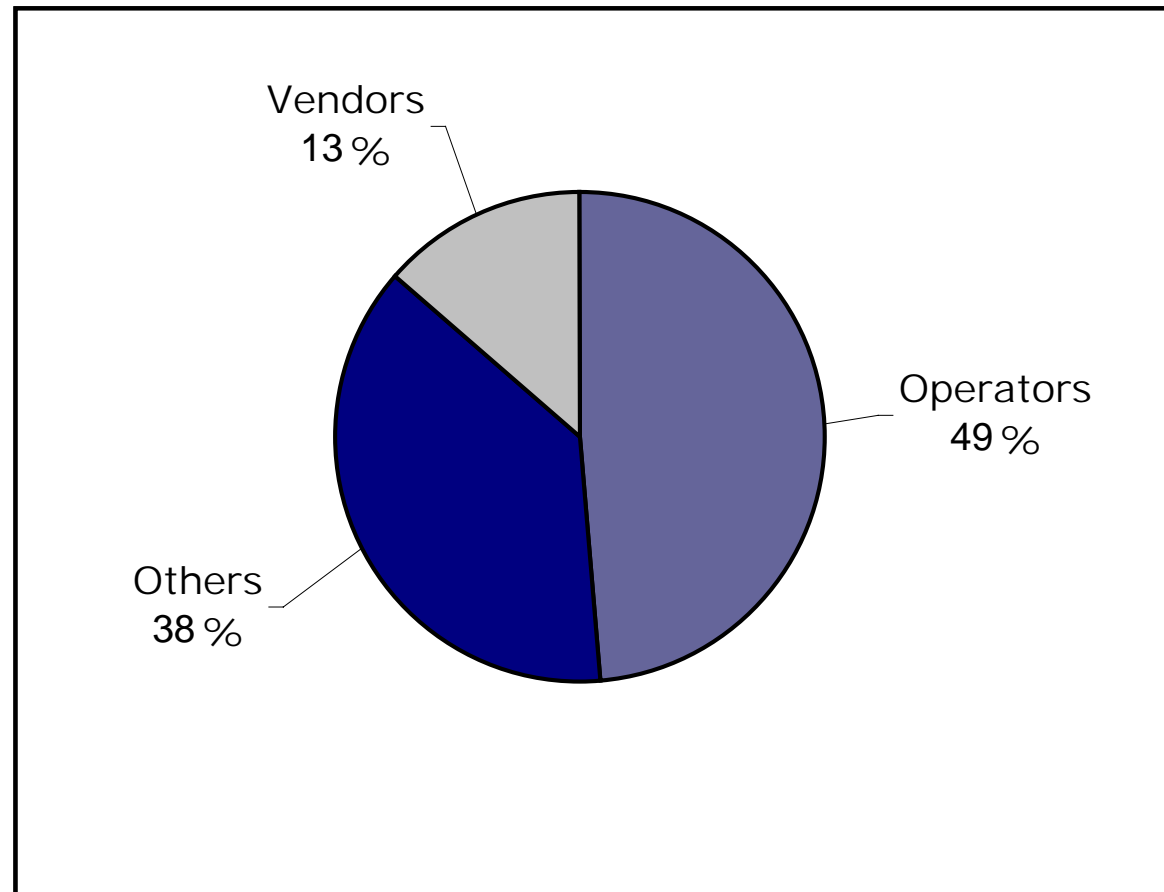
13th June 2005:-

- Al – Rai Newspaper, Business Section, Page 18
- Ad – Dustour Newspaper, Business Section, Page 26
- Al – Ghad Newspaper, Business Section, Page 15
- Al – Anbat Newspaper, Business Section, Page 10

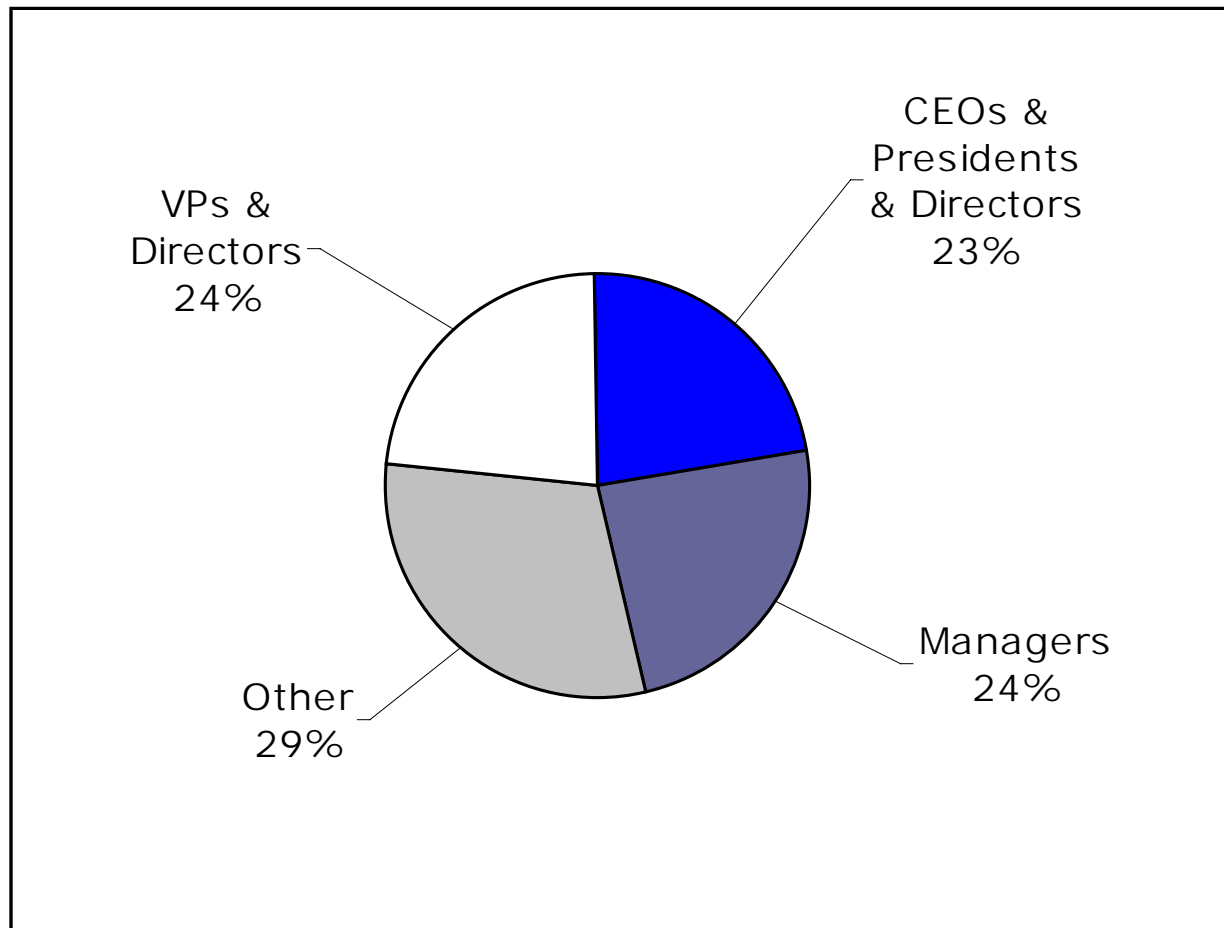
Delegates by Region



Delegates' line of business



Delegates Career description



Some Delegates' Comments

"It is a great conference, very informative, absolutely brilliant."

"Very professional & well organized event."

"What can be better than a gathering of ICT decision makers, sharing their experiences."

"I highly appreciate your efforts and I am so happy to meet such qualified and specialized people."

"Very nice variety, interesting topics"

"One important thing I like about this event 'it's from the region and for the region'"

"This is a major event for the Levant region specially and the ME in General focusing on an important area of convergence that needs to be developed further to the benefit of the complete value chain"

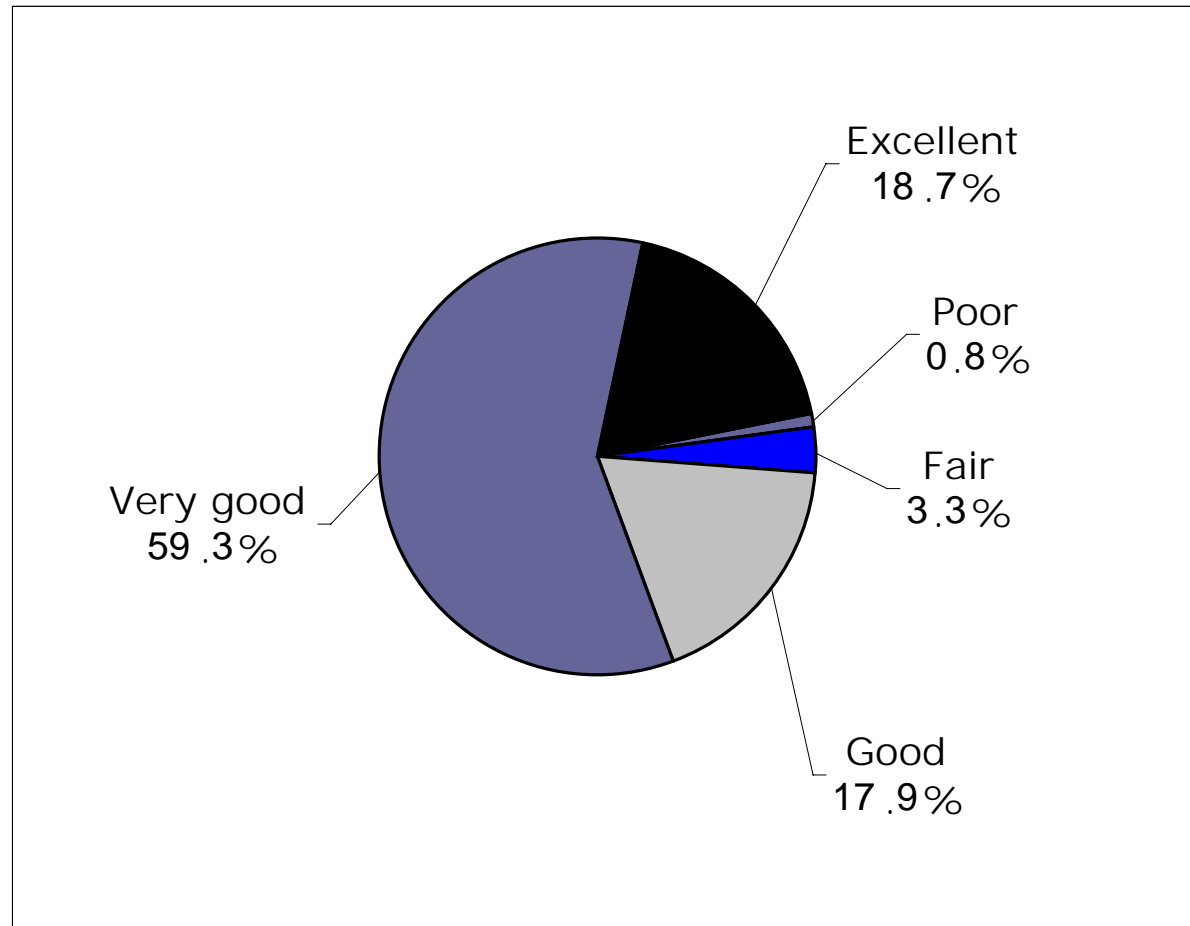
"We need more than two days"

Results from the Conference Evaluation

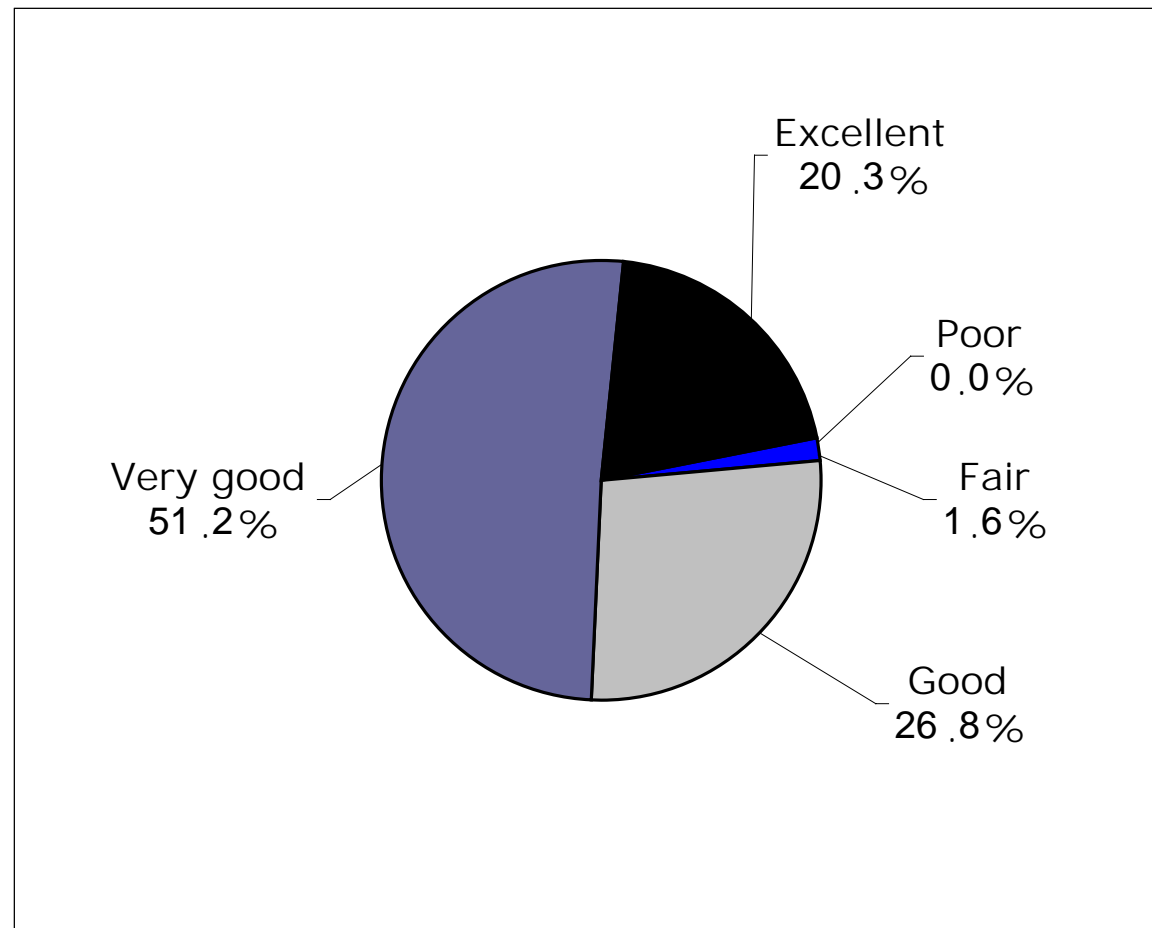


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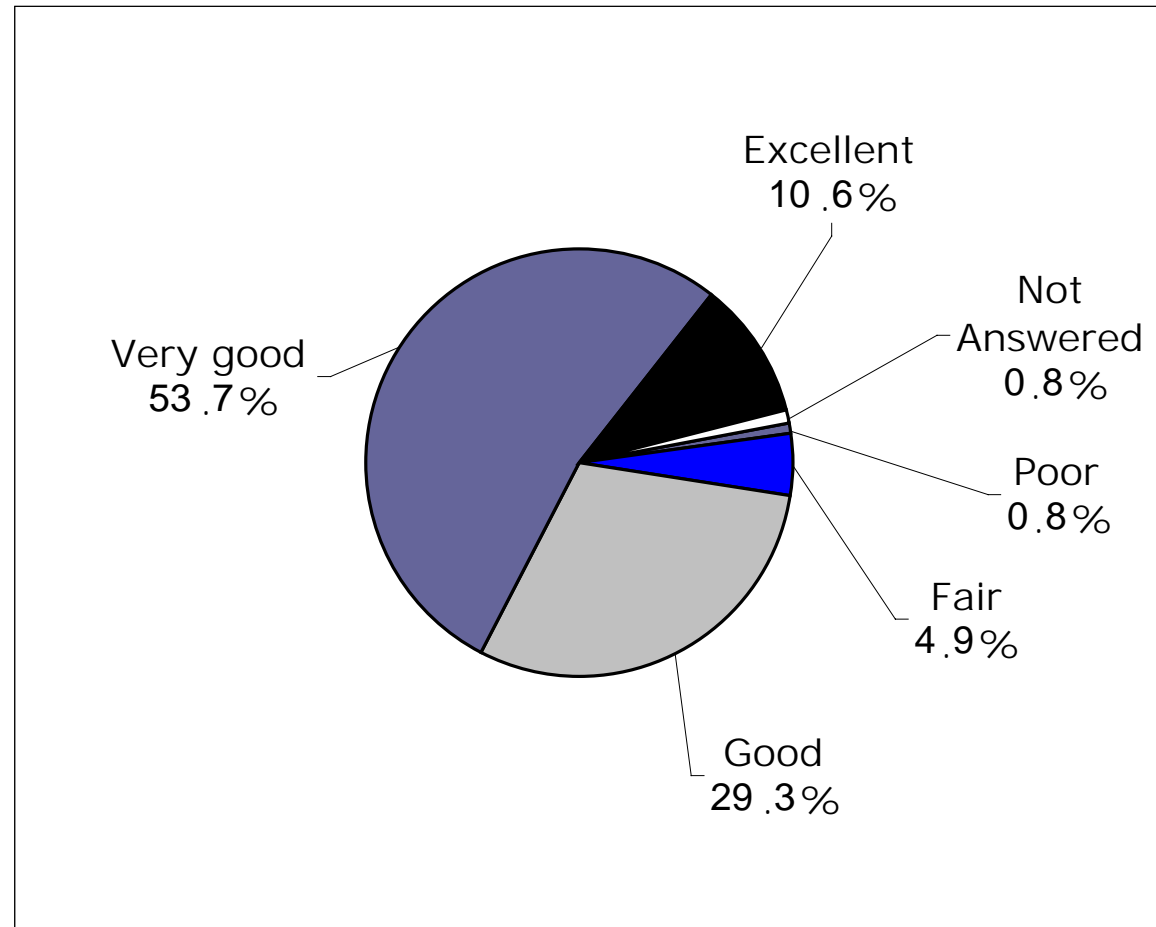
Conference Content



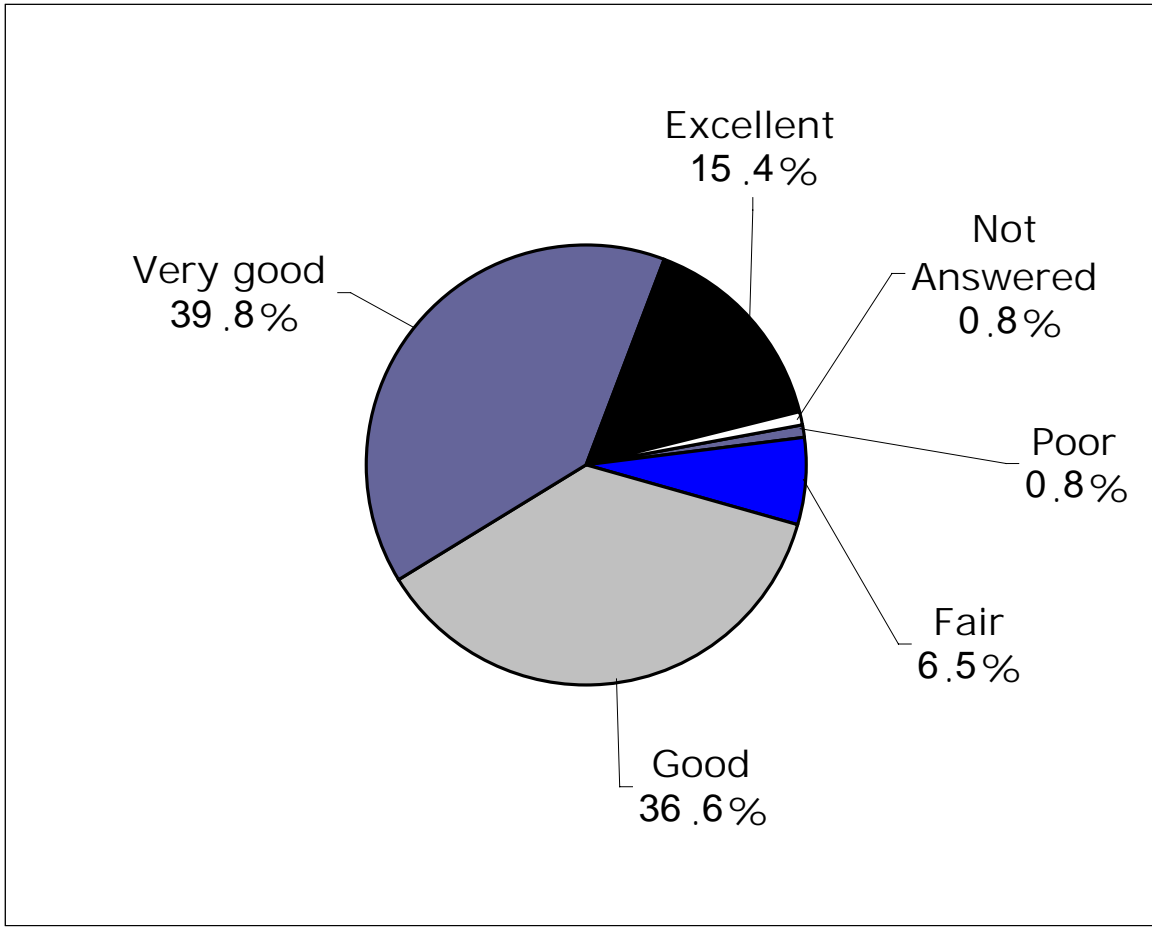
Overall Level of Speakers and Presentations



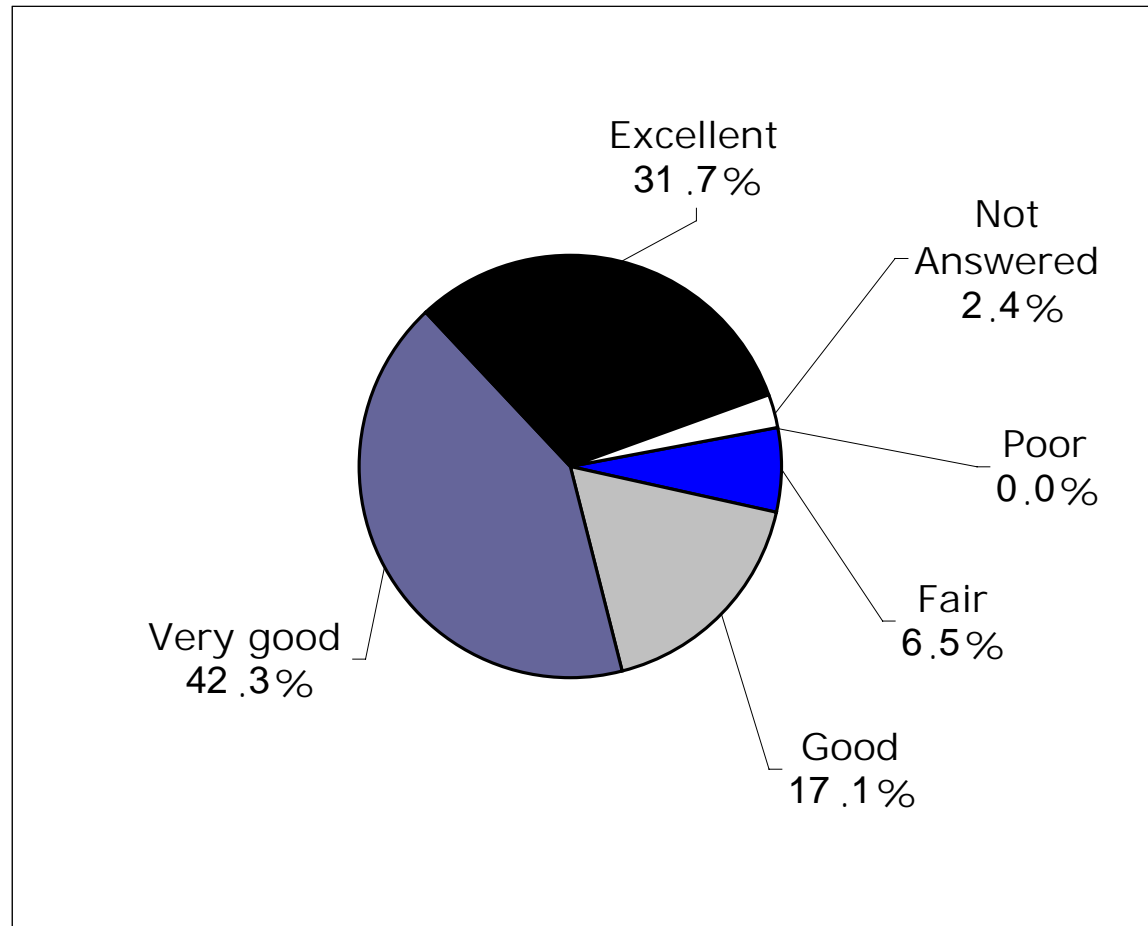
Overall Opinion on the Level of Delegates



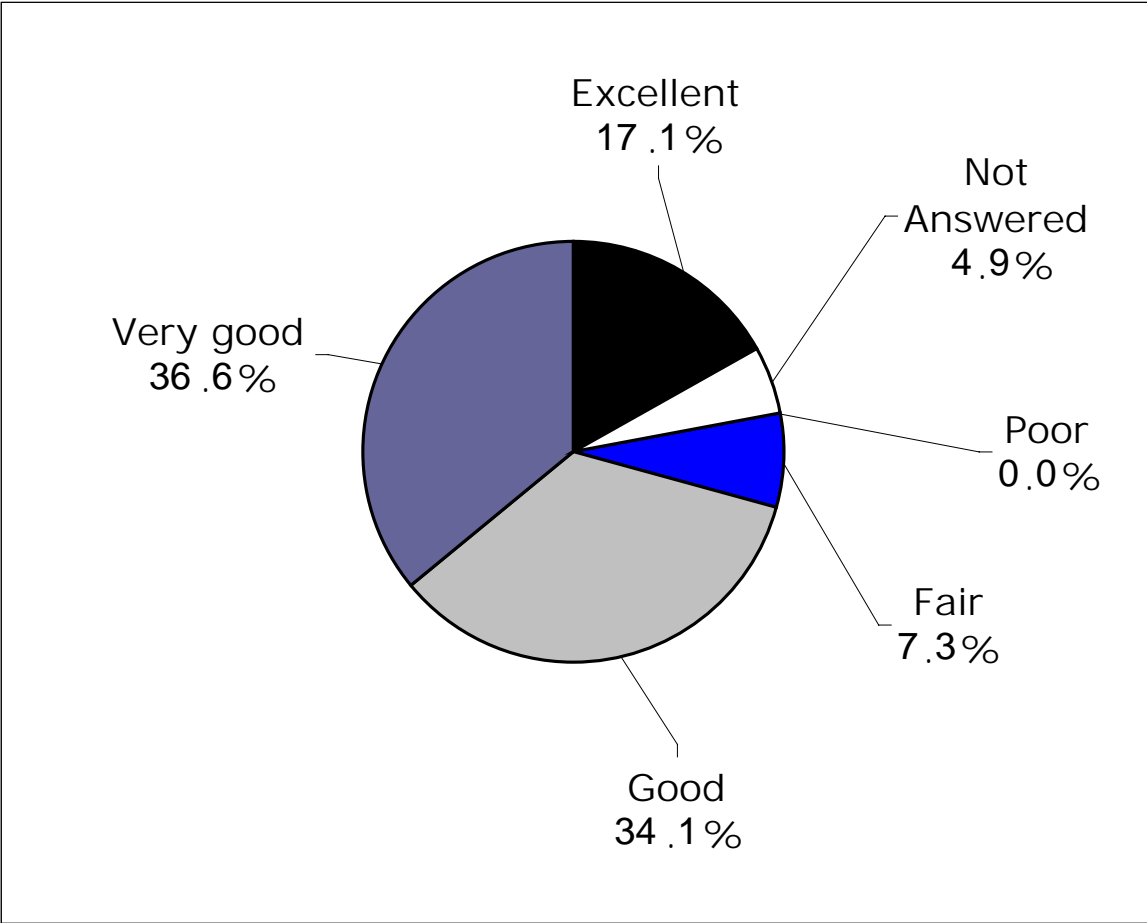
Conference Networking and Business Development Value



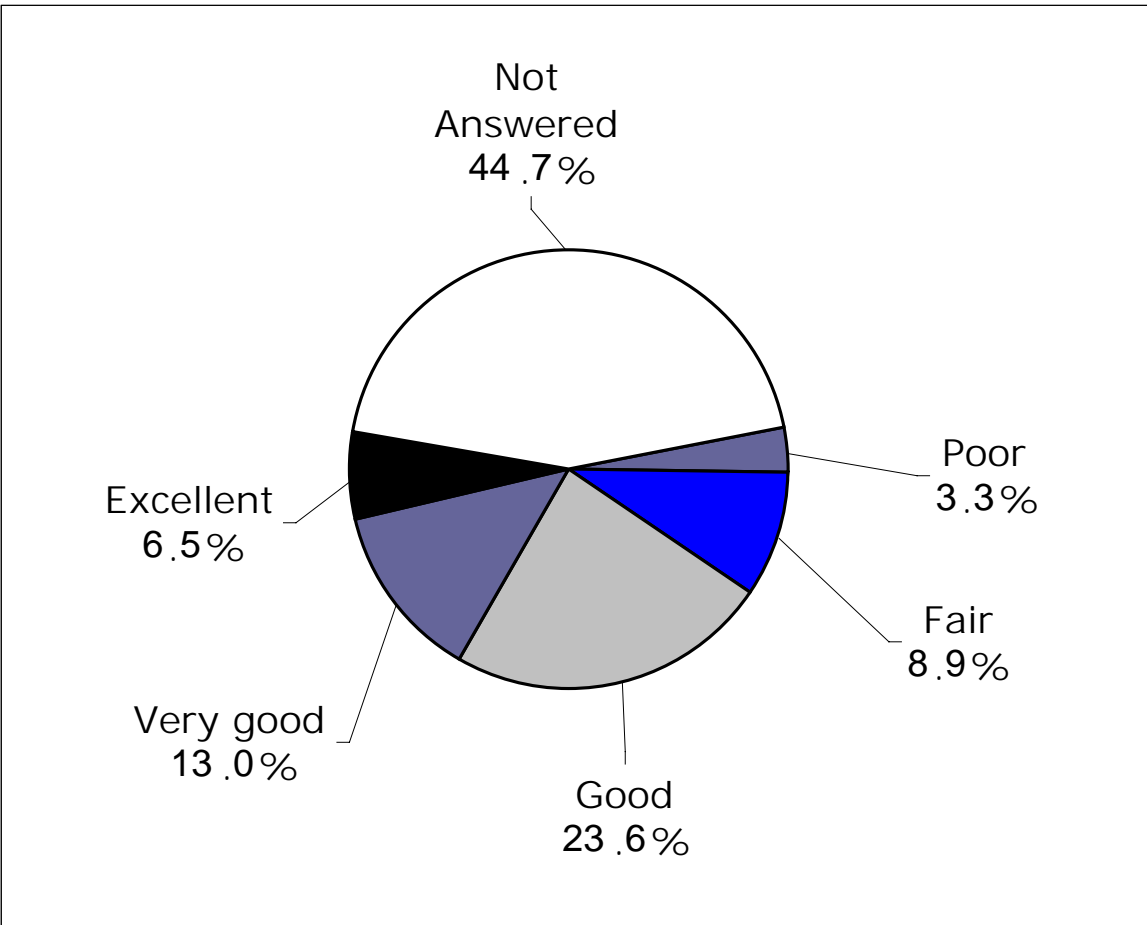
Overall Conference Organization



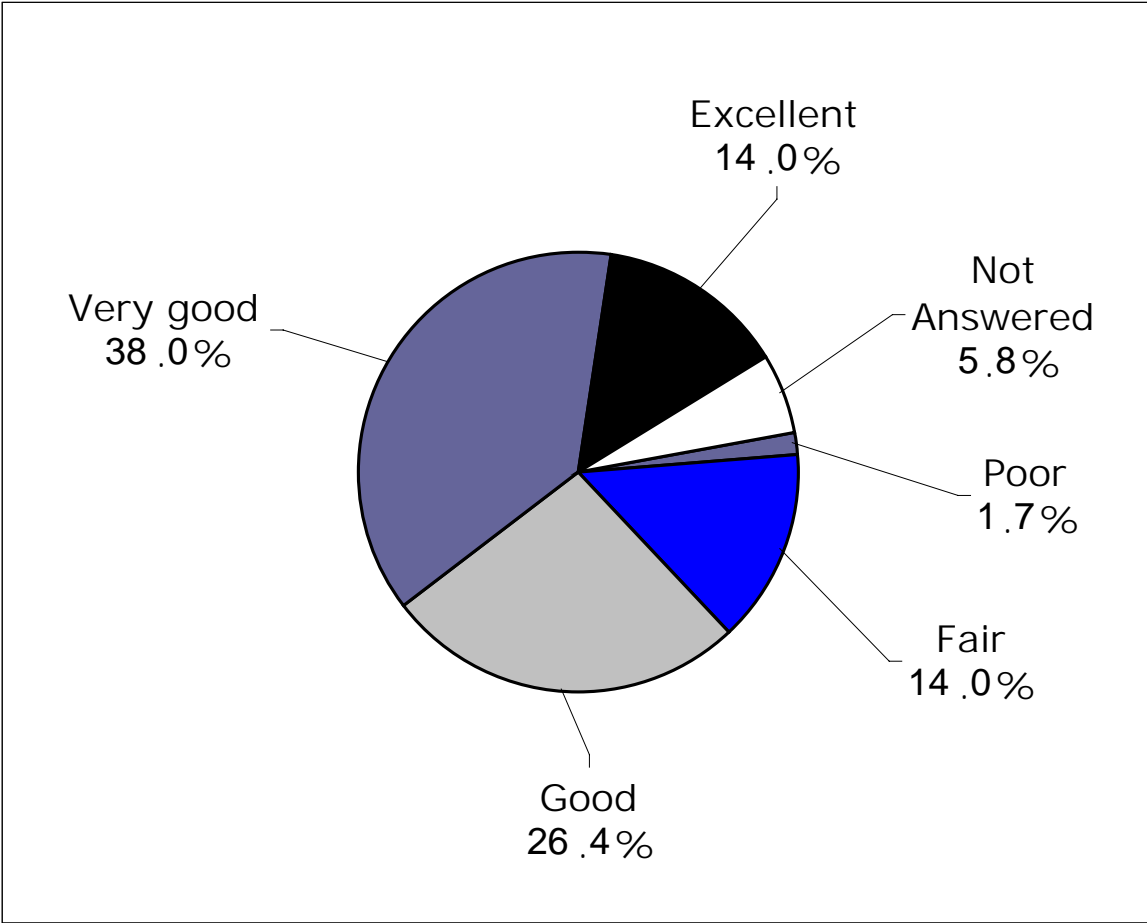
Overall Value of Attending the Conference



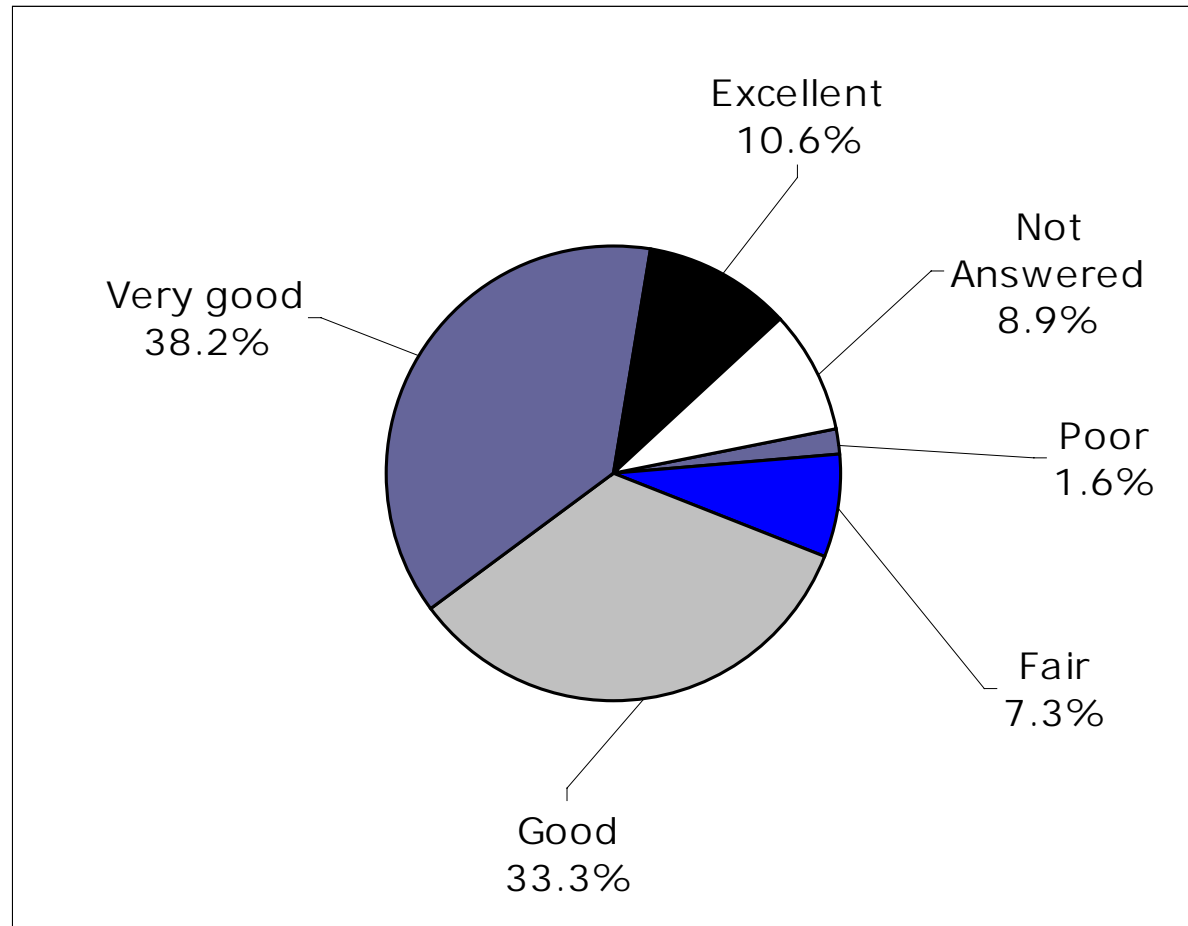
Conference Fees



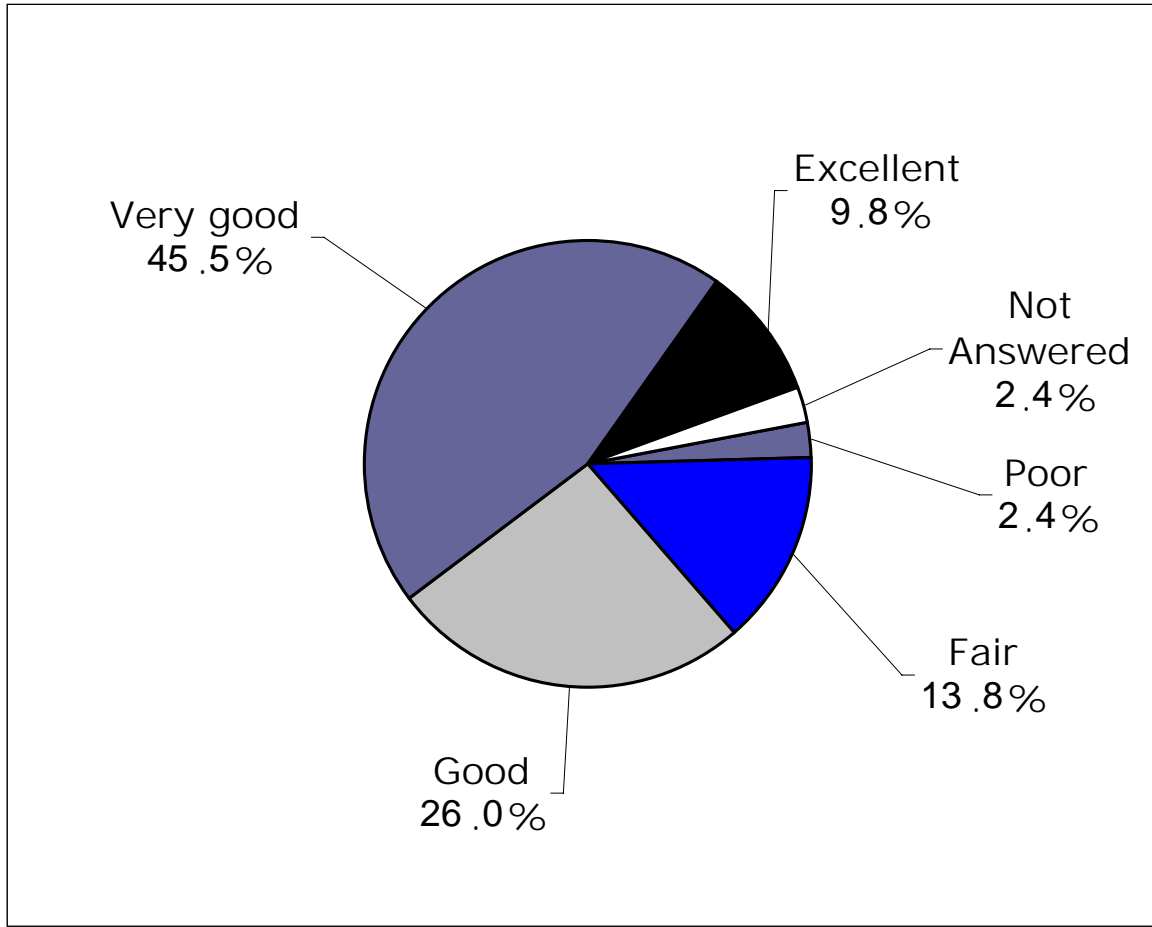
Overall Venue Facilities



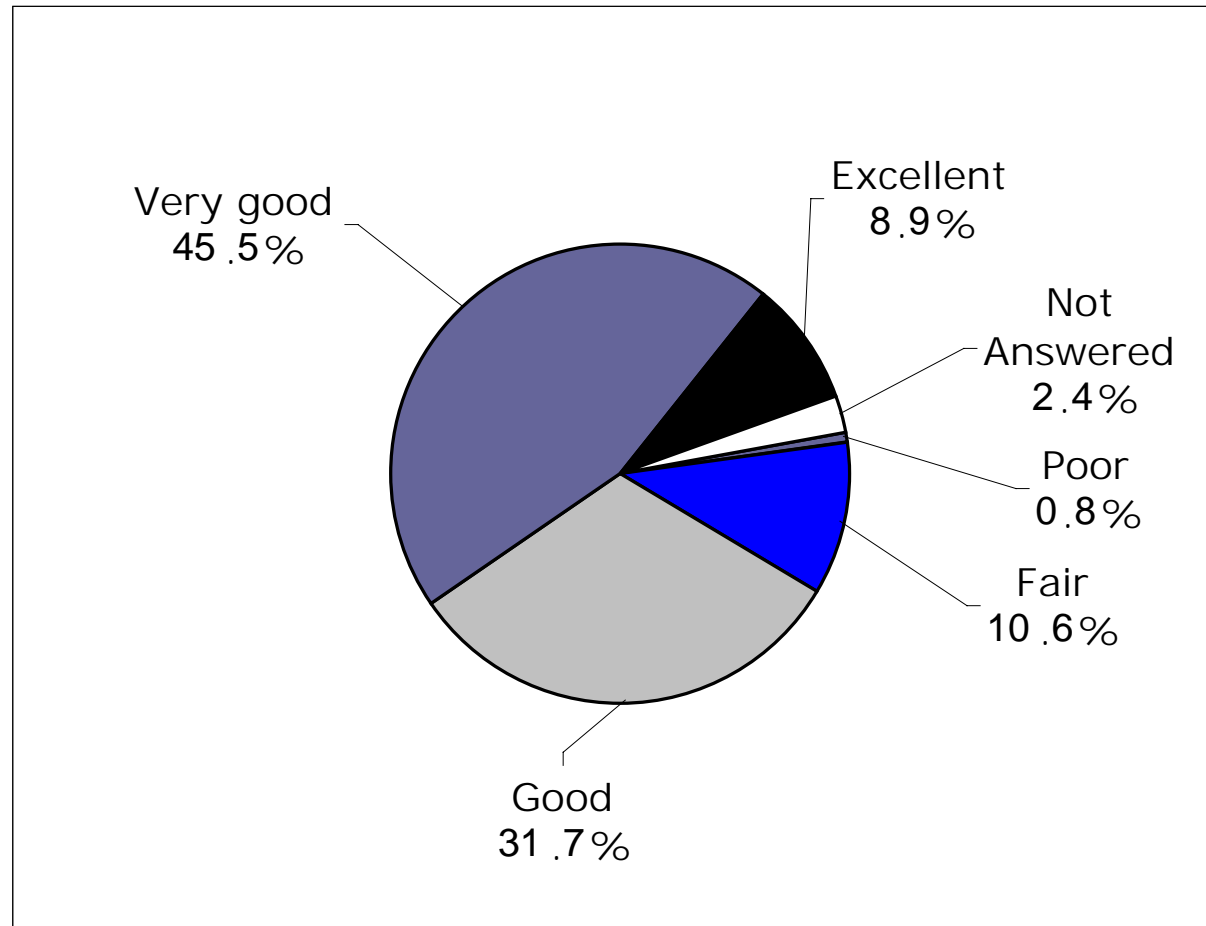
Food Quality



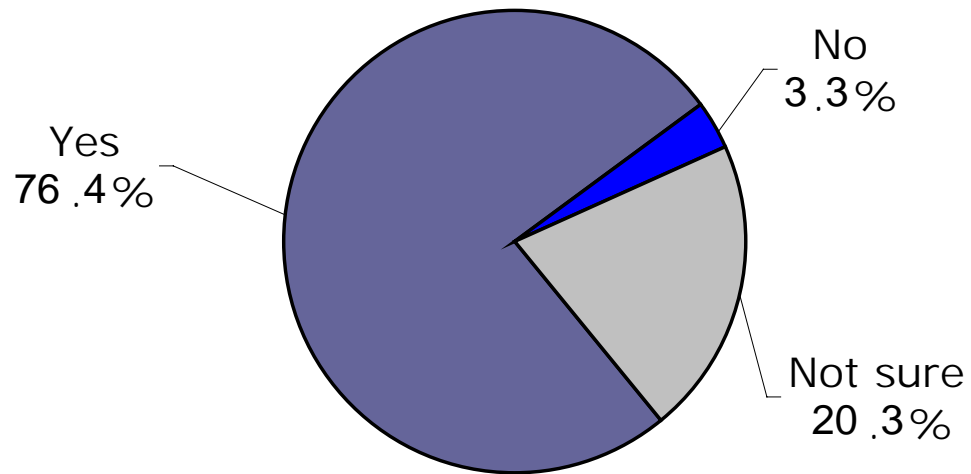
Auditorium Set-up



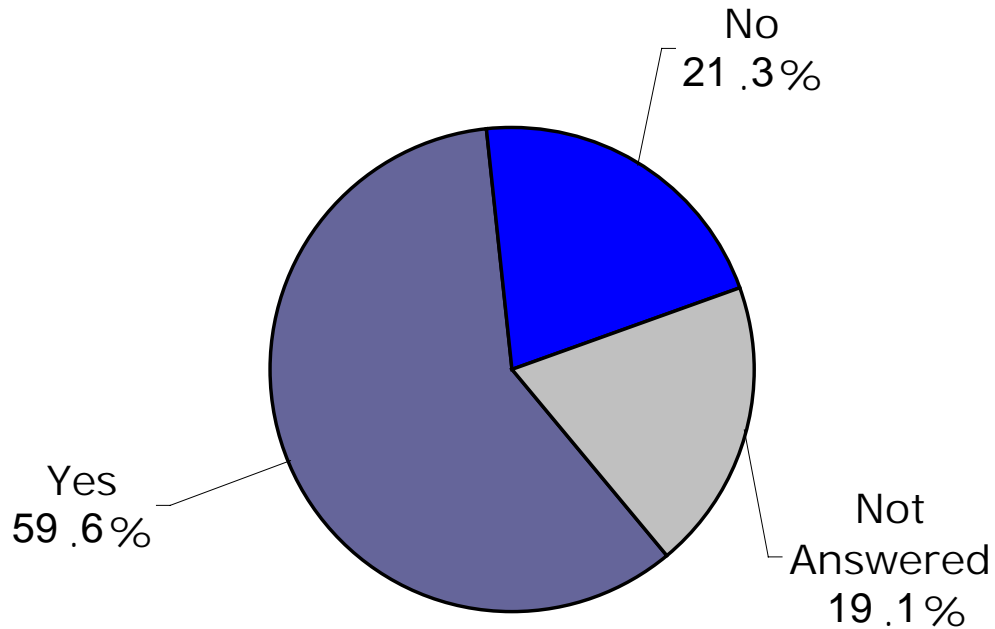
Exhibition Hall Set-up



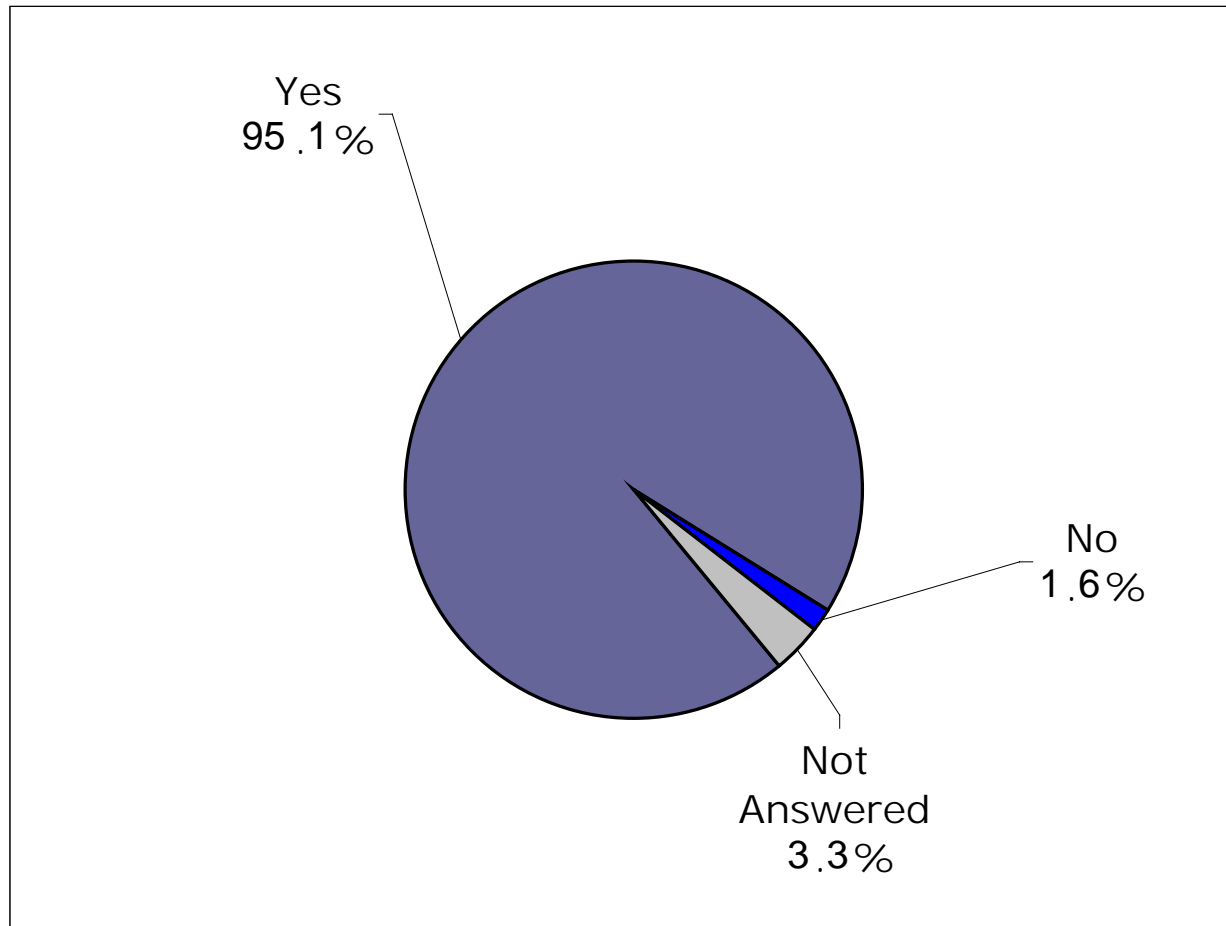
Will Attend Next Year



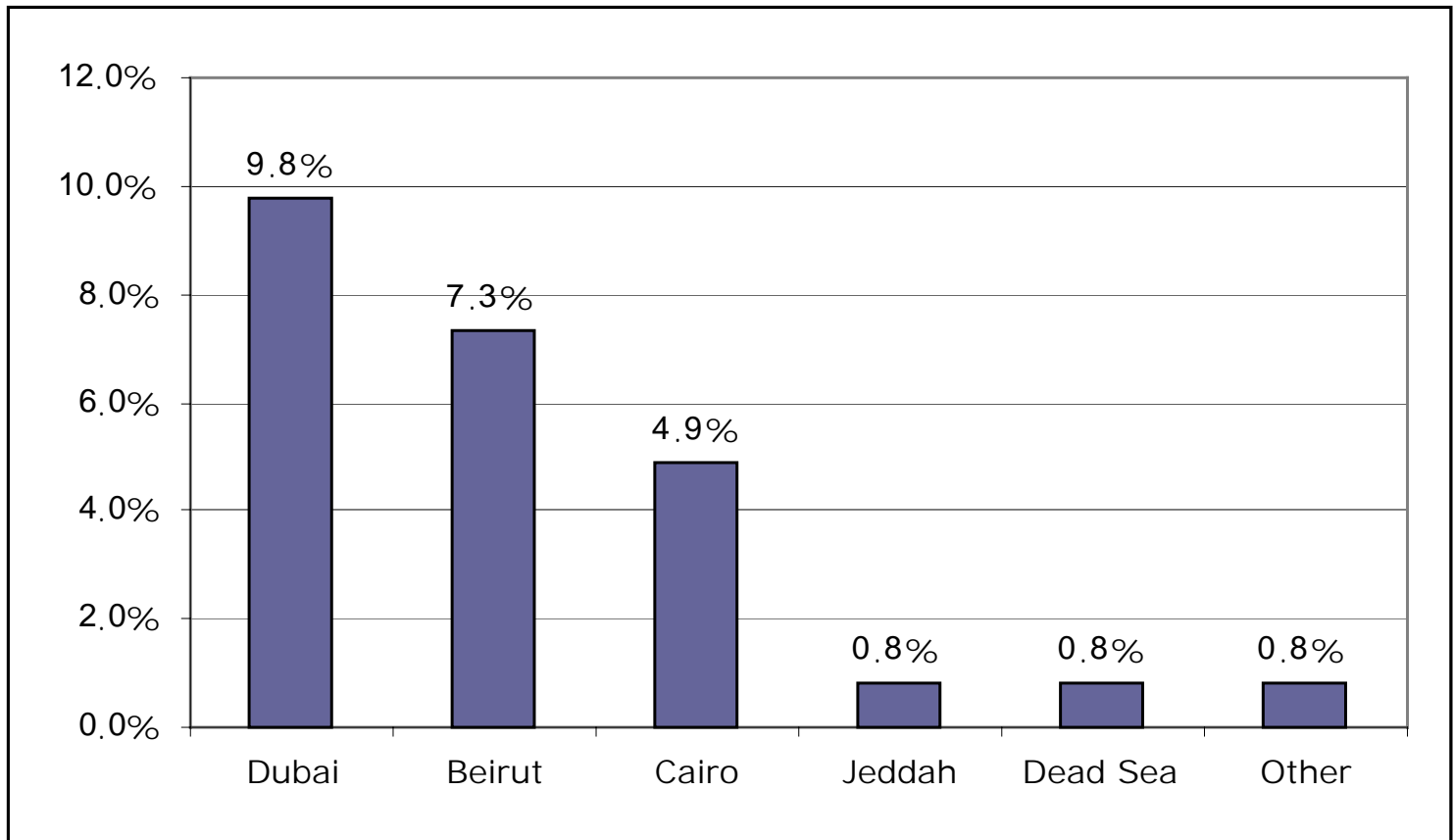
If Attending Next Year, Will Consider Sponsoring



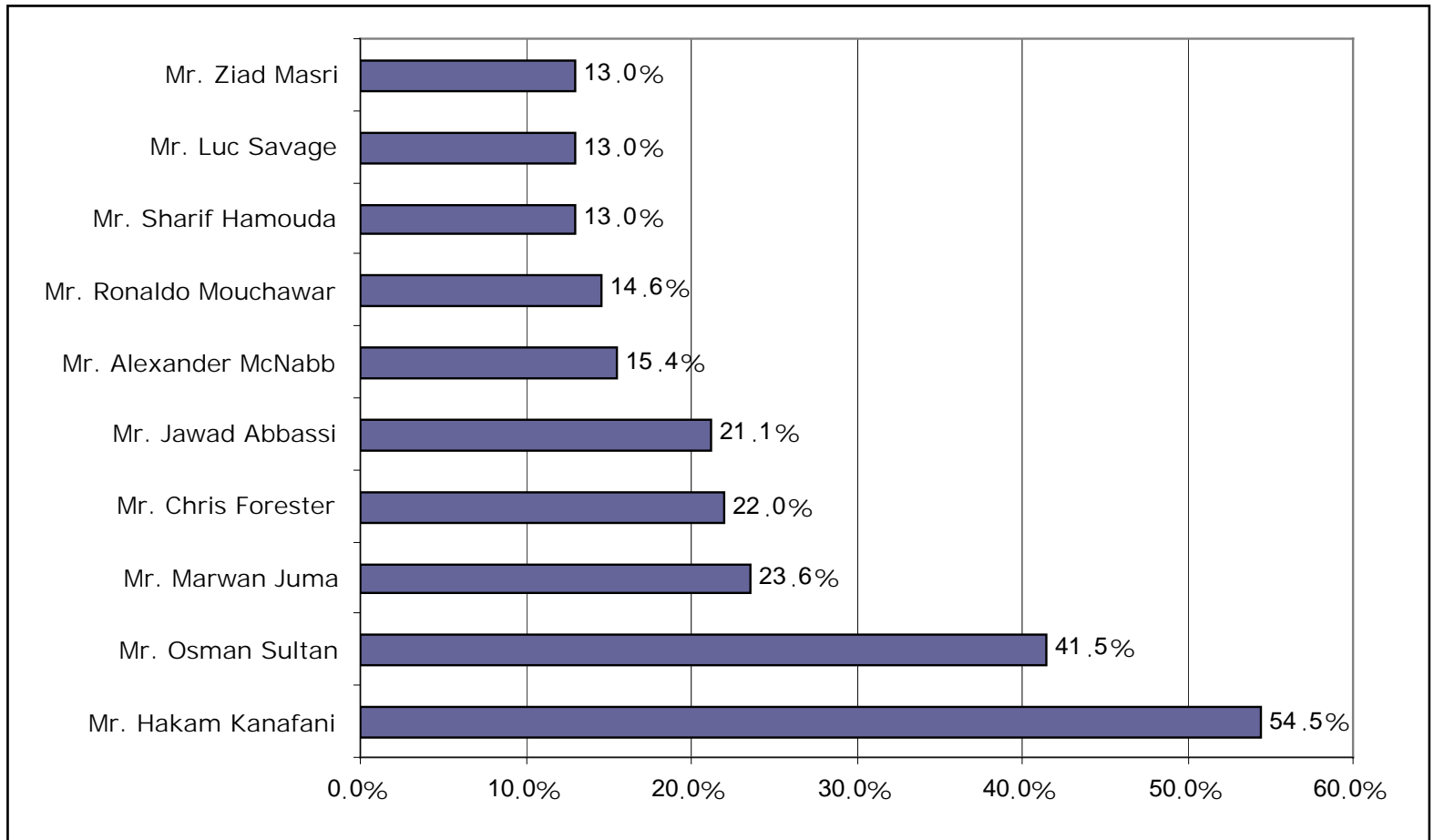
Convenience of Amman Location



Other Convenient Cities



Impressive Speakers (named by delegates)



Arab Advisors Group

Arab Advisors Group provides reliable research, analysis and forecasts of Arab communications, media and technology markets.

Arab Advisors has published over 400 reports to date in addition to numerous custom consulting projects in the region.

Proudly serving over 300 regional and global clients.

**See you at the 3rd Media & Telecoms Convergence
In June 2006**

www.arabadvisors.com

Tel: 962.6.5828849

Fax: 962.6.5828809

arabadvisors@arabadvisors.com

