



CEESCA Meeting

6th & 7th March, 2012: Hotel GOLF, Bled, Slovenia

AGENDA

Day 1: Tuesday, 6th March 2012

Time	Topic	Speaker
10.00am	Arrivals & registration	
10.30	Welcome and chairman's introductory remarks	Mr. Richard Poynder Chairman Smartex Limited UK
10.45	Welcome to Bled	Mr. Janez Fajfar Mayor of Bled Slovenia
11.00	Analytical reporting and campaign management in the payment cards industry - discover the power of your data Discover powerful methods of extracting & transforming the data from your core and non-core card company systems (cardholders' and merchants' data, accounts, cards, transactions, payments, delinquency, credit-related data, authorisations and other entities). Find out how to define customer segmentation and set up target groups from your data-warehouse, distribute the contents to various channels and/or integrate the campaign outputs with your internal processes. Increase your customers' satisfaction, monitor the response by flexible reports & dashboards, increase customer retention and reduce their attrition.	Mr. Primoz Patru Director of Dinit Card Solutions Member of executive board of Diners Club Italy Mr. Bojan Borko Project Manager Dinit Card Solutions Slovenia
11.45	The invasion of mobile in commerce While the telecoms industry is focusing on proximity-based mobile transactions, mobile is making inroads in all parts of the purchase cycle, blending and enhancing online and offline shopping. The future of mobile payments is everything but transactions, and the focus needs to be on the mobile purchase cycle and value-added services.	Mr. Martin Sebelius Partner, Greenwich Consulting Nordic Sweden
12.15pm	<i>Refreshment Break</i>	
12.45	Display Card – new era in card payments /card with a touch screen Display Card is unique, innovative tool to provide remote authentication for internet-banking, internet shopping and more, while also offers data storage and consumer messaging to enable issuers for a more interactive relationship. *Value proposition for consumers *Competitive advantage for issuers * Authentication solution *The two types of the MasterCard Display Card *Account Balances to be Seen on Display Cards	Mr. Szabolcs Szendrei Business Development Manager MasterCard Europe Hungary
13.30	<i>Luncheon</i>	
14.45	The fundamental principles of successful loyalty schemes Have you ever thought about why so many loyalty schemes fail to deliver against expectations? With a world burgeoning with the most exciting technological developments providing the building blocks for the most technologically advanced loyalty implementations, there are still many schemes that fail to deliver. Mark Bergdahl will attempt to give you a rare insight into why this is so and what you can do to address the problem...	Mr. Mark Bergdahl Managing Director Loyalty Consulting UK
15.30	Building a cost effective Moneta payment network Mobile payments are on the rise. As one of the growing number of mobile payment systems - Moneta has been on the market for the past 10 years. One of the key aspects of Moneta strategy for the future is building a cost effective payment network with minimum start-up and maintenance cost.	Mr. Bostjan Fabjancic Manager Telekom Slovenie Slovenia
16.00	Chairman's closing remarks	Mr. Richard Poynder Chairman Smartex Limited UK



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Day 2: Wednesday, 7th March 2012

Time	Topic	Speaker
8.30.am	Arrivals & registration	
9.00	Card & reader as the new e-banking token Attacks against eBanking are still evolving Why protection also by OTP tokens is broken Cards & readers for advanced 2-factor authentication Summary & conclusion	Mr. Andreas Schaupp Senior Technical Adviser, Gemalto eBanking Sweden
9.45	The mobile wave: the future of money In record time, mobile telecommunications have dramatically altered the world in which we live in unforeseen and important ways. The collision of online, telecommunications and financial services has changed the landscape in all three arenas and those who understand and take advantage of these new market dynamics will be the winners in the long term. This session sets the context for some of the major trends happening globally, the key players in the new ecosystem and how they come together to form a new paradigm for business.	Mr. Roy Vella Managing Director Vella Ventures Limited UK
10.30	<i>Refreshment Break</i>	
11.00	A practical road map for successful mobile ticketing development What is mobile ticketing? New features and functionally. Next steps after smart card based ticketing E-ticketing or contactless, smart card-based fare collection: a known topic Which steps to take: the high level project plan Architecture & security aspects & NFC 'phones NFC & bridging technologies Impact on your back-office systems (online and offline) Best practices & live demo (Dubai, Singapore, Netherlands) MasterCard & Visa initiatives	Mr. Christian Brafine Business Development Manager Collis Netherlands
11.45	Fraud and counter-fraud measures in the new e- and m-worlds Paul will summarise the main types of fraudulent attack, and counter-measures, in the new world of mobile, NFC and internet payments, as they affect banks, retailers, MNOs and consumers	Mr. Paul Lucraft Consultant and Expense Reduction Analysts UK
12.15	Chairman's closing remarks	Mr. Richard Poynder Chairman Smartex Limited UK
12.45	<i>Luncheon</i>	

Next CEESCA Meeting: September, Slovenia

If your organisation would like to present at a future meeting, please contact snjezana.plukavec@ceesca.org

With every effort will be made to maintain the above schedule for this meeting, CEESCA cannot accept any responsibility for late changes to the programme, necessary for reasons beyond its control