

The International University in Geneva & the Organization of Women in International Trade - Lake Geneva present a roundtable:

MOBILE MANIA: The Next Interactive Revolution

Thursday 10th June 2010, 18h00

Ramada Park Hotel,
Avenue Louis-Casaï 75-77,
Genève-Cointrin 1216

18h00 – Registration and welcome
18h30 – Presentations and Q&A
19h45 – Cocktail and networking

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Always on. Always with you. Always connected.
The world is changing as the cellphone becomes the computer.

For any innovative marketer and communications professional, we've brought together experts to reflect on how thirty years after the invention of the personal computer, computing is about to get intimate.

Simon Silvester, EVP Head of Planning for Young & Rubicam and Wunderman EMEA and Matthias Lüfkens, Associate Director, Media, World Economic Forum will give their insight on how to take advantage of this paradigm shift. Natalia Filchakova, New Pace Consulting S.A. will moderate the discussions.

Register: via www.iun.ch or www.gwit.ch – Admission: CHF35.- (CHF25.- for OWIT & GCN members and IUN Alumni) which includes a CHF 5.- donation for each person to the Room to Read.



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