

Mobile marketing summits set for Com World Series

Informa Telecom & Media and the Mobile Marketing Association (MMA) have announced their partnership on a series of mobile marketing summits, to be held in association with the flagship series of digital events in Africa & the Middle East, Com World Series.



The series reflects the growing demand for knowledge by advertising agencies, brands and mobile operators active in the developing African and Middle Eastern digital economies.

"We are very excited about this partnership with the MMA," said Ian Hemming, CEO of Informa Telecoms & Media. "We have injected a host of new speakers from across the entire telecoms ecosystem into our 2012 agendas and this link with the MMA reinforces our events as the only full-circle digital forums for the Middle East and African telecoms and media industries."

Series of conferences

The Mobile Marketing Summits, co-located with the East Africa Com, VAS Africa, Nigeria Com and Middle East Com conference and exhibitions, is a series of one-day, information packed conferences boasting brand and agency-led speaker panels.

"Last year, we saw significant growth in the use of mobile marketing in the Middle East and Africa. This led us to launch new local councils in East Africa and in the Middle East with hubs in Dubai and Cairo, to add to the successful council in South Africa" said Paul Berney, CMO and EMEA MD of MMA.

"Brands increasingly understand the reach mobile has over other channels in the region. We plan to launch in West Africa in March as we continue to support the incredible innovation we are seeing and help to grow a sustainable industry. Our partnership with Informa for the prestigious COM series of events is vital in helping brands and marketers in the Middle East and Africa to deliver the best mobile marketing experiences to consumers." added Berney.

Forthcoming Mobile Marketing Summits

- East Africa Com - Kenya, 18 April 2012
- VAS Africa - Johannesburg, South Africa, 4 July 2012
- Nigeria Com - Lagos, Nigeria, 19 September 2012
- Middle East Com - Dubai, UAE, 5 December 2012

For more, go to www.comworldseries.com/eafrica

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