

# Mobile Moments

Meeting the mobile challenge, emerging trends, predictions for 2017, and how to build relationship and drive engagement.

 #MOMOLONONDON

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16 / 11

2:30—7:30 pm (GMT)  
Wednesday

8 Northumberland Ave,  
London WC2N 5BY

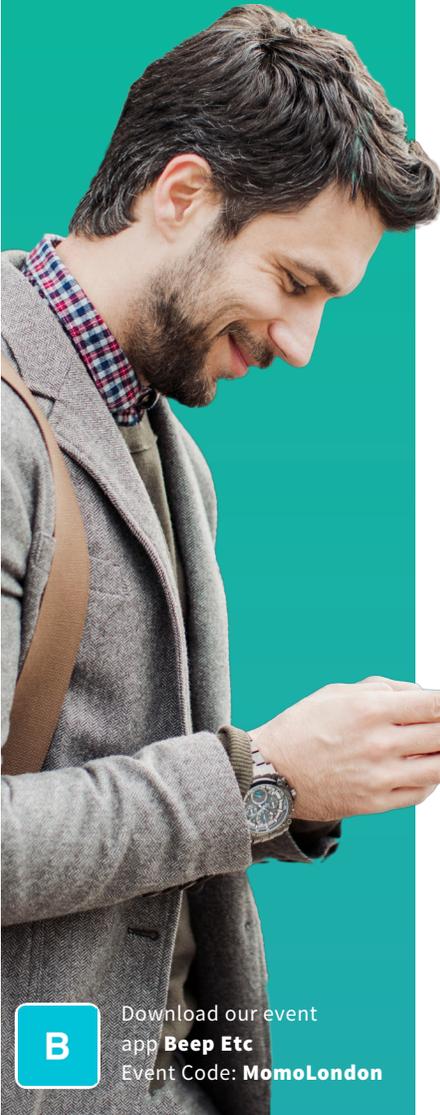
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app **Beep Etc**  
Event Code: **MomoLondon**

## 2:30 — 3:00 PM Registration / Networking

3:00 — 3:15

### Welcome Remarks

— *Barry Nolan, VP Of Strategy, Swrve*

3:15 — 3:35

### Measuring Mobile Correctly

— *James Lodge, Director of Mobile, Fetch*

All too often we are consumed by the measurement of mobile on its return – in the same way we have always done with desktop. but mobile is not a platform, it's a behaviour. In this session we'll address two key sectors, retail and travel, how are consumers using mobile to assist or convert in a sale, and how does creativity play a huge part in this.

3:35 — 3:55

### Artificial Intelligence, Chatbots, and How it Impacts the Mobile Experience

— *Siqing Lin, Head of Mobile Product, TUI Travel*

How does artificial & predictive intelligence impact the mobile experience and personalisation? What are chatbots, how do they work and where do Artificial Intelligence come in? What opportunities could businesses have with this up-and-coming technology enabler for reaching your customers? Technologies need to constantly be evolving to help marketers not only just be in lock-step with the customer journey, but anticipate the customer's next step.

3:55 — 4:15

### Challenges of Growth in the Mobile World

— *Philippe Meriaux, COO, Happn*

When a mobile-first organisation experiences tremendous growth, how do you grow your app with monthly active users exceeding 20M in parallel to under 100 employees at the same time? This talk will share insights on real-life experiences when your mobile business takes off at rapid speed and the challenges faced while doing so.

4:15 — 4:25

### Break

4:25 — 4:45

### Supercharging Engagement In An Unengaging Category

— *Adam Warburton, Head of Mobile, Travelx*

Finance and banking aren't the most exciting digital activities. That makes it all the more challenging and important to deliver amazing mobile experiences. And the stakes are high: 75% of millennials are at least somewhat reliant on a mobile banking app to deposit or send checks, check their balance and pay bills.

4:45 — 5:05

### The world turned mobile - a new dynamic for how we live, work & relate

— *Julie Chakraverty, Founder, Runway*

As mobile continues to drive "always on" connectivity and put social media at the heart of personal brand, new businesses are driving the next wave of change. Julie will share perspectives as both a start-up founder and the Senior Independent Director at Aberdeen Asset Management, which manages £300bn of investments, on the changing expectations of leaders, investors, employers and users.

5:05 — 5:25

### A Hop, Skip, and Jump from 2 to 6

— *Jonathan Butt, VP of Marketing, Jinn*

Sales growing at 20% month on month; cost of acquisition next to nothing; the market growing rapidly. Life was good. It didn't matter our marketing efforts were 2 out of 10. Then the music stopped. Deliveroo received £210M in funding, Uber and Amazon enter the market while Google and Facebook launch pilots allowing consumers to order same hour delivery through their platforms. The competition had just gone and got serious. I will therefore tell the story of how these circumstances motivated change in our mobile focused digital marketing.

5:25 — 5:40

### Closing Remarks

— *Paul Wright, AppsFlyer*

5:40 — 7:30

### MoMo Mixer