

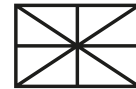
AGENDA



13.10.21

&

14.10.21



Tre
Tri
Three
Drei
WINDTRE
HUTCH
Vietnamobile

CKHH

Telco Brands Forum

2021

13.10.21

DAY ONE AGENDA



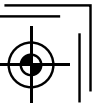
UK IRE	AUT DK ITA SWE	LKA	VN ID	HK	MINS	DAY ONE	SPEAKER / MODERATORS
08:00	09:00	12:30	14:00	15:00	10	Welcome and intro	Darren Edwards & Kerry Brown (WHAM)
08:10	09:10	12:40	14:10	15:10	20	WHAM Creative keynote	Alex McReynolds (WHAM)
08:30	09:30	13:00	14:30	15:30	20	WHAM Strategy keynote Brand purpose	Hanna Jenkins (WHAM)
08:50	09:50	13:20	14:50	15:50	20	CEO Keynote	Kenny Koo (HK)
09:10	10:10	13:40	15:10	16:10	20	Market update 1 — Three Ireland	TBC
09:30	10:30	14:00	15:30	16:30	20	Market update 2 — Tri Indonesia	Dolly Susanto
09:50	10:50	14:20	15:50	16:50	20	BREAK	
10:10	11:10	14:40	16:10	17:10	20	Market update 3 — Three Austria	Sabine Hiemetzberger & Klaus Mühlbauer
10:30	11:30	15:00	16:30	17:30	20	Market update 4 — Hutch Sri Lanka	Mohamed Hamdhyh
10:50	11:50	15:20	16:50	17:50	40	Secondary brands Introduction (10 mins) Various CKHH Telco Markets	Simon Jameson (WHAM) Francesco Protett (Very, Italy) Adam Smith & Sayed Hajamaideen (Smarty, UK) Eilis Fitzgerald (48, Ireland)
11:30	12:30	16:00	17:30	18:30	20	BREAK	
11:50	12:50	16:20	17:50	18:50	20	Market update 5 — Three HK	Jay Koo
12:10	13:10	16:40	18:10	19:10	20	Market update 6 — Tre Sweden	Jim Carlberg
12:30	13:30	17:00	18:30	19:30	10	Summary and close	Darren Edwards (WHAM)
12:40	13:40	17:10	18:40	19:40		DAY ONE CONCLUDES	

TIME ZONES | 08.00 - 13.00 — Ireland, UK | 09.00 - 14.00 — Austria, Denmark, Italy, Sweden | 12.30 - 17.30 — Sri Lanka | 14.00 - 19.00 — Vietnam, Indonesia | 15.00 - 20.00 — Hong Kong

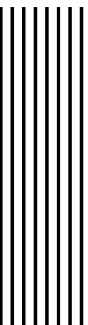


14.10.21

DAY TWO AGENDA



UK IRE	AUT DK ITA SWE	LKA	VN ID	HK	MINS	DAY TWO	SPEAKER / MODERATORS
08:00	09:00	12:30	14:00	15:00	10	Welcome and intro	Darren Edwards (WHAM)
08:10	09:10	12:40	14:10	15:10	30	Guest Keynote: How to be a big brand	Steve Arkley
08:40	09:40	13:10	14:40	15:40	20	CKHIOD update	Joe Parker
09:00	10:00	13:30	15:00	16:00	20	Group objectives – Sustainability	Rebecca Donnellan / Jo Richmond
09:20	10:20	13:50	15:20	16:20	15	Group opportunities : Utility Project	Hanna Jenkins (WHAM), Shonna Jepsen (3 Denmark), Jon Perry (IOD) & Gary Lin (WHAM)
09:35	10:35	14:05	15:35	16:35	20	BREAK	
09:55	10:55	14:25	15:55	16:55	20	Market update 7 – Three Denmark	Jesper Thyssen
10:15	11:15	14:45	16:15	17:15	15	WHAM Creative thought piece	Gary Lin
10:30	11:30	15:00	16:30	17:30	30	WHAM Strategic thought piece	Simon Jameson
11:00	12:00	15:30	17:00	18:00	20	BREAK	
11:20	12:20	15:50	17:20	18:20	20	Market update 8 – Vietnamobile	Bui Thi Hoa
11:40	12:40	16:10	17:40	18:40	20	Market update 9 – WINDTRE	Claudia Erba
12:00	13:00	16:30	18:00	19:00	20	Market update 10 – UK	Nicole ter Horst
12:20	13:20	16:50	18:20	19:20	10	Summary and next steps	Darren Edwards (WHAM)
12:30	13:30	17:00	18:30	19:30		DAY TWO CONCLUDES	



WHAT WE EXPECT FROM YOU

Section 1: MARKET UPDATE

- A snapshot of your market, to give everyone a quick understanding of the current context and how your brand is performing (scale, audience reach)
- Your brand communications platform and key activities that deliver on this
- An insight into your customers both consumer and business, the priorities and an overview of who they are, and %'s of your business
- How you've used customer insight / a focus on your customers to deliver activity, communications, propositions, or brand actions in market, and how well has this performed

Section 2: CUSTOMER FOCUS

Share a key project where you have used your close understanding of customers to focus direction, shape implementation and/or create effective communications

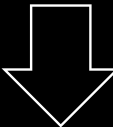
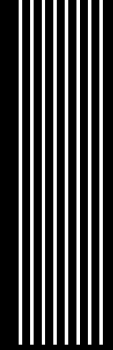
Section 3: LOOKING FORWARD

What your aims are for the next 12 months / where you want to improve most

(A full breakdown is provided in your PPT templates)



SEE YOU SOON



HUTCH



CKHH

Telco Brands Forum

2021

WHAM

Created by WHAM
CK Hutchison Holdings' International Brand Group
thewhamagency.com

 A member of CK Hutchison Holdings
長江和記實業成員

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