May 6, 2008

8:00-9:00  Registration

9:00-9:15  Welcome and Introductory Remarks
Commissioner Jon Leibowitz, Federal Trade Commission

9:15-10:00  Session 1: The Mobile Marketplace — What, How, and Who
This session will provide an introduction to the role of mobile commerce, beyond traditional voice service, in today’s society. This overview will include a discussion of demographics, consumer habits, and popular and anticipated uses of mobile services within the United States. It also will refer to developments in mobile commerce outside the United States.

Participants
Evan Neufeld, Vice President and Senior Analyst, M:Metrics
Steve Smith, Media Critic, Mediapost and Access Intelligence

Moderator
Ruth Yodaiken, Staff Attorney, FTC Division of Marketing Practices

10:00-11:00  Session 2: Mobile Messaging — Unsolicited, Premium, and Interactive Messaging
This session will provide an overview of text/SMS (Short Message Service) and MMS (Multi-media Messaging Service) messaging, introduce innovations, and highlight billing concerns.

Participants
Alykhan Govani, Head of Business Development, MX Telecom
William Haselden, Assistant Attorney General, Office of the Attorney General of Florida
Dorrian Porter, Chief Executive Officer and Founder, Mozes, Inc.
Leigh Schachter, Senior Litigation Counsel, Verizon Wireless

Moderator
Lisa Hone, Assistant Director, FTC Division of Marketing Practices

11:00-11:15  Break

11:15-12:30  Session 3: Mobile Applications — Games, Widgets, and More
This session will offer a series of demonstrations about the many possibilities offered by modern mobile devices, which are barely recognizable from the cell phones of yesterday. Industry panelists will discuss how different mobile ecosystems open up the world of applications, from games to social networking.
Participants
Steve Boom, Senior Vice President of Connected Life, Yahoo! Inc.
Andrew Elliott, Director of Services and Software, North America Go-to-Market, Nokia
Thomas C. Ford, Global Market Strategist, Consumer Products, Opera Software
Rich Miner, General Manager of Mobile Platforms, Google Inc.

Moderator
Ruth Yodaiken, Staff Attorney, FTC Division of Marketing Practices

12:30-1:45 Lunch (on your own)

1:45-3:00 Session 4: Location-Based Services
This session will offer a roundtable discussion of the emerging world of location-based services, through carrier-controlled environments or other mechanisms. This discussion will include references to broadcasting commercial appeals and coupons to phones. There will be a discussion of disclosures about tracking and consumer control of information.

Participants
Michael F. Altschul, Senior Vice President and General Counsel, CTIA–The Wireless Association
Tony Bernard, Vice President of Operations, Useful Networks
Alissa Cooper, Chief Computer Scientist, Center for Democracy and Technology
Brian R. Knapp, Chief Privacy Officer and Vice President of Corporate Affairs, Loopt, Inc.
Tim Lordan, Executive Director, Internet Education Foundation
Fran Maier, Executive Director and President, TRUSTe

Moderators
Rick Quaresima, Assistant Director, FTC Division of Advertising Practices
Peder Magee, Senior Attorney, FTC Division of Privacy and Identity Protection

3:00-3:15 Break

3:15-5:00 Session 5: Mobile Advertising and Marketing — The Transition and Adaptation to Mobile Devices and the Small Screen
This session will examine the general transition of advertising and marketing to mobile devices, discuss mobile-specific advertising campaigns, and address issues such as the targeting of advertising in the mobile space and strategies that advertisers use to adjust to small mobile screens.

Participants
Jean Berberich, Digital Marketing Innovation Manager – Mobile, Procter and Gamble
Jeff Chester, Executive Director, Center for Digital Democracy
Susan Duarte, Counsel for Marketing Practices, Sprint Nextel Corp.
Jim Durrell, Director of Product Management, Greystripe
Benjamin Ezrick, Senior Strategist of Digital Innovation, Ogilvy Interactive
Michael Hanley, Assistant Professor of Advertising, Ball State University
May 7, 2008

Session 6: Managing Your Mobile Device
This session will offer a discussion about the availability and consumer awareness of mechanisms for managing mobile devices, including provider-based options for limiting text messaging and capping cell phone-billed purchases.

Participants
Mike Bennett, Executive Director – Consumer, State, and Local Government Affairs, AT&T Services, Inc.
Susan Grant, Director of Consumer Protection, Consumer Federation of America
Laurie Itkin, Director of Government Affairs, Cricket Communications
Gareth Maclachlan, Chief Operating Officer and Co-Founder, AdaptiveMobile

Moderator
Robert Schoshinski, Staff Attorney, FTC Division of Marketing Practices

Break

Session 7: Children and Teens
This session will discuss the mobile space as it relates to children and teens. Topics to be explored include: youth-directed mobile campaigns and advertising; the social and psychological effects of mobile usage on children and teens; and the control options available to parents to manage the mobile devices used by their children.

Participants
Michael J. Becker, Executive Vice President of Business Development, iLoop Mobile, Inc.
David S. Diggs, Executive Director, The Wireless Foundation
Eileen Espejo, Senior Associate, Children and the Media Program, Children Now
Todd Haiken, Acting Manager, Public Policy, National Parent Teacher Association
Wayne J. Keeley, Director, Children’s Advertising Review Unit of the Council of Better Business Bureaus
Riitta Kokko-Herrala, Attorney, Finnish Consumer Agency and Consumer Ombudsman
Jeff J. McIntyre, Senior Legislative and Federal Affairs Officer, American Psychological Association
Moderators
Phyllis Marcus, Senior Attorney, FTC Division of Advertising Practices
Stacey Ferguson, Staff Attorney, FTC Division of Advertising Practices

12:15-1:45  Lunch (on your own)

1:45-3:00  Session 8: Best Practices
This session will offer a roundtable discussion of the issues raised in the previous sessions; the current and future role of industry self-regulation, including the role of the carriers as gatekeepers for the third-party services for which they bill; the role of other participants, such as mobile billing aggregators; and steps in place to limit the potential for fraud.

Participants
Peter Avery, Principal Administrator, Committee on Consumer Policy, Organisation for Economic Co-Operation and Development
Laura Marriott, President, Mobile Marketing Association
Patrick McQuown, Vice President of Media, SinglePoint
James Bradford Ramsay, General Counsel and Supervisor/Director – Policy Department, National Association of Regulatory Utility Commissioners
Gary Schwartz, Co-Chair of the Mobile Advertising Committee, Interactive Advertising Bureau

Moderator
Lois Greisman, Associate Director, FTC Division of Marketing Practices

3:00-3:15  Break

3:15-4:00  Session 9: Mobile Security — Whose Phone Is It Anyway?
This session will begin with an overview of the differences between mobile devices and standard computers for security issues, including inadvertent enabling of unwanted access (i.e., Bluetooth, Wi-Fi). Panelists and audience members will then discuss consumer awareness of risks, including storing data on these devices, and awareness of security measures.

Participants
Dave Cole, Senior Director, Consumer Products, Symantec
Mark W. Henderson, Senior Analyst, United States Computer Emergency Readiness Team (US-CERT)
Larry Rudolph, Senior Staff Engineer, VMware

Moderator
Philip Tumminio, Staff Attorney, FTC Division of Marketing Practices

4:00-4:15  Closing Remarks
Mary Beth Richards, Deputy Director, FTC Bureau of Consumer Protection