



Prepaid Summit: Europe 2010
Conference & Expo
Milan, Italy
13-14 October 2010



Analysis • Insight • Intelligence

www.vrl-financial-news.com/events/prepaideurope

Day 1

New trends in emerging markets

Co-branding — creating market synergy

Rewarding consumer loyalty through prepaid

The potential of prepaid outside Europe

Day 2

Exclusive research: on consumer attitudes to prepaid cards, cash payments and new technology

Improving awareness and increasing the use of prepaid

Mobile payments — delivering additional services

Innovation in prepaid

Opportunities within contactless payments



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AGENDA ■ DAY ONE ■ 13 OCTOBER 2010

0815-0850	Welcome coffee & registration in the exhibition area	
Session 1 0850-1030	Opportunities and challenges in the prepaid market Chaired by William Elliott , chairman, VRL Financial News and Will Cain , group editorial director for cards and payments, VRL Financial News	
0900-0910 KEYNOTE SPEAKER	Driving future growth through prepaid	Javier Perez President MasterCard Worldwide
0910-0930	Opportunities in Prepaid	Matthew Lanford Head of prepaid Europe MasterCard Worldwide and Paul Bartholomew-Keen* Business leader prepaid product Europe MasterCard Worldwide
 0930-0950	Positioning prepaid's role in the Central Bank	Massimo Doria Head of payment systems Banca d'Italia
0950-1010	Global trends in prepaid programmes and new trends in emerging markets - Central Europe	Gianluigi Rocca Marketing manager, Cards SIA-SSB
1010-1030	The emergence of prepaid payment applications: opportunities and challenges Support the rapid expansion of ecommerce via mobile devices	Charlie Piper CEO ePay Worldwide
Session 2 1030-1050	Extended Round Table discussion Joining on stage: Fiona Duncan , Senior Vice President, VISA Europe European Central Bank* , Head of market division	
1050-1110	Coffee break in the Exhibition area	



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Session 3 1115-1215	Creating long-term loyalty by rewarding your customer Chaired by Senior Representative, Accenture	
1115-1135	Prepaid as a delivery mechanism for rewards, loyalty and incentive	Fiona Duncan Senior Vice President VISA Europe
1135-1155	Case study: Piraeus Bank & the prepaid scene	Dr. Constantine Stivaros Head of self service banking & business development Piraeus Bank
1155-1215	Germany's prepaid market, from customer segmentation to long-term loyalty.	Detlef Henkel * CEO of Deutsche Card Services and Head of Cards, Germany Deutsche Bank
1215-1225	Extended roundtable discussion	
1230-1340	Lunch in the exhibition area	
1340-1400 EXCLUSIVE RESEARCH FINDINGS	<p>Special Research Findings Presentation Commissioned by VRL and MasterCard, carried out by Polymath Consulting <i>How banks and programme managers can work more closely with retailers to increase sales and penetration of prepaid cards in Europe.</i></p> <p>Paul Bartholomew-Keen, Business leader prepaid product Europe, MasterCard Worldwide David Parker, Prepaid Consultant, Polymath Consulting* Will Cain, group editorial director for cards and payments, VRL Financial News</p>	
Session 4 1400-1500	Increasing revenue and margins through gift cards Chaired by Gaetano Giannetto , founder & president, Epipoli and Will Cain , group editorial director for cards and payments, VRL Financial News	
1405-1425	Case study: Retailers and prepaid	Senior Representative Starbucks Coffee Company*
1425-1445	Case Study – Italian retailers' strategies	Senior Representative
1445-1505	Expanding your product range at low costs with gift cards	Gaetano Giannetto Founder & president Epipoli



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1505-1515	Extended roundtable discussion	
	Joining on stage: Matthew Lanford , head of prepaid Europe, MasterCard Worldwide	
1515-1530	Coffee break in the Exhibition area	
Session 5 1535-1635	New prepaid trends across emerging markets	
	Chaired by, Charlie Piper , CEO; ePay Worldwide	
1535-1555	Prepaid across Europe, next top markets for Gift Cards	Senior Representative Incomm Europe
1555-1615	New trends in emerging markets & global cash collection networks	Giuseppe di Marco Managing Director Euronet
1615-1635	The role of prepaid paid mobile in money remittance	Kamal Boushi Director of Cards and Merchant Services Russian Standard Bank
1635-1645	Interactive discussion: Innovation in Prepaid	
1645-1650	Session Change	
Session 6 1650-1750	Identifying opportunities in contactless and m-payments	
	Chaired by Robert Courtneidge , Prepaid International Forum and David Parker , Prepaid Consultant, Polymath Consulting Will Cain, Group editorial director for cards and payments , VRL Financial News	
1650-1710	BPM- contactless vs mobile payments	Claudio Casaletti Head of cards Banca Popolare di Milano
1710-1730	UniCredit group – Innovating to meet ever-changing customer needs	Senior Representative UniCredit group
1730-1740	Interactive Discussion	
1740-1750	Day 1 - Closing Remarks	Will Cain Editorial Director for cards and payments VRL group





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1800-1900

Join us for the MasterCard network reception





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AGENDA ■ DAY TWO ■ 14 OCTOBER 2010

0830-0900	Welcome coffee & registration in the exhibition area	
Session 1 0910-0950	Accessing the cash: Mobile payments and Prepaid Are Mobile Payments the way To Drive Future Growth? Chaired by Francesco Burelli , principal, Value Partners and Will Cain , group editorial director for cards and payments, VRL Financial News	
0910-0930	Mobile payments: Going mobile and the death of plastic	Semir Mahjoub Director of business development, banking & payments Ericsson
0930-0950 EXCLUSIVE RESEARCH	Italy moving towards new technologies and mobile payments – the story so far Exclusive Findings presented – Research on Key market players and consumers and their challenges and visions on the future of mobile payments Views, necessities and expectations of both sides of the market.	Senior representative TNS Will Cain , Group editorial director for cards and payments, VRL Financial News
0950-1010	Innovation in prepaid from a telco point of view	Senior Representative O2 / Telefonica*
1010-1020	Interactive discussion , joining on stage: Greg Sheppard , prepaid, VISA Europe Senior Representative, MasterCard Senior Representative, SIASSB	
1020-1040	Coffee break in the Exhibition area	



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Session 2 1040-1140	From co-branding to driving consumers' awareness in prepaid Yvonne West, Yvonne West Consulting Ltd	
1040-1100	Adding value through prepaid cards	Keith Hobbs Carta Worldwide
1100-1120	Beyond general purpose cards	Ennio Ponzetto CEO eCommlink
1120-1140	Driving consumers' awareness	Senior Representative Barclaycard *
1140-1150	Interactive discussion <i>Joining on stage: Phil Davies, Payments Industry Expert</i>	
1150-1210	Coffee break in the exhibition area	
Session 3 1215-1315	Innovation in prepaid Chaired by Giorgio Andreoli, Senior Manager, Accenture	
1215-1235	Poste Italiane- Creating new synergies from prepaid and post offices	Alessandro Albano Head of payment systems Poste Italiane Flavio Mastrangelo Head prepaid products Poste Italiane
1235-1255	Case study- Intesa Sanpaolo	Laura Furlan Head of Transactional Products Intesa Sanpaolo
1255-1315	Case study: MasterCard and Intesa Sanpaolo	Francesco Guzzetta Business Leader Product Sales Prepaid Southern Europe MasterCard Worldwide
1315-1335	Reaching consumers through contactless and m-payments	Senior Representative Accenture
1335-1345	Interactive discussion	
1345-1350	Close of prepaid summit: Europe 2010	
1350-1500	Networking lunch in the exhibition area	

VRL reserves the right to amend the programme * Subject to final confirmation