

# Mobile Marketing Winner\$

Week 33, August 2009

## *Thinking Mobile™ Update*

Dear Mobile Marketing Winner\$ Team Member,

Mobile Marketing Winner\$ are a network of marketing and PR specialists. We are dedicated to educate and coach, consult and support to save you time and money when it comes to engineering your mobile marketing campaign.

In today's newsletter we give you the complete lowdown on the [Thinking Mobile™](#) Conference Series, which is happening a week from today! If you have not done so yet you can book one of the **last remaining** Conference Series seats [HERE](#).

Until next week...

Best wishes

and keep *Thinking Mobile™*

Your Mobile Marketing Winner\$ Team

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### **Thinking Mobile™ Update**

by Mobile Marketing Winner\$ Team Leader [Alexander Gregori](#)

WOW!

We are exactly one week away from the this years' [Thinking Mobile™](#) Conference and it is causing excitement all around. The one day conference will be held on **Thursday, 20 August 2009** at the **IDC Conference Center in Sandton**, Johannesburg, South Africa.

What started out as an idea of [Mobile Marketing Winner\\$](#) team leaders Laretta Ngakane and Alexander Gregori has grown into a serious industry event, attracting sponsor partners, speakers and delegates from some of the world's leading companies, organizations and publications in the mobile- and marketing space.

"We felt that while mobile marketing is widely used in South Africa, the focus of too many parties involved is mainly on mobile and less on marketing. Also mobile conferences mainly deal with the technological aspects of mobile. This causes a lot of confusion among marketers who feel overwhelmed by this new tool. But that's all mobile is: a tool. We wanted to organize an event where speakers from leading companies in the mobile space share knowledge and practical solutions with delegates. We wanted to focus on the marketing aspect of mobile as an additional tool in the tool chest of marketers instead of confusing them with techno mumbo jumbo" explains Laretta Ngakane.

The result is a line-up with speakers from world leading companies in the mobile space, including **MTN Business, FNB, MXit, Clickatell, AdMob, Starfish Mobile, Brandsh, Mobilitrix, lovelife, myMOBworld.com** and **myMOBworld.mobi**. The line-up is complemented by a keynote address from US mobile marketing expert Kim Dushinski of **Mobile Marketing Profits**. Please visit the full speaker line-up [HERE](#).

Responsible for this line-up is Alexander Gregori: "The fact that we were able to attract speakers from all these companies is truly amazing. Mobile Marketing is still a small but

growing industry and we are very happy to see that all these companies came on board to support a common cause: to de-mistify mobile and educate delegates on a practical level. As mobile marketing consultants it was also important to us to offer delegates a wide range of topics and speakers from companies who are actually in competition with each other. The goal is to enable delegates to make informed choices when selecting a mobile marketing service provider, versus shoving one specific app down their throat."

The conference was founded by **myMOBworld.com** and **myMOBworld.mobi** and is supported by the **Industrial Development Corporation (IDC)**, **MTN Business**, the **Direct Marketing Association of South Africa (DMASA)**, the **Online Publishers Association (OPA)** and media partners **BizCommunity** and **mobiThinking**. Please visit the full partner line-up [HERE](#).

Delegates who have booked represent a wide variety of industries, including top South African and international companies **SAB Miller**, **Nestle**, **Spar**, **Clientele Life**, **Google** and **Saatchi & Saatchi**, among others, with many **SME's** also registering. You can book your seat [HERE](#).

Says Ngakane: "It is very encouraging to see that both small and big companies are sending delegates to the conference as this is a further indicator that the formula for the conference is touching a nerve and fulfills a real need for information and education across the market place."

The mobile industry is constantly changing and new developments are being introduced almost on a daily basis. The [Mobile Marketing Winner\\$](#) team therefore not only look forward to hosting a successful event but plan to build **Thinking Mobile™** into a trusted brand, which is an objective source of information for anybody who must make informed choices about selecting mobile marketing service providers.

We trust that **all** [Mobile Marketing Winner\\$](#) team members will join our top speakers and delegates at the event. To secure **your** participation book one of the **last remaining conference seats** for only R1,899 [HERE](#).

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