

Mobile Marketing Winner\$

Week 51, December 2009

Mea Culpa

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.

Mea Culpa! In our last newsletter we promised you a five week short course on how to best apply mobile marketing to five key industries (media, sport & leisure, retail & FMCG, hospitality & tourism and health & beauty) and you have not heard from us since. Well, maybe it was the upcoming X-mas season or the fact that everybody seems to be waking up to REAL mobile marketing. Anyway, after this announcement we were so busy with strategies for individual clients, that we simply did not get around to write the newsletter.

So once again, apologies for that.

As many of you who are familiar with Southern African customs know, X-mas is a period of hibernation and we don't want to work against this tradition :-). So we will now wish you a MERRY X-mas and a Happy New Year and we will see you on the flip side in 2010... and then we WILL publish the promised five week short course as promised!

Although we are all in a holiday mood, we nevertheless also again invite speaker presentations for *Thinking Mobile™* 2010 Conference & Exhibition.

And, once again, and for the last time in 2009, we welcome all new subscribers and thank you for having us in your inbox. We look forward to hearing from you, so please let us know how we can make the newsletter even more relevant for you.

You can now also access all previous Mobile Marketing Winner\$ Newsletters in our Newsletter Archive [HERE](#).

Until next week...

Best wishes
and keep *Thinking Mobile™*
Your Mobile Marketing Winner\$ Team

PointZero launched

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

UK based company [Point Zero Media](#) launched a new online magazine, PointZero. This is a kick-ass publication on Web2.0, mobile and social media topics with a really sexy layout and well worth a read. And I do not say that only because yours truly contributed! Get your FREE copy [HERE](#).

Thinking Mobile™ 2010

Preparations for *Thinking Mobile™* 2010 are in full swing and we are inviting speaker proposals. If you would like to speak at the event please email your speaker proposal to alex@mymobworld.com

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