

# Pipeline

Knowledge Is Power

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## Exhibits, Awards, and Hors d'oeuvres: What to Expect at BBWF Europe

by Alana Grelyak with John R. Janowiak

**Pipeline:** The BBWF Europe website advertises that the event will help attendees "recognize the market potential of the latest broadband content, entertainment, applications, and services for the enterprise and home..." Can you give us a bit of a preview and perhaps some specific examples of what that means to our readers?

**John Janowiak:** The Broadband World Forum Europe 2008 will present more than 250 of the world's best experts to speak in more than 50 keynotes, plenary panels, sessions and workshops! Last year, approximately **87%** of our attendees were manager-level and above...this is unlike any other event in the industry. The BBWF Europe consistently draws the industry's decision makers year after year.



What this means to your readers is our event affords attendees a rare opportunity to conduct business with and learn first-hand from those at the forefront of leading broadband technologies, services, and innovations.

**Pipeline:** Do you have an estimate for the number of attendees you plan to attract? Can you share with us a ballpark figure for how many have already registered?

**John Janowiak:** We expect to draw more than 7,000 registrants. This year is particularly special since we are co-locating the BBWF Europe with Belgacom's 35<sup>th</sup> ICT Symposium. As you may or may not know, Belgacom is the official host sponsor of the BBWF Europe so it is very fitting. Belgacom's ICT Symposium will enable enterprise to stay ahead of their competition by offering some of the best information and telecommunications technologies to improve their performance. Belgacom will invite all their top customers and because both events uniquely represent the entire ICT value chain, we expect to have significant growth from last year.

**Pipeline:** What is the significance of placing the event in Brussels versus some of the other major cities in Europe? Does it have anything to do with Belgacom as the event sponsor? If so, can you discuss why you decided to partner with them?

**John Janowiak:** The BBWF Europe partners with a different host sponsor each year, which are typically incumbent service providers in their respective regions. Therefore, it's only fitting to host the event in their city. We are pleased to bring the World Forum to Brussels where Belgacom has a large presence. We'll also have the European Union present in the educational program as well as many regional ICT players.



**BROADBAND**  
WORLD FORUM EUROPE

Conference: 29 September – 2 October 2008  
Exhibition: 30 September – 2 October 2008

Brussels Expo, Brussels Belgium

**Register Today!**

Belgacom is an incumbent service provider leading the way in many exciting broadband services and technologies. The world has much to learn from Belgacom's innovation. However, I must point out that though Belgacom is the official host sponsor, IEC events are unique in that they create a level playing field for competition and exchange of ideas. BBWF Europe, like our other World Forums, draws an incredible amount of representation from service providers around the globe. For example, last year, the BBWF Europe in Berlin had representation from more than 100 different carriers!

**Pipeline:** What differs on this year's agenda as compared to last year's? Is there anything new you want to highlight?

**John Janowiak:** Sure. As mentioned, we have the 35<sup>th</sup> ICT Symposium as a co-located event bringing a stronger focus to enterprise. We'll also have speakers from the European Union, which will discuss a lot of the regulatory issues. Our sessions will provide the latest news on issues and solutions. We will also have nearly 100 exhibitors showcasing their technologies on the exhibition floor as well as the prestigious InfoVision Awards. We'll have complimentary sessions in our Technology Theater as well as Broadband World Forum Media! Our brand new media initiative also includes TV interviews from key leaders and we're very excited about showcasing some of this at the event.

**Pipeline:** Pipeline's readers are specifically interested in the OSS/BSS side of telecommunications. Do you have any keynote speakers that might be of particular interest to our readers?

**John Janowiak:** No discussion is complete without addressing operational aspects. An operational thread will run throughout the forum and be incorporated in all presentations/sessions.

**Pipeline:** On a similar note, listed on your conference schedule is a session titled "Role of Service Providers in the Content Value Chain" with Stephen McKenna, VP of Media and Entertainment at Hewlett-Packard. What do you think our service provider readers will be able to take away from this session?

**John Janowiak:** The session will now be chaired by Jean Philippe Vanot, Executive Senior Vice President, Group Networks and Information Systems for France Telecom and includes leaders from other service providers that are responsible for securing content for their companies. They will share their experiences as well as provide innovative solutions that can help other service providers in their quest for content. This will be a unique panel of executives focused on content issues and how their company's are providing value for a broadband experience for their customers. Lessons learned, as well as solutions and future needs, will be discussed.

**Pipeline:** What are some of the things attendees can expect to see at the technology exhibition? Can you give us a few highlights?

**John Janowiak:** We will open the floor with a ribbon-cutting ceremony and continue the exhibition for three days. Exciting multimedia presentations will take place in our Technology Theater as well as evening receptions each night. With nearly 100 exhibitors and the ICT Symposium's co-located exhibition, attendees will have the opportunity to learn from one of the best collections of product experts from around the globe.

**Pipeline:** The annual InfoVision Awards will be presented at the event. Can you discuss the selection criteria for these awards and what such an award might mean to a company?

**John Janowiak:** Sure. The criteria for our awards include the following:

- Value of service or technology in solving recognized technology problems, meeting network requirements, optimizing service and performance, and/or enhancing customer service
- Overall quality of innovation and contribution to technology advancement
- Originality and vision
- Potential contribution toward positive industry growth and service
- Market success/acceptance (where applicable)
- Contribution to end-user quality of experience and service efficiency
- Benefit to environment/adherence to green practices (for Go Green category only)

The InfoVision awards carry much weight in the industry because we are a non-profit association dedicated to providing premier education. Our panel of judges represents all sects of the industry and are highly-qualified experts. We consistently see our finalists and winners generate a tremendous amount of news coverage and publicity from our awards program. We've been pleased to see the InfoVision Awards seal on booths, posters, annual reports, product packaging, websites, news releases, etc.

**Pipeline:** Are there any peripheral events, like networking dinners or parties, that our readers would benefit from attending?

**John Janowiak:** Yes! Please join us each evening for a networking reception! We'll have plenty of hors d'oeuvres and drinks. We also have invitation-only, executive events but many of our exhibitors and top sponsors host exciting parties and dinners throughout the week!

**Pipeline:** Is there anything else you'd like our readers to notice?

**John Janowiak:** Just that we are devoted to continuing education and catalyzing progress in business and academia. Therefore, we don't want cost to deter any industry professional from attending.

Though our conference packages come at a cost, we're pleased to provide an "Exhibits Plus Pass." This pass is complimentary for a limited time and grants access to the entire exhibition, all networking receptions, all Keynotes, Plenary Panels, and Hot Seat Session. It also provides access to all session in the Technology Theater on the exhibition floor and the InfoVision Awards! Your readers can obtain this pass on our website at <http://www.iec.org/events/2008/bbwf/>. We hope to see all of you in Brussels!!!

***If you have news you'd like to share with Pipeline, contact us at [editor@pipelinepub.com](mailto:editor@pipelinepub.com).***