

# TM Forum Confirms Management World Orlando Conference Dates, Location and Topics

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Conference includes three summits on digital commerce, network transformation and revenue and customer management to target the extending value chain in the communications industry

Morristown, NJ – August 11, 2008 –TM Forum, the leading communications industry consortium, announced today that the organization's 2008 North American Management World conference will be held at the Rosen Shingle Creek Resort in Orlando, Florida from November 16-20th.

After hosting a capacity crowd of more than 1,500 industry professionals last year, Management World moves to the new, bigger Orlando location with a new tri-summit conference format to address the management, monetization and operational issues facing today's communications, entertainment and online service providers.

Coinciding with the larger venue, Management World Orlando will boast an increased scope to better assess and discuss the challenges facing communications service providers as they embrace the content, digital commerce and advertising industries. The 2008 conference will include three distinct summits on transformation, revenue management and customer experience, and digital commerce and advertising that will examine each specific area as it relates to the larger topic of convergence.

The Transformation Summit will explore how business and IT transformation enables service providers and their partners to remain competitive in a dynamic market place. The summit is aimed at the telecom, cable, information and entertainment companies responsible for driving continuous business transformation.

The Revenue Management & Customer Experience Summit will examine important aspects of charging for and gathering revenue for a new generation of services, as well as how customer experience becomes a foundation to a successful and profitable service. The summit covers the entire spectrum from how customer experience can be defined to how services can be assured.

The Digital Commerce & Advertising Summit will examine the management & monetization issues for delivering cutting-edge, digital media services and the new business opportunities for service providers as the communications and media worlds converge. Additionally, the summit will explore how advancements in digital commerce and communications technologies will impact traditional advertising business models for the future.

With C-level keynotes from Rogers Communications, Credit Suisse and Deutsche Telekom, and speakers from worldwide services providers including BT, Verizon and AT&T, Management World Orlando continues the tradition of bringing together top experts to discuss, explore and solve the industry's most pressing issues.

Mark your calendar now to join these and other leading companies at this year's Management World Orlando – November 16-20, 2008.

For further details on the Conference and each of its summits, visit the Management World Orlando

homepage.

## About the TM Forum

With almost 700 member companies in 72 countries, the TM Forum is the world's leading trade consortium focused on enabling digital services. Serving the information, communications and entertainment industries, the Forum provides leadership, strategic guidance and practical solutions to improve the way that services are created, delivered and charged. Members include the majority of the world's service providers, network operators, software suppliers, equipment suppliers and systems integrators.

The Forum currently facilitates over 80 technical projects and provides extensive training, conferencing and information services to its members. Through its initiatives to help providers move to low cost, high quality 'lean' processes, the Forum helps its members automate business processes and work seamlessly across various parts of the service delivery chain. The organization provides industry benchmarks, guidebooks, process and software frameworks and downloadable software standards. These give service providers the direction and specific roadmaps to achieve much greater business efficiency and operational flexibility.

For further information regarding the TM Forum, related programs such as the Prosspero initiative and its Management World conferences, please visit [www.tmforum.org](http://www.tmforum.org)

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