

## PSA Industry Forum

### A healthy and innovative market

9 November 2017

- 1.30pm      **Registration, tea and coffee**
- 2.00pm      **Welcome and introductory remarks**  
*David Edmonds CBE, Chairman, PSA*
- 2.10pm      **CEO's update**  
*Jo Prowse, Chief Executive, PSA*
- 2.30pm      **Encouraging a healthy market**  
Steve Ricketts will host a session on current and future efforts to create a healthy market in which consumers have confidence. Panellists include:  
*Jennie Avery, EE*  
*Nick Lane, Mobilesquared*  
*Mark Stanard, Boku*  
*Simon Towler, PSA*
- 3.15pm      **Tea and coffee break**
- 3.45pm      **Keynote: Cornelia Calugar-Pop, Deloitte**  
Mobile Consumer Survey
- 4.10pm      **Supporting innovation in the market**  
PSA Board member Kevin Brown chairs a session about innovation and opportunities in the market, including PSD2. He's joined by:  
*Danny Barclay, O2 Telefonica*  
*Rory Maguire, AIMM*  
*Mark Collins, PSA*  
*Stephen Hunter, DoCoMo*
- 4.55pm      **Concluding remarks**  
*David Edmonds CBE, Chairman*
- 5.00pm      **Close of forum and networking drinks**