

# Mobile World Congress 2019

## Calendar of Verizon Speaking Engagements

---

### Sunday, February 24

**Time** 4:00 pm - 5:00 pm

**Event name** Mobile World Congress Barcelona

**Event location** Barcelona, Spain

**Speaker** Steve Szabo, Executive Director, Technology

**Topic** Internet of Things

**Session title** Future of Mobile IoT - Operator Panel.

**Session location** Hesperia Tower Hotel Barcelona

**Session description** Key topics:

Maximising business value from LTE-M and NB-IoT technologies

The long term outlook for Mobile IoT in relation to 5G

Examples of real customer deployments

---

## Monday, February 25

**Time** 7:30 am - 9:00 am

**Event name** Mobile World Congress Barcelona

**Event location** Barcelona, Spain

**Speaker** Ed Chan, SVP, Engineering

**Topic** Fixed Wireless

**Session title** 5G and The Fixed Wireless Access Opportunity

**Session location** Fira Congress Hotel

**Session description** Industry proponents have promised to that 5G will enable a wide range of new and exciting services and applications. Everything from massive IoT to portable virtual reality to autonomous vehicles has been hung onto the 5G wave. However, what is being coming glaringly clear is that one of the first real new services that may spring from 5G is a relatively straightforward service but also one that could be seriously disruptive to the status quo: fixed wireless access. The promise of fixed wireless access (FWA) is nothing short of changing the way that the internet is delivered to homes, offices and other locations. Specifically, FWA promises to disrupt the incumbent telco and cable industries by providing a new, last-mile method for internet delivery. But questions remain in this new and potentially major space. Perhaps the most pressing of all is exactly how big this opportunity might be. Moreover, 5G technology is currently competing against a wide range of other FWA access technologies including proprietary offerings as well as those based on 802.11. Will FWA generate significant traction in the overall 5G market? This event will dive into this question and more.

**Time** 9:30 am - 10:00 am

**Event name** Mobile World Congress Barcelona

**Event location** Barcelona, Spain

**Interview type** In Person

**Interviewee** Ed Chan

**Interview location** TBD

**Organization** Verizon

**Reporter** Thiemo Heeg

**Outlet** Frankfurter Allgemeine Zeitung

**Verizon/PR Staffing** Jeff Nelson

**Status** Confirmed

**Time** 11:00 am - 12:10 pm

**Event name** Mobile World Congress Barcelona

**Event location** Barcelona, Spain

**Speaker** Adil Belihomji & Minjae Ormes, Head of Technology, Visible & CMO, Visible

**Topic** Digital Transformation

**Session title** Digital Transformation: Reinventing your Customer Relationships

**Session location** Hall 4 - Auditorium 3

**Session description** Digital transformation opens up the opportunity for companies of all kinds to engage with their customers in new ways. Brands can build on their familiarity to create new services and revenue streams direct to the consumer; to engage them in not just conversational commerce but crowdsourced design; to develop a loyalty that goes beyond the transactional to the personal, and to rethink what exactly the company should be offering their customers, how and when. To do this successfully also requires a change in the way the company itself operates, partners, thinks about value and about itself. We hear from leaders making those changes, both in their customers' experience and in their own.

**Time** 12:15 pm - 2:00 pm

**Event name** Mobile World Congress Barcelona

**Event location** Barcelona, Spain

**Speaker** Bill Stone, VP, Technology Development & Planning

**Topic** 5G Deployment

**Session title** Taking 5G Indoors

**Session location** Fira Hotel, PARIS Room

**Session description** As the world takes its first tentative steps into a 5G future, wireless operators around the globe are facing a familiar problem: How can they get 5G into homes, offices and other buildings? Of course, the in-building conundrum has stood as a major obstacle to the rollout of previous technologies, including 3G and 4G. After all, concrete continues to treat wireless signals the same, regardless of the “G.” But the issue is becoming that much more pressing to wireless providers looking at the 5G opportunity, considering a wide range of 5G applications target an enterprise segment that can’t abide coverage gaps. So, what can operators do to ensure their 5G investments pay off? How can operators, vendors and others cross the line from traditional wireless towers into smaller, more targeted deployments? How should real estate companies, building owners and others view the 5G opportunity as it heads indoors? And what services should operators deploy to ensure that enterprises and others will pay to take advantage of 5G?

**Time** 1:30 pm - 2:30 pm

**Event name** Mobile World Congress Barcelona

**Event location** Barcelona, Spain

**Speaker** Miguel Quiroga, CEO, Visible

**Topic** Market Disruption

**Session title** Pressing the “Self-disrupt” Button: Lessons from the Front Lines

**Session location** Hall 4 - Auditorium 5

**Session description** No company wants to be left behind when their industry changes, and we are seeing more major companies taking a lead to reinvent themselves rather than be disrupted. For those that can successfully make the change, the rewards in shareholder value can be significant... but analysts BCG estimate that only 33% of companies respond effectively to market disruption, far less lead it. Changing the culture, focus, and activity of a company is unquestionably tough on everyone in the C-suite, operationally and personally. Join us as we talk about the challenges and solutions from those who have gone through the process first-hand.

**Time** 2:30 pm - 3:45 pm

**Event name** Mobile World Congress Barcelona

**Event location** Barcelona, Spain

**Speaker** Rima Qureshi, EVP & Chief Strategy Officer

**Topic** Strategy

**Session title** 5G: Are we in danger of a new digital divide?

**Session location** Hall 4 - Auditorium A

**Session description** The industry is at a point of inflection where the growth of digital services and technologies such as 5G, Artificial Intelligence, and blockchain will have a significant impact on society’s progress for generations to come.

With the imminent arrival of 5G, a number of advanced economies have already announced early trials and deployment of the technology, whilst many developing countries remain in the 3G era. As the race to 5G gathers pace across wealthier regions, are we in danger of creating an economic imbalance and a new digital divide? What could the potential economic and societal implications be and what solutions can we introduce today that will prevent a new divide from materializing?

**Time** 3:50 pm - 4:50 pm

**Event name** Mobile World Congress Barcelona

**Event location** Barcelona, Spain

**Speaker** Rima Qureshi, EVP & Chief Strategy Officer

**Topic** Strategy

**Session title** Bloomberg CEO Forum

**Session location** Fira Barcelona - Gran Via CC1

**Session description** An interview with Stefan Nicola, Bloomberg's Senior Telecom & Tech Reporter and CEO peers to discuss the vision for transforming Verizon's enterprise business; places that have seen success, hurdles or particular regional issues. The perspective and insights on how 5G is creating new opportunities and more flexibility for increasing revenue in the enterprise would be invaluable.

**Time** 4:00 pm - 4:45 pm

**Event name** Mobile World Congress Barcelona

**Event location** Barcelona, Spain

**Speaker** Mark Melling, Head of RYOT Studio, EMEA

**Topic** Consumer Experiences

**Session title** The Business of Creating Amazing Consumer Experiences

**Session location** Hall 4 - Auditorium A

**Session description** The modern consumer wants to engage with the brands they are loyal to on multiple platforms, and vice versa. Traditional marketing strategies, like newspaper ads and billboards, are being thrown out for immersive experiences that create memorable and emotional connections with a brand. Powerful experiences, ranging from sales pitches to art installations, can win hearts and bring strategic value. This session will bring together companies who have created amazing immersive experiences to discuss how these engagements have benefited their business.

**Time** 4:15 pm - 5:45 pm

**Event name** Mobile World Congress Barcelona

**Event location** Barcelona, Spain

**Speaker** Rose Kirk, Chief Corporate Social Responsibility Officer

**Topic** Education

**Session title** Jobs of the Future

**Session location** Auditorium B

**Session description** Technology is not only changing society but also the jobs within. By 2025, technologies such as Artificial Intelligence (AI), machine learning and automation are set to replace millions of jobs. But as the job market evolves, so too must government and private sector's support, investing in new skillsets most useful for citizens in the future. Studies have shown that technologies will create as many jobs as they displace over the next few decades, but what skills should governments be focusing on, are new policies required and as digital technology expands into society, how ready are citizens for change?

In this session we examine the requirements for a digitally engaged workforce, and what the advent of AI, robotics and the gigabyte economy means for the new job market.

**Time** 7:00 pm - 9:30 pm

**Event name** Mobile World Congress Barcelona

**Event location** Barcelona, Spain

**Speaker** Mike Haberman, VP of Network

Engineering

**Topic** 5G Monetization

**Session title** 5G Reality Check: The business case for 5G

**Session location** Blanc Restaurant, Mandarin Oriental Hotel

**Session description** With the first commercial 5G networks now being deployed, user mobile devices coming to market, millions of IoT assets awaiting to be connected and new digital services about to launch, 5G is now a reality. However, questions about the business case still linger: how will CSPs and enterprises be able to monetize present and future investments and when will they see a return? How can IT investments be phased to coincide with new service revenues?

---

## Tuesday, February 26

**Time** 12:15 pm - 2:00 pm

**Event name** Mobile World Congress Barcelona

**Event location** Barcelona, Spain

**Speaker** Adam Koeppel, SVP of Network Planning

**Topic** 5G/Network Densification

**Session title** Making 5G Ubiquitous

**Session location** Fira Hotel, Room TBD

**Session description** As customers across the globe get their first taste of 5G, the wireless industry is now facing a new challenge: How can it make 5G ubiquitous? As with any new technology, 5G initially will be deployed in select cities, or even just select neighborhoods. After all, upgrading to 5G involves the deployment of not only new antennas but in some cases entirely new network designs. Thus, as service providers around the world work to step up to the next “G,” they’re also going to have to figure out how to deploy that new technology into every nook and cranny of their footprint. But how will operators densify their networks in order to take advantage of the speeds and features of 5G? How might they move 5G into additional spectrum bands? How will they leverage new network designs and technologies like edge computing and oRAN to make sure their deployment is as efficient as possible? And perhaps most importantly, how fast will operators move to roll out 5G everywhere – and what kind of return can they expect on that investment?

**Time** 2:30 pm - 3:00 pm

**Event name** Mobile World Congress Barcelona

**Event location** Barcelona, Spain

**Speaker** Kelly Liang, VP, Business Development & Partner Management

**Session title** Why and How We’re Rewriting the Rules of the Workplace

**Session location** Hall 3, #3N31, Fira Gran Via

**Session description** Description: The rules of the workplace were written over 100 years ago by and for men. As more women are in leadership roles, how can we ensure their influence helps create a more inclusive workplace? In this discussion, leaders will discuss best practices around shifting workplace policies for good.

**Time** 3:30 pm - 4:30 pm

**Event name** Mobile World Congress Barcelona

**Event location** Barcelona, Spain

**Speaker** Kathy Grillo, SVP & DGC Pub Policy&Govt Aff

**Topic** 5G Policy

**Session title** Aligning 5G Technology and Policy

**Session location** Hall 4, Auditorium 4

**Session description** Certain 5G buildouts will require new gears, and the installation and approval process may be contentious. To ensure timely deployments of 5G infrastructures and services, policy frameworks must be adapted and be 5G ready. Questions of infrastructure and spectrum sharing, financial incentives for rollout, or even who determines the placement of small cell equipment can all accelerate or slow deployment. This session will address the impact of 5G and digitalisation, and how policy can play a role in supporting their successful and economically sustainable implementation.

## Wednesday, February 27

**Time** 11:30 am - 12:30 pm

**Event name** Mobile World Congress Barcelona

**Event location** Barcelona, Spain

**Speaker** Lani Ingram, VP, Smart Communities

**Topic** Smart Cities

**Session title** 5G Cities: Connecting People, Here, There and Everywhere

**Session location** Hall 4 - Auditorium 2

**Session description** There are all kinds of conversations about how to bring 5G into cities. As with the previous iterations of a wireless technology it is most likely there will be a prioritised sort-of rollout based on density and demand. As the dawn of 5G appears, there will be countless areas that will not allow for easy connectivity including dense urban areas where the number of connections will outstretch the needed capacity while building the infrastructure to connect rural areas is not cost effective.

What is clear is that the infrastructure improvements inside of cities for connected sensors, cameras and other data creation devices, seem to be best done with a 5G upgrade path in mind. The opportunity for carriers to be much more than connectivity providers in tomorrow's cities is huge. City leaders are now well aware that new kinds of partnerships with carriers to plan for the future is key.