

Building Consumer Advocacy in the Telecommunications Sector

2 - 6 November 2015,
Port of Spain, Trinidad and Tobago



COMMONWEALTH
TELECOMMUNICATIONS
ORGANISATION

Overview

The telecommunications landscape is changing. Services which didn't exist a few years ago are transforming now the telecommunications markets. These changes have been enabled by evolving technologies and more powerful user devices. This five-day programme will familiarise participants with basic telecommunications services such as the concept of consumer advocacy, the role of the regulator in confirming and resolving disputes, evolving services and will come to an end with an open interactive discussion on a various case studies.

For more information
about this course, or to
register, contact us on:
Tel: +44 (0) 208 600 3800
Fax: +44 (0) 208 600 3819
Email: h.muchando@cto.int

OBJECTIVES

On completion of this course, participants will be in a better position to understand the opportunities offered by evolving technologies, consumer behaviour and collaboration:

- Understand the impact of competition, between telecom service providers, APP developers and off-network content, and information sources.
- Appreciate the need of fast service development, building customer loyalty and collaboration between business units and departments to become the market leader.
- Recognise the vital role of the regulator which reinforces telecommunications markets by introducing next generation services and applications.
- Understand the role of the regulator in consumer advocacy and consumer protection, in other jurisdictions around the world.
- Recognise the need for corporate culture adjustment in call centres to assure sustainability in today's competitive markets.

COURSE OUTLINE

Telecommunications market and services

Market

- Evolving telecommunications and broadcasting market
- Global and regional telecommunications organisations
- Standards, recommendations, Request for comments (RFC)
- Objectives of ICT regulation, role of the regulator

Services

- Service categories
 - Telecommunications
 - Broadcasting

Telecommunications technology – spectrum management

Technology

- Telecommunications service platforms
- Core network technologies
- Access network technologies
- Quality of service management
- Mobility management
- MPLS
- Impairments affecting next generation services
- Pricing strategies, traffic interchange rates and attachment pricing, cost allocation

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Spectrum management, licensing and frequency utilisation

- ICT networks and wireless spectrum, radio spectrum
- Review of basic frequency utilisation techniques

Competition and interconnect

Network interconnect and competition

- Infrastructure sharing facilities for fixed wireline and cellular wireless network
- Unbundled network elements, number portability
- Cost identification of interconnect facilities and services
- Access to ROW and attachment rights to towers and poles, use of duct
- Revenue sharing and allocation models based on user traffic terminated
- Compliance issues

Issues specific to telecommunication and future development

- Service convergence vs. regulatory oversight
- Broadcasting as a telecom regulatory responsibility
- How is universal service changing?
- Is broadband access right? Discussions at the UN and individual countries
- Move from price regulation to deregulation
- Compliance monitoring and enforcement
- Future of markets and sector regulation

Consumer advocacy and protection

- What is consumer advocacy?
- How does it compare to consumer protection?
- Consumer advocacy and protection framework in telecommunications
- Comparison with other sectors

Consumer advocacy in telecommunications - Cases

- **Advocacy case studies in Africa**
 - Kenya
 - Senegal
 - South Africa
- **Mobile operator price collusion – France**
- **Competition advocacy case studies**
 - Mexico
 - Portugal

Discussions

- Legislative vs. self-regulating frameworks
- Consumer organisations and related bodies
- Role and place of an Ombudsman
- Role of the regulator vs. role of the media

COURSE TRAINER

Karl Hentschel

Karl holds a BEng in Electronic Engineering and a MBA in Business Administration obtained in Germany. He also completed some training courses in project management, risk mitigation, business continuity, marketing concepts and other topics relevant to his career responsibilities. Between 1968 and 1990 Karl was involved in a various senior management positions at AT&T Canada. He was a senior member of the team supporting long distance competition in Canada. Karl worked closely with regulatory staff at the CRTC in Canada and with the FCC in the US on cross border services and facilities. In his consulting practice, Karl has conducted a wide range of training courses and workshops globally ranging from competitive marketing strategies in Saudi Arabia to detailed technology topics in both fixed wireline and wireless network environments in several Commonwealth countries. Karl provides real life-time examples to his training courses and workshops. His training evaluation forms score consistently in the high range. He is a member of BICSI, PMI and IEEE.

INTERNATIONAL COURSES	DATE	LOCATION	DURATION
Telecommunications Finance for Non Finance	November 2 - 6, 2015	Johannesburg, South Africa	5 days
Building Consumer Advocacy in the Telecommunications	November 2 - 6, 2015	Port of Spain, Trinidad & Tobago	5 days
Licensing in a Converged Environment	November 2 - 6, 2015	Johannesburg, South Africa	5 days
Broadband Technologies and Multimedia Services	November 16 - 20, 2015	Gaborone, Botswana	5 days
Analogue to Digital Broadcasting Switchover	November 23 - 27, 2015	Johannesburg, South Africa	5 days
Introduction to IPTV	January 18 - 22, 2015	Johannesburg, South Africa	5 days

Who we are

The CTO is the oldest and largest Commonwealth organisation engaged in multilateral collaboration in the field of ICTs. Using in-house and partner experience, it supports members in integrating ICTs to deliver effective development interventions that emancipate, enrich, equalise and empower people within the Commonwealth and beyond.

What we do

The work of the CTO goes back to the Organisation's creation in 1901 as the Pacific Cable Board. Since then, the CTO has been at the centre of continuous and extensive international communications development funding, cooperation and assistance programmes. Since 1985, the Organisation has delivered to its members in Europe, the Caribbean, the Americas, Africa and Asia-Pacific over 3,760 bilateral and multilateral telecommunications and ICT capacity building projects in the form of policy, operational and regulatory training, and expert assistance. Moreover, the CTO has been at the forefront of generating cutting-edge knowledge through its research and consultancy services, as well as sharing ideas through its conferences and workshops held around the world. This long history as a development facilitator provides the Organisation with a unique and growing delivery capacity for ICT4D programmes and services.

Registration Form

Personal Details

Mr/Mrs/Ms/Other _____ First Name _____ Last Name _____
 Job Title _____
 Organisation _____
 Address _____
 City _____ Postcode _____ Country _____
 Tel. _____ Mobile _____ Fax _____
 E-mail _____
 Authorising Line Manager's Name _____
 Authorising Line Manager's E-mail _____

Event ID: 8198 23 October 2015

REGISTRATION DEADLINE

3 SIMPLE WAYS TO REGISTER!

Fill in and fax this form back at
+44 20 8600 3819

Call the programme team at
+44 20 8600 3800

E-mail the programme team at
programmes@cto.int, quoting the course
"Event ID" above.

NEED HELP?

Call us now on +44 20 8600 3800
or e-mail the Programmes team at
programmes@cto.int

Payment Options

1. Select Delegate Rate (please refer to the list of CTO members/PDT Partners provided overleaf)

	Standard Rate	Early Registration by: 18 September 2015
CTO Members	<input type="checkbox"/> £750	<input type="checkbox"/> £700
Others	<input type="checkbox"/> £1,150	<input type="checkbox"/> £1,100

2. Payment Mode (choose from either Invoice, Bank Transfer, Cheque, or Credit Card)

Invoice
Invoice me at the above address
 (Discounts do not apply, payment
 must be received by us prior to the above
 event's start date)

Bank Transfer
To: Coutts & Co., 440 Strand, London WC2R 0QS, UK
 A/c Name: CTO; A/c Number: 83675071
 Reference: GB72COUT18000208367507
 Sort Code: 18-00-02; Swift Code: COUT GB22

Cheque
Cheque enclosed,
 payable to "CTO HQ"

Credit Card: Visa / Mastercard (circle as appropriate)

Card Holder's Name _____
 Card Holder's Billing Address (if different from above) _____

 Card Number
 Valid From / Expiry Date / 3-digit security code on back of card

Signature

Date _____ Name _____ Signature _____

Additional Information

To help us improve our services to you and your organisation, please tell us more about you and your organisation.

Your role in the organisation	Your area of work in the organisation	
<input type="checkbox"/> Strategic/executive	<input type="checkbox"/> Business development	<input type="checkbox"/> Marketing and sales
<input type="checkbox"/> Planning	<input type="checkbox"/> Corporate affairs	<input type="checkbox"/> Public relations and corporate communications
<input type="checkbox"/> Control	<input type="checkbox"/> Customer service and care	<input type="checkbox"/> Regulatory and legal affairs
<input type="checkbox"/> Operational	<input type="checkbox"/> Engineering and technical management	<input type="checkbox"/> Telecoms network management
	<input type="checkbox"/> Financial, purchasing and investor relations	<input type="checkbox"/> Human resources
	<input type="checkbox"/> IT/IP management	<input type="checkbox"/> Other
Your organisation type	Your organisation's service areas	
<input type="checkbox"/> Government	<input type="checkbox"/> Fixed network/services	<input type="checkbox"/> Broadcasting
<input type="checkbox"/> Regulator	<input type="checkbox"/> Mobile/wireless network/services	<input type="checkbox"/> Value-added services
<input type="checkbox"/> Operator	<input type="checkbox"/> Satellite network/services	<input type="checkbox"/> Support
<input type="checkbox"/> Manufacturer	<input type="checkbox"/> Internet	<input type="checkbox"/> Other services
<input type="checkbox"/> Other		

Summary Terms and Conditions

The CTO will endeavour, as can be reasonably expected, to ensure that the course is delivered to meet delegates' expectations. Registration is subject to availability and payment received by the deadline where specified, or else before the course start date, whichever applies. Dates may be subject to changes. Travel, accommodation, daily transportation to venue, subsistence and other costs are the sole responsibility of the delegate and are not included in the above fees. Applicants are responsible for their visa arrangements and other formalities wherever required. Course bookings may be cancelled at the discretion of the CTO or its partners. Applicants paying by bank transfer are responsible for bank charges and any other such costs and should ensure the exact amount in GBP Sterling is credited in the CTO bank account. Applicants requiring additional information prior to their booking should ensure they provide sufficient time before the booking deadline. Cancellation rules apply, as summarised below. For a full version of our Ethical Framework or our Terms and Conditions, please visit our website at www.cto.int

Cancellations / Refunds

For delegate cancellations/withdrawals, the following refund rules apply:
 - 31 days or more prior to event: the full amount less a handling charge of 10% or a minimum of £55, whichever applies
 - 30 days or less prior to event: no refund
 For CTO cancellations/withdrawals, delegates are entitled to a 100% refund within 60 days of the withdrawal/cancellation.
 Refunds will be made by bank transfer only.

Data Protection / Privacy

The CTO does not sell, rent or lease its customer information to third parties. We may, from time to time, contact you on behalf of a third party/partner about a particular offering that may be of interest to you. In those cases, your unique personally identifiable information (e-mail, name, address, telephone number) is not transferred to the third party/partner. In addition, we may share your information with trusted partners to help us perform statistical analyses, send you by e-mail or postal mail, provide customer support, or arrange for deliveries or other such services. All such third parties are prohibited from using your personal information except to provide these services to the CTO and they are required to maintain the confidentiality of your information. For more information about our privacy policy, visit our website at www.cto.int.

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