The telecommunications landscape is changing. These changes are enabled by evolving technologies, empowered by increasingly more capable, powerful user devices, by user demand, embraced by forward-looking ICT service providers.

Overview

The telecommunications landscape is changing. These changes are enabled by evolving technologies, empowered by increasingly more capable, powerful user devices, by user demand, embraced by forward-looking ICT service providers.

Participants of this 5-day programme will review basic telecommunications services and become familiar with evolving services. They will learn to identify service target markets and their applications by utilising service innovation strategies and breaking out of service imitation cycles.

For more information: about this course, or to register, contact us on:
Tel: +44 (0) 208 600 3808
email: f.tambeayuk@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 for speed in service development and introduction, in building customer loyalty and collaboration between Business Units and Departments to become or remain the national market leader
- Recognize the requirement for corporate culture adjustment in a traditional telephone company to assure sustainability in today’s competitive markets

Target Audience

Technical and non-technical staff of telecommunications service providers and sector regulators who require a general understanding of the telecommunications eco-structure.

Course Outline

Module 1: Telecommunications Market

- Evolving telecommunications and broadcasting market
  - Market Forces acting on telecommunications
    - Technology Evolution
      - Competition
      - Customer preference re-alignment
      - Workforce Culture Changes affecting Telecom Markets
  - Global and regional telecommunications organizations
  - Standards, recommendations, Request for Comments (RFC)
  - Objectives of ICT Regulation, Role of the Regulator

Module 2: Telecommunications Basics – Services

- Service categories
  - Telecommunications
    - Traditional telecom services
    - Evolving telecom services
    - Service Level Agreements
  - Broadcasting
    - Analog vs. Digital
    - Terrestrial broadcasting services: IPTV
    - Satellite Broadcasting

Module 3: Telecommunications basics – Networks and functional content only

- Telecommunications service platforms
- Core Network Technologies:
- Access Network Technologies:
- Broadband access:
- Quality of Service Management
- Mobility management
- MPLS
- Impairments affecting next generation services
- Pricing Strategies, traffic interchange rates and attachment pricing, Cost allocation

Module 4: Competition and Interconnect

- Network interconnect
- 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

Module 5: Spectrum Management, Licensing and Frequency Utilisation

- CT networks and wireless spectrum, Radio spectrum
- Review of basic frequency utilisation techniques
- National Spectrum Management, Spectrum management objectives
- Spectrum Pricing, Handling competitive requirements of operators
- Compliance monitoring and enforcing

Module 6: Marketing, Service Development in a Competitive Market

- Impact of competition on telecom management
- Need for agility
- Service imitation vs. service initiation, Blue Ocean Strategy
- Using Churn Management as a Marketing Tool
- Customer segmentation and targeting
- Market strategic risk management
- ICT Tools to improve Corporate Efficiencies
- Workforce collaboration, Workforce talent management

Module 7: Issues specific to Telecommunication and future development

- Service convergence vs. regulatory oversight
- Broadcasting as a telecom regulatory responsibility
- How to treat non-telecom components and providers? Best practices globally
- How is Universal Service changing?
- Is broadband access a right? Discussions at the UN and individual Countries
- Move from price regulation to deregulation, Compliance Monitoring and Enforcement
Introduction to Telecommunications Management  
15 - 19 February 2016, Accra, Ghana

Course trainer

Karl Hentschel carries a BEng (Bachelor in Electronic Engineering) and an MBA (Betriebswirtschaftsverwaltung) obtained in Germany. In addition, he participated in deep dive training throughout his career, specifically in project management, risk mitigation, business continuity, marketing concepts and other topics relevant to his responsibilities. From 1968 to 1990 Karl held senior line and staff positions in the areas of regulatory relations, network operations, planning and expansion, customer service, marketing, training and product development at AT&T Canada. He was a senior member of the team supporting long distance competition in Canada, responsible for developing the operational plan and the underlying budgets. He 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 conducts 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. He conducted courses covering a similar topic in Jamaica, Fiji, Cameroon and The Gambia previously. He is a member of BICSI, PMI and IEEE.

For more information about registration please contact Fargani Tambeayuk at +44 20 8600 3808 or email f.tambeayuk@cto.int

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.

Supporting ICT4D in the Commonwealth

The CTO seeks to work collaboratively with other Commonwealth bodies to build mutually beneficial synergies in the interests of its members. The CTO has a key role to play in leading ICT4D initiatives across the Commonwealth, and it is committed to working together with other Commonwealth entities to reduce overlap and replication of activities. The CTO welcomes the opportunity to offer secretariat support to any Commonwealth ICT initiatives that reflect the needs and interests of its members.
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: __________________________

Payment Options

1. Select Delegate Rate

CTO Members: £1,200, Early Registration: £1,000

Others: £1,500, Early Registration: £1,300

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

Invoice

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)

3. Additional Information

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

Your area of work in the organisation:

- Business development
- Corporate affairs
- Customer service and care
- Engineering and technical management
- Financial, purchasing and investor relations
- IT/IP management
- Marketing and sales
- Public relations and corporate communications
- Regulatory and legal affairs
- Telecoms network management
- Human resources
- Other

Your organisation’s service areas:

- Fixed network/services
- Mobile/wireless network/services
- Satellite network/services
- Internet
- Broadcasting
- Value-added services
- Support
- Other services

Fax it back to +44 20 8600 3819, or return to the CTO at programmes@cto.int.

REGISTRATION DEADLINE

NEED HELP?

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

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: full amount
- 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.