



20th January 2010

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Dear Sir/Madam

AFRALTI & ITU Workshop on “TELECOMMUNICATIONS BUSINESS MANAGEMENT IN A CONVERGED NETWORK ENVIRONMENT”: 22nd – 26th March 2010

The African Advanced Level Telecommunications Institute (AFRALTI), under the auspices of the ITU Centre of Excellence initiative for Africa, is pleased to invite you to participate in a workshop on “TELECOMMUNICATIONS BUSINESS MANAGEMENT IN A CONVERGED NETWORK ENVIRONMENT” to be held as follows:

Dates: ***22nd – 26th March 2010***
Venue: ***AFRALTI – Nairobi, Kenya***

Workshop Outline

This training programme is intended for middle-level managers working for fixed and mobile telecommunications operating companies and regulators. The focus is on understanding and managing technology-driven and market-driven changes to business operations and regulatory challenges in a converged environment. The workshop will help managers of both incumbent operators and new market entrants to plan and implement actions to exploit technological and market opportunities for competitive advantage. The workshop content focuses on the market and technology issues facing operating companies but also addresses some of the regulatory issues associated with convergence of network technologies and will be useful to regulators in designing policies and regulations that will foster the creation of a knowledge economy and roll out of broadband capacity.

Target Audience

The workshop is designed for managers who plan and implement change; typically, this group would be middle level managers. The workshop themes and concepts assume that participants are experienced managers with a number of years’ experience in telecommunications management.

Workshop Objectives

On completion of this workshop, delegates will be able to:

- ✓ Develop a business model which is market-focused and exploits their organisations’ core strengths;
- ✓ Analyse market data and identify opportunities and threats; developing appropriate business strategies to maintain competitive advantage;
- ✓ Position network development within their own organisations as a platform for delivering profitable services which meet proven customer demand;
- ✓ Identify how their own organisations can best develop and exploit current network domains and network entities to provide reliable broadband services in support of the knowledge economy.

Workshop Format

This is a highly interactive management workshop in which delegates will use case studies and presentations to understand key concepts.

Workshop Content

The workshop content is based on two broad themes: 1. Creating demand for broadband services and 2. Developing broadband capacity to deliver such services.

The content is as follows:

- **Understanding the business model** – creating and delivering shareholder value, business models for competitive advantage
- **Understanding the market** – market segmentation, positioning products and services, product life cycle analysis, developing products; positioning products and services for competitive advantage.
- **ICT and the knowledge economy** – national policies; bottlenecks and bit prices, broadband delivery strategies (FTTH, FTTC); incentive regulation for broadband capacity building; business strategies for network convergence and service ubiquity; regulatory implications of convergent technologies and the development of post-convergent licensing regimes
- **Building an enterprise capability** – understanding enterprise customers; organizational alignment for an enterprise delivery capability; enterprise account management; service level agreements, service reliability and service responsiveness
- **Risk and risk mitigation** – “right-sizing” and organizational re-balancing, recruitment and retention of critical skills; up-skilling and life-long learning; performance management; aligning pay strategies to reward the right behaviour.

Facilitator Profile:

The workshop will be facilitated by an international expert with many years of experience in organizational restructuring and business transformation, most of which has been spent supporting fixed and mobile operators in Africa, Asia and Middle East .

Workshop Fees: US\$375.00 per person.

This includes workshop material, lunch and refreshments during the workshop as well as transport.

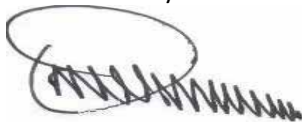
Registration:

Please confirm participation using the attached Registration Form/Annex 1, on or before **Friday, 12th March 2010** to contacts indicated.

You may also view and download documents pertaining to the workshop via AFRALTI website - www.afralti.org.

We look forward to seeing you in Nairobi.

Yours faithfully



Vusumuzi Mkhumane
Director - AFRALTI

*Attachments: Annex 1 - Registration Form
Annex 2 - Participants Information
Annex 3 - Hotel Reservation Form*