



AN APPS WORLD MAG INITIATIVE

Global Mobile App Summit And Awards 2016

Apps in the Future Tense

When & Where?

DATE: JANUARY 22, 2016

VENUE: Sheraton Grande Sukhumvit



WHY GMASA?

GMASA brings together various stakeholders from the mobile app industry on to a single platform besides recognizing and awarding the best mobile apps

**TOTAL REACH OF OVER
1000+ ATTENDEES**



When & Where?

DATE : JANUARY 22, 2016

VENUE:

Sheraton Grande Sukhumvit,
Bangkok

Agenda

Keynotes from
Mobile Industry
Leaders

Networking
Sessions

Indie Pitch
Fest

Panel
Discussions

Who will be there ?

Media & Marketing Agencies

*C-Level Executives from
Top Mobile companies*

*Experts in Mobile
Industry*

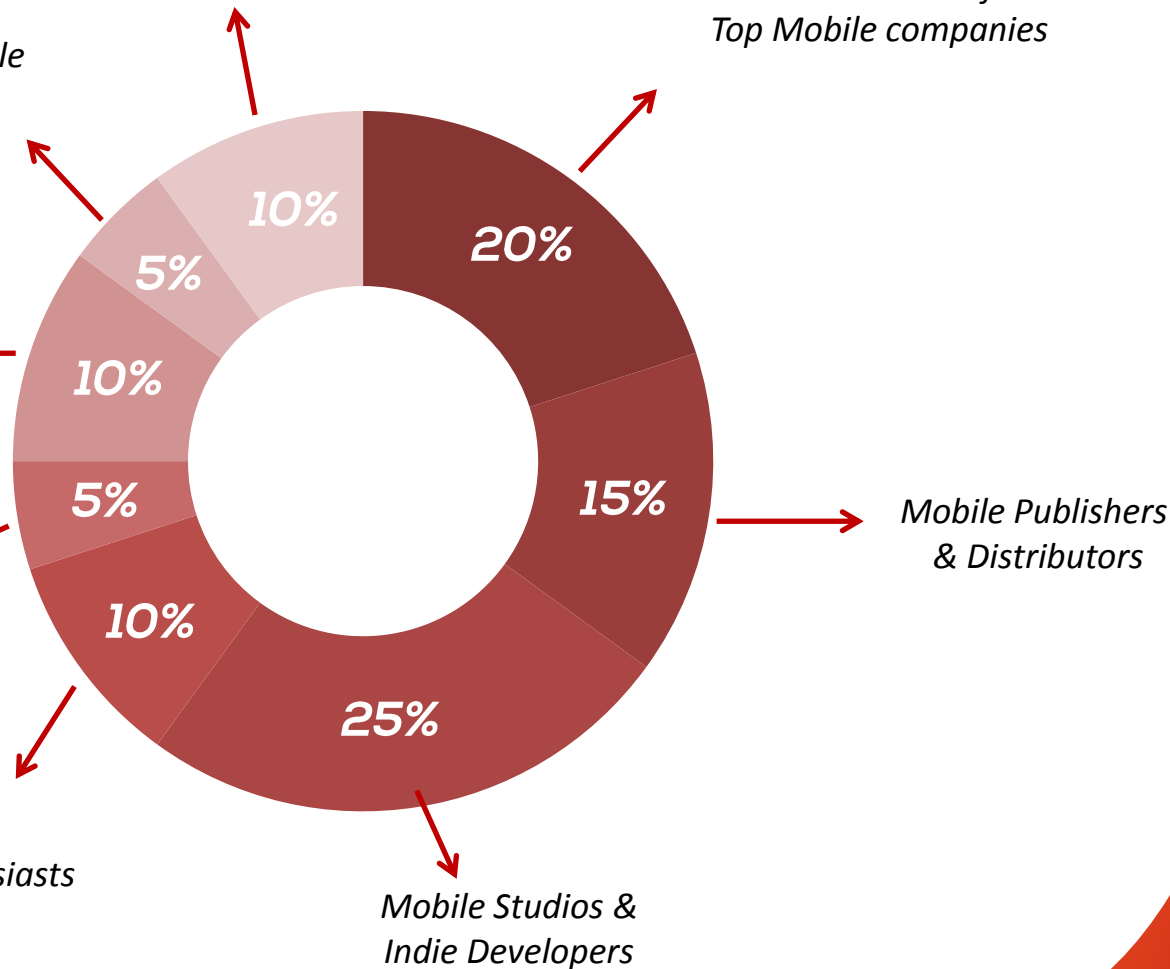
*OEM's &
Development
Platforms*

*Mobile Services
providers*

Mobile Enthusiasts

*Mobile Studios &
Indie Developers*

*Mobile Publishers
& Distributors*



AGENDA

DATE: JANUARY 22, 2016

Time: 9.00 AM – 6.30 PM

9.00 – 9.30 AM

Registration

9.30 – 9.45 AM

Inauguration

9.45 – 10.00 AM

Keynote Address :

Title: To Be Announced

10.00 – 10.15 AM

Keynote Address :

Title: Monetise Users not Impressions

Panelist: Sergio Salvador – (Google)

Panel Discussion

Title : Strategies to Increase the LTV of Your Users

10.15– 10.45 AM

- What is LTV (Customer Lifetime Value)?
- Drivers Used To Calculate LTV
 - Monetization, Retention & Virality
- Creating user segments to maximize profit
- Deep Linking for Re-engagement
- Creating a sense of urgency with offers/discounts/freebies
- Collecting user feedback and implementation
- Keeping in touch with timely emails, text messages, and social media posts
- Treat repeat customers like VIPs with personalized experience

Panelists: Kabeer Chaudhary – (M&C Saatchi Mobile), Kate Nezhura -(Product Madness), Nikki Assavathorn – (Infinity Levels), Yan Marchal –(Sanuk Games)

(Other panelists will be updated shortly)

10.45 – 11.00 AM

Keynote Address :

Title: To Be Announced

Panelist: Ronen Mense –(Apps Flyer)

Panel Discussion

Title: Mobile Apps for Social Good

11.00 – 11.30 AM

- Apps to empower people to lead a safer and happier life
- Apps that support charity & Causes
- Apps for Healthcare & Senior citizen care
- Apps for Kids
- Apps For Education
- Games for Good

Panelists: Apichai Sakulsureeyadej – (MSL), Chris Krol – (TingTong Apps), Djoann – (#links)
(Other panelists will be updated shortly)

11.30 – 11.45 AM

Keynote Address :

Title: To Be Announced

Panelist: Prashant Dixit–(VMAX)

11.45 – 12.00 PM

Tea Break

12.00 – 12.30 PM

Panel Discussion

Title: Is it an App Bubble that we are facing?

- Current Growth Trends in App Industry - The Facts & Stats
- Role of angel investors
- State of startup app companies
- Valuation and Liquidity
- Gaming apps – Ex: Clash Of Clans
- How are app developers making any money?
- Serious problem of App Discoverability
- Does an oversaturated space always equate a bubble?
- How to develop a good monetization strategy

Panelists: Garg Huang –(NetEase Games) Girish Ramdas – (Magzter), Aldi Adrian Hartanto–(Fenox), Laís de Oliveira – (8Spaces), Paul Noh –(Ubinuri)

Panel Discussion

Title: Why Do Mobile App Startups Fail?

12.30 – 1.00 PM

- Wrong budget planning
- Lack of proper Marketing strategy
- Unclear target audience
- Wrong monetization policy
- Bad design
- Getting out-competed
- Too many Changes in the middle of the development
- Not listening to Customer feedback
- Absence of Market Adoptability

Panelists: Barak –(Israeli Embassy Bangkok), Tal Itzhak Ron –(IMGL), Tiago Costa Alves –(Aptoide)
(Other panelists will be updated shortly)

1.00 – 1.15 PM

Keynote Address :

Title: Discovery & Engagement of High Value Users

Panelist: Maya Hari - (Twitter)

1.15 – 2.15 PM

Lunch Session

Panel Discussion

Title: Key app trends in 2016: how to succeed in user engagement and monetisation

2.15 – 2.45 PM

- Current Growth Trends in App Industry - The Facts & Stats
- Role of angel investors
- State of startup app companies
- Valuation and Liquidity
- Gaming apps – Ex: Clash Of Clans
- How are app developers making any money?
- Serious problem of App Discoverability
- Does an oversaturated space always equate a bubble?
- How to develop a good monetization strategy

Panelists: Jakob – (Playlab), Junde YU – (App Annie), Ronen Mense – (Appsflyer)
(Other panelists will be updated shortly)

2.45 – 3.00 PM

Keynote Address :

Title: Build Scalable Mobile & Game Backends with Serverless, Event-Triggered Logic

Panelist: Markku Lepisto- (Amazon Web Services)

Panel Discussion

Title: How to make Incentivized installs work for you

- The incentivized/Rewarded ad model
- Cost and Volume of Install
- Type of app and Target group
- Marketing Objective – Short term and Long term
- Considering the ARPU (average revenue per user)
- What is Rewarded CPE (Cost Per Engagement)
- When is Incent traffic better than non-incent?
- Turn Your Incentivized Mobile Users Into Loyal Customers
 - Make a big first impression
 - Incentivize the right actions
 - Retargeting

3.00 – 3.30 PM

Panelists: Patrick Kane- (Priori Data) **(Other panelists will be updated shortly)**

3.30 – 3.45 PM

Keynote Address :

Title: To Be Announced

3.45 – 4.00 PM

Keynote Address :

Title: To Be Announced

Panel Discussion

Title: Monetization strategy using Advertising for your app

4.00 – 4.30 PM

- Freemium Vs In App Ads
- Ad integration without compromise in UX
- Choosing Ad types to be displayed
- Influence User Behaviour
- Choosing the best eCPMs
- How does Ad mediation works

- Different monetization strategies for iOS and Android
- Finding the best Adnetworks and payouts

Panelists: Guillaume Sachet – (Mediacorp), Manish Giri – (Leadbolt), Nimit Panpalia –(Pokkt), Shawn Xu - (Vungle), Farheen Bandeali – (Mobfox)

4.30 – 4.45 PM

Tea Break

4.45 – 5.00 PM

Keynote Address :

Title: To Be Announced

Panel Discussion

Title: Mobile Marketing Strategies for Success in Ecommerce apps

5.00 – 5.30 PM

- Finding out the right User acquisition channel
- First-Time User Discount/offers
- Featuring a Strong Call-To-Action
- Social media advertising for User Acquisition & Retargeting
- Marketing Automation (Triggered emails/Push Notifications/In- App Messaging)
- Using Built-in Features to Enhance User Experience (Camera/Voice/Location Service)
- Flash Sales Targeted To User Value Segments
- Implementing the Viral Loop - Referrals & Rewards

Panelists: Ashwin Shekhar –(Glispa), Jay Horathai –(Google), John Pradithavanij –(Light Reaction) Juliette Gimenez – (Goxip), Nuttaputch – (DTAC)

5.30 – 5.45 PM

Keynote Address :

Title: To Be Announced

5.45 – 6.00 PM

Prize Distribution for Indie Pitch Winners

6.00 PM Onwards

Networking Session

*** Agenda is subject to change.**

Promotion & **partnerships**

There will be wide spread promotion of the event through the mentioned media.



Online



Social Media



Press Media Coverage



Print & Visual Media



Magazines

Sponsorship Packages

Features	Diamond	Platinum	Gold	Silver	Bronze
Exclusive Prominent Brand Placement	✓	✓	✓	✓	✓
Newsletter to over 100,000 developers	✓	✓	✓	✓	✓
Social Media Promotion on GMASA Page + affiliated pages	✓	✓	✓	✓	✓
Prominent lead and featured company logo on all signage / flags/ banners throughout the event location	✓	✓	✓	✓	✓
Prominent lead and featured logo on email promotions and partner sites, program, advertising, etc.	✓	✓	✓	✓	✓
Opportunity for direct engagement and product placement with GMASA executives and industry attendees	✓	✓	✓	✓	✓
Invitation to participate in Panel Discussion	✓	✓	✓	✓	✓

Single Page Ad in March issue in Apps World Mag	✓	✓	✓	✓	-
Invitation to give a Key Note Address	✓	✓	✓	-	-
Double Spread Ad in January issue in Apps World Mag	✓	✓	✓	-	-
Cover Story for February issue in Apps World Mag	✓	-	-	-	-
Designated press release announcing your company as a Diamond sponsor	✓	-	-	-	-
Placement on GMASA website Home page and in all promotional outreach listing your company as	Diamond	Platinum	Gold	Silver	Bronze
Cost	\$50,000	\$40,000	\$30,000	\$20,000	\$10,000

Indie Pitch Fest

Indie developers will get a chance to pitch their game to a panel of the industry's most seasoned professionals

Email : Contact @gmasa.org



Sponsorship Options



Lanyard Sponsor
\$10,000

SOLD OUT



VIP Lounge Sponsor
\$10,000



After Party Sponsor
\$10,000

SOLD OUT



Beer Garden Sponsor
\$10,000



Prelaunch VIP Party Sponsor
\$10,000



Wifi Sponsor
\$5,000



Conference Bag Sponsor
\$5,000

SOLD OUT



Mobile Media Sponsor
\$3,000



Conference Booklet Sponsor
\$4,000



Lunch Sponsor
\$10,000

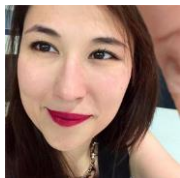


Digital Media Sponsor
\$3,000



Notepad Sponsor
\$5,000

Our Speakers



Juliette Gimenez
Co-founder of Goxip



Girish Ramadas
Co-founder & CEO



Ronen Mense
VP, Asia



Maya Hari
Director, Product Strategy
& Sales – Asia Pacific



Sergio Salvador
Global Head Games
Partnerships



Jay Horathai
Ad Business Acquisitions,
Manager



Markku Lepisto
Principal Technology
Evangelist, APAC, Amazon
Web Services



Nikki Assavathorn
CEO of Infinity Levels Studio



Shawn Xu
International Expansion and
Business Development



Patrick Kane
Founder and CEO



Kate Nezhura
Senior Product Marketing
Manager



[VIEW ALL SPEAKERS](#)

Our Sponsors

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Our Partners

Association Partner



Media Partner



Mobility Partner



Event Partner



Community Partner



Publishing Partner



Outreach Partner



Trade Partner



ECONOMIC & TRADE MISSION
EMBASSY OF ISRAEL
BANGKOK

Tech Startups Partner



Broadcast partner

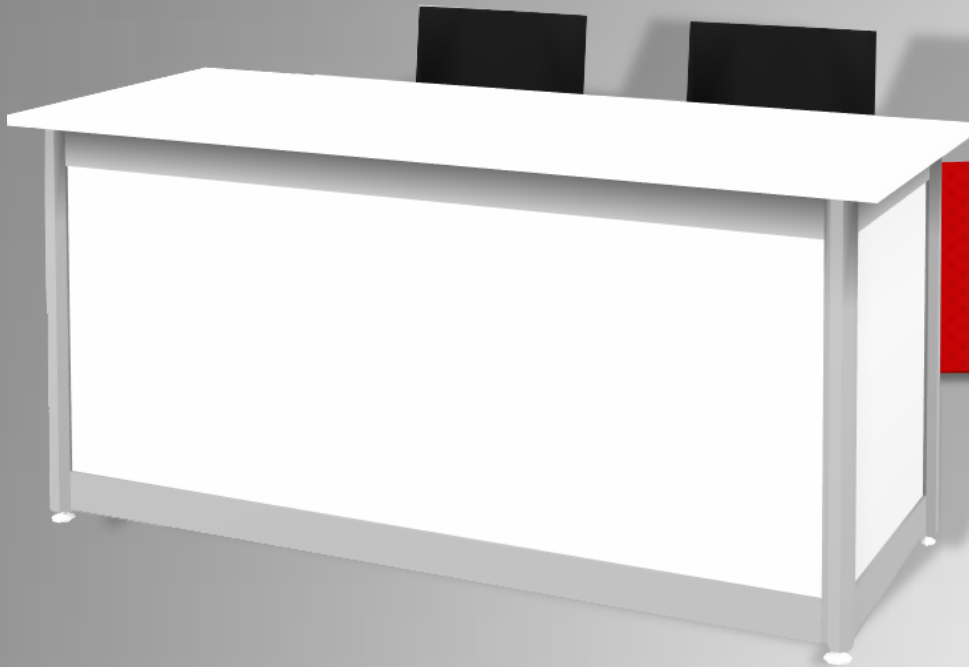


Online Magazine Partner



Stall Booking

The stalls will be allotted on a first come first serve basis



\$3000
ONWARDS

THERE ARE TOTAL OF

8 STALLS

exhibit@gmasa.org

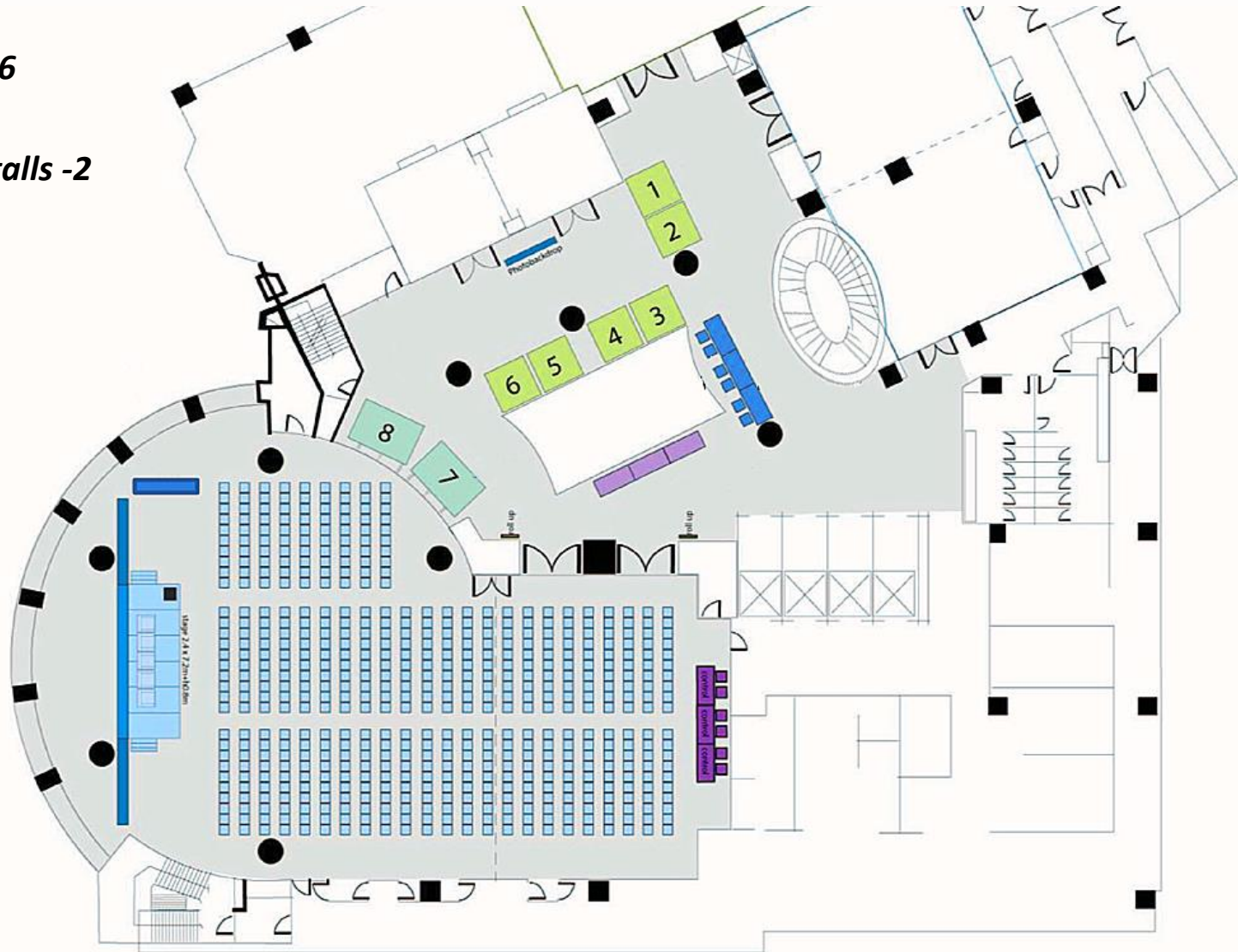
Stall Layout



2x2 Stalls - 6



Premium Stalls - 2



Previous Event

GMASA 2015

1000+
Attendees

50+
Speakers

50+
Partners

50+
Exhibitors

30+
Awards

2
Days

1 Event - GMASA





FOR MORE PHOTOS VISIT : <http://chennai2015.gmasa.org/>

WHAT'S YOUR FAVOURITE E-COMMERCE BRAND? LET US KNOW

GMASA Chennai for the mobile app community

C.R. Venkatesh (CRV) is the founder, MD & CEO of Dot Com Infoway (DCI), a computer game and the results in playing games at least an hour every day. Dot Com launched a magazine App World Mag six months ago. "Any one interested in mobile app" is its subscriber, according to CRV. It is available in print and online formats, and is subscription only mode. To provide a bigger platform to the mobile app community, App World Mag has conceptualized a Global Mobile App Summit and Awards (GMASA), to be held in Chennai on May 28 and 29.

CRV founded Dot Com Infoway in Madhavur, at the border in Tamil Nadu, in 1994, giving shape to his passion in Web technologies. Dot Com operates in application development, Web development and digital marketing to clients all over the world. The news portal Dot.com.com is a part of Dot.com's offering.



சென்னையில் மொபைல் 'ஆப்' மாநாடு மே மாதம் 28, 29ம் தேதி நடக்கிறது

சேர்வதே மொபைல் 'ஆப்' மற்றும் விருது விழா சென்னையில் மே மாதம் 28, 29ம் தேதி நடக்கிறது.

இது சூரித்து நிர்வாகம் தயார் செய்த வெள்கட்டில் உதிரியதாயது:

மொபைல் 'ஆப்' துறையில் சென்னை மாடுபெரும் வளர்ச்சி கண்டு வருகிறது. இந்த துறையில் வளர்ந்து வரும் தொழில்முனைவோரை ஊக்கப்படுத்தவும், ஒரு இணைப்பு பாலத்தை அமைத்துத் தரவும் இந்த மாநாடு நடக்கிறது. எனவே மொபைல் 'ஆப்' துறையில் நிறமையும் ஆர்வமும் உள்ள இளைஞர்களை ஊக்கப்படுத்தவும் அவர்களுக்கு உரிய அங்கீகாரம் வழங்கவும் முதன் முறையாக 'மே' மாதம் 'ஆப் பெஸ்ட்' நிகழ்ச்சி சென்னையில் நடக்கிறது.

'ஆப்' உருவாக்கத்தில் ஈடுபட்டிருக்கும் மாணவர்கள் தங்களுடைய புதிய 'ஆப்' படைப்புகள், 'ஆப்' ஆடியங்களை வெளிப்படுத்தலாம். கருத்து, படைப்பு என்ற அளவில் இருக்கும் 'ஆப்'களை நல்ல முதலீட்டாளர் உதவியுடன் வர்த்தக ரீதியாக உயர்ந்த நிலைக்கு கொண்டு செல்லவும் முடியும். மாணவர்கள் தங்கள் 'ஆப்'களை ஆன்லைனில் இலவசமாக சமர்ப்பிக்கலாம். இதில் இருந்து தேர்ந்தெடுக்கப்படும் 'ஆப்'கள், மே 29ம் தேதி முதலீட்டாளர்களின் பார்வைக்கு வைக்கப்படும். மாநாட்டில் பங்கேற்க, விருதுகளுக்கு www.gmasa.org.com என்ற இணையதளத்தில் விண்ணப்பிக்கலாம் என்றார்.



Students to Pitch App Ideas in May Summit

The Global Mobile App Summit and Awards, which will be held in the city on May 28 and 29, will provide a platform for budding developers to put forth their ideas to angel investors

Express News Service
 Chennai: Developing mobile applications is fast becoming the career of choice for generation school and college pass, and during the end of May, these student developers will have the opportunity to showcase their ideas to angel investors.
 The Global Mobile App Summit and Awards, which will be held in the city on May 28 and 29, will include an award for the best mobile app idea. The event will also be a platform for budding developers to pitch their ideas to angel investors.
 "We have over 100 app ideas in the pipeline for the summit and awards, and we are looking for the best ideas to pitch at the summit," said CRV, founder and CEO of Dot Com Infoway. "The event will also be a platform for budding developers to pitch their ideas to angel investors."
 The summit will also feature a panel discussion on the future of mobile apps, moderated by CRV. The event will be held at the Sheraton Hotel, Chennai, on May 28 and 29. The summit is free of charge for students and is open to all who are interested in mobile app development.

சென்னையில் மொபைல் 'ஆப்' மாநாடு மே மாதம் 28, 29ம் தேதி நடக்கிறது

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Chennai to host Global Mobile App Summit

N. Anand
 CHENNAI: The first edition of Global Mobile App Summit & Awards (GMASA) will be held here on May 28 and 29.
 Co-organised with the summit, GMASA will also hold the 'Make-in-India Student App Fest' to enable students showcase their talents so that they can get connected with the angel investors, private equity funds and venture capitalists, said Sameer Mehta, Founder, Member L. Hemachandran.
 Dubbed as the first-of-its-kind summit, it would not only present excellent opportunities for networking, but also serve as a platform to those mobile app developers to showcase and boost their industry's leaders, said GMASA president C.R. Venkatesh.
 "Currently, 30 per cent of our investments are mobile-centric, and it is targeted to

THE TIMES OF INDIA

ANIRUDH WINS THE SOCIAL MEDIA LEON AWARD

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ANIRUDH WINS THE SOCIAL MEDIA LEON AWARD

Business, Technology, Startups, Inspiration, Ideas, Women, Stories in Pictures

These 22 brands honoured at the GMASA Awards from over 2500 nominations received

22 brands honoured at the GMASA Awards from over 2500 nominations received

22 brands honoured at the GMASA Awards from over 2500 nominations received

22 brands honoured at the GMASA Awards from over 2500 nominations received

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Chennai to host global mobile application summit

BS REPORTER Chennai, 21 April

The Global Mobile App Summit and Awards (GMASA), a summit on mobile applications to deliberate and showcase latest developments in application development and marketing, will be held in Chennai on May 28-29.

Quoting a Deloitte report published earlier, mobile application downloads were likely to be around nine billion during 2015 in India and would grow higher in the future, as the average data usage per subscriber in the country is expected to get doubled by 2016, said L. Hemachandran, co-founder and CEO of Brand Avatar, which is one of the partners organising the event.

The event would look into various aspects of app development and marketing, said CR Venkatesh, managing director and CEO of Dot Com Infoway, who is also president of GMASA. There is a huge opportunity for investors in the growing mobile app industry and most of the B2B opportunities in it remain untapped, which excites an investor, said Sameer Mehta, an angel investor part of The Chennai Angels.

The total app developers in the country, which was around 300,000 last year, is expected to reach 1 million by 2016.

Contact Us

www.gmasa.org

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For Speakers
speaker@gmasa.org

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Stephen : +91 9600971197