



tmforum Live! Asia



TM Forum Live! Asia 2017 Ready, Set, Go! Operational & Marketing Toolkit

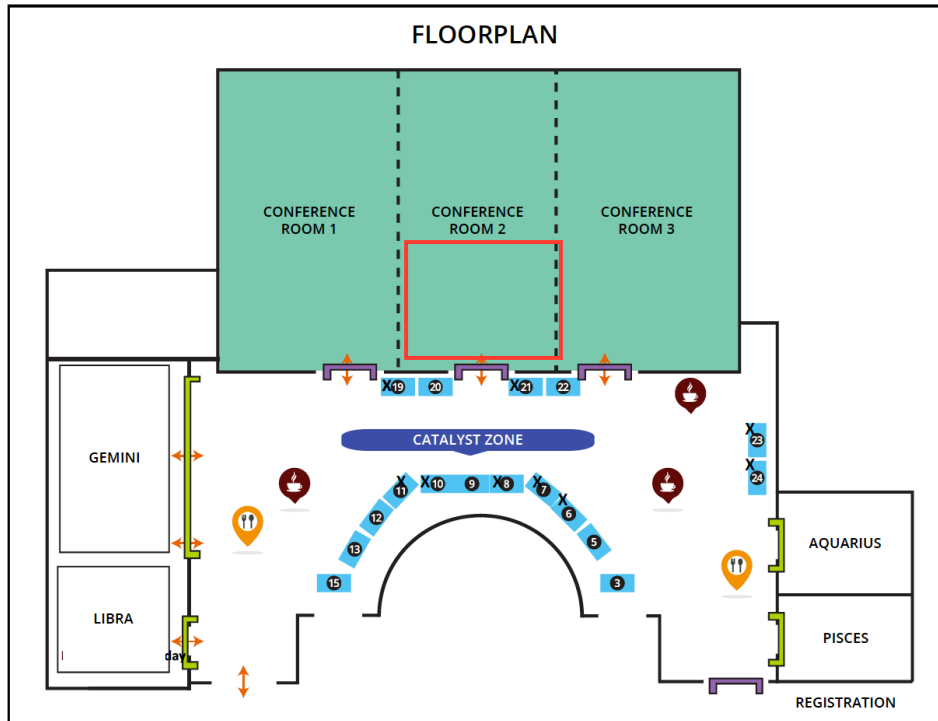
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TM Forum

- Today's Agenda:
 - Venue, Accommodation & Registration;
 - Expo Floorplan;
 - Catalyst Virtual Show bag
 - Awards;
 - Tasks to be completed
 - Marketing
 - Q&A

- Venue: Marina Mandarin in Singapore.
 - 11 minutes from the Esplanade/ Theatres on the Bay.
 - Book Accommodation via our website:
www.tmforumliveasia.org/travel
- Please make sure you register for your complimentary passes. For any extra passes, upgrades or questions contact
TM Forum Registration coordinator:
Casey O'Connor - coconnor@tmforum.org
- Special Catalyst 20% discount - CATALYST-G

The screenshot displays the website's navigation bar with logos for tmforum Live! Asia (December 5-7, 2017 • Singapore), MyRepublic, ERICSSON, Netcracker, and TATA CONSULTANCY SERVICES. Below the navigation bar, the 'Venue & Travel' section is active, featuring a 'TRAVEL' heading and a detailed description of the Marina Mandarin hotel in Singapore. The description includes information about its location (11-minute walk from Esplanade/Theatres on the Bay, 1.5 km from the National Museum), room amenities (free WiFi, flat-screen TVs, ergonomic chairs, tea and coffee making equipment), and club room services. It also lists amenities such as an American steakhouse, a sleek sushi bar, a stylish Cantonese dining area, a chic atrium lounge, a mineral pool, a gym, and a wellness spa. A call to action at the bottom of the section reads: 'To make a reservation please click here.' The background of the travel section features a night view of the Marina Mandarin hotel and a swimming pool.

tmforum Live! Asia
December 5-7, 2017 • Singapore



- Expo Opening Hours:
 - Tuesday - 09:00 am- 18:30pm
 - Wednesday - 10:30am - 18:30pm
 - Thursday - 9:00 am - 17:00 pm
- Catalyst Access from 7:30 for set-up every day.
- Monday preparation:
 - Pisces Meeting Room from 1pm.

- Catalyst Virtual Show-bag

Add to the "Catalyst Virtual Show bag" folder

What can be added?

Presentation, Elevator Pitch, General Interest & Full-Story.

Datasheet

Project blogs and news articles (if any);Press-releases made by your team;

1 fact-sheet per company involved.

Any project material used to promote your catalyst.

- All general Microsoft suite, Video and Photo files supported.
- Virtual Show-Bag will be sent post-event to all delegates scanned at the event.

- Two Catalyst Awards:
 - Outstanding Catalyst - Innovation
 - Outstanding Catalyst - Business Impact
- Criteria can be found online on Confluence
- Complete your Judging Information Sheet.
- Judges will come and visit your booths, more information will be given near to the time.
- API Logo

tmforum Catalyst

TM FORUM LIVE! Asia 2018 – Catalyst Awards Criteria

Outstanding Catalyst – Innovation

Awarded to the Catalyst team with the most innovative concept and demonstration which advances digital business

- Does the project provide a compelling story that is innovative, new or different?
- Does the project have the potential to make a significant impact on the business or technology area that it is exploring and does the team explain this impact well?
- Does the project team have a good understanding of the business value of their concept and do they explain this value well?
- How well does this project demonstrate its ability to achieve its key business goals (e.g. improved customer experience, enhanced agility, greater efficiency, enabling new business and ecosystem partnerships, etc.)
- How mature is the proof of concept – just an idea, a real demo, or somewhere in between – where 1 is 'Just a demo' and 10 is 'Credible, working demonstration'
- To what extent has the team demonstrated true collaborative behavior i.e. working together as one team?
- How well does the team use TM Forum's best practices and standards?
- Is the team making a significant contribution to TM Forum's best practices and standards?

Outstanding Catalyst – Business Impact

Awarded to the Catalyst that demonstrates a concept that has the most compelling business potential

- How well does the project team quantify and explain the business value of their work, in terms of likely or proven savings or additional revenue for the champion?
- How likely is it that the concept will have a commercial impact for the champion or broader market



- Project Charter;
- Curate FX;
- Judging Sheets;
- Marketing Collateral;
- Booth Staffing rotas;
- Dry-Runs;
- Register for your complimentary passes;
- Monday meet-up time with your team to go over last minute items!

- Catalyst Pages;
- Marketing Videos recorded on-site,
- Press-Releases;
- Blog post questionnaire;
- Social Media
 - #TMFLIVE
 - Tweet using hashtag or company mention @tmforumorg
- Promote your catalyst ahead of the event.



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