Up to $400 DISCOUNT for booking early!
See booking form for details

TELECOM ESSENTIALS

NEW RULES IN THE 2.0 ECOSYSTEM

29-31 October, Hong Kong 4-6 November, Singapore 10-12 November, Dubai

TRANSFORMATION, NEW GENERATION NETWORKS, AND MULTI-SERVICE CONVERGENCE EXPLAINED

UNMISSABLE 3 CITY TOUR!

Presented by internationally acclaimed seminar leader and telecommunications industry expert:

Lillian Goleniewski, *President*, **LIDO Organization, USA**

Over 50,000 have benefited from Lili's unmatched interactive and highly educational programmes.

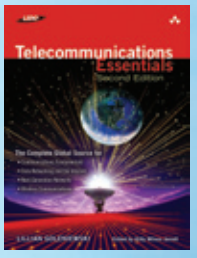
SEMINAR HIGHLIGHTS:

This intensive three-day programme demystifies the complex technologies and jargon of the telecoms industry.

Learn the language to help you spot the latest opportunities and communicate effectively with your technical colleagues and business contacts.

Topics to be covered include:

- Transmission Fundamentals and Systems
- Next Generation Networks
- Multi-Service Convergence
- Networking and Switching
- The Broadband Revolution
- IP Infrastructure and Services
- Optical Networking
- Wireless Technology Fundamentals
- Wireless WANs, LANs & PANs
- Emerging trends, services and applications



ALL DELEGATES WILL RECEIVE A FREE COPY OF LILI'S TELECOMMUNICATIONS ESSENTIALS, SECOND EDITION

Organiser: BEACON

WHO SHOULD ATTEND:

Telecom Essentials is for non-technical professionals working in and around the telecoms industry who need to understand and be able to communicate in the language of telecoms.

THIS SEMINAR WILL BENEFIT:

Non-technical Professionals from Telecom, IT, and Internet :

- Strategy and Business Development
- Marketing and Sales
- Corporate Communications and PR
- Finance
- Legal and Regulatory Affairs
- Human Resources
- Customer Services

Non-Telecoms and IT Professionals with Clients and Interests in the Telecoms Industry:

- Legal Counsel
- Regulators
- Venture Capitalists
- Private Equity
- Investment Bankers
- Equity Researchers
- Insurance and Risk Companies
- Consultants
- PR & Advertising Agencies
- Education Professionals

Planners and Managers of ICT Infrastructure for:

- Government, Healthcare, Military, Utilities, Finance, Retail, Transportation

To register, contact Beacon at **+852 2219 0111**, email **info@BeaconEvents.com** or visit **www.TelecommunicationsEssentials.com**

DAY ONE: COMMUNICATIONS TECHNOLOGIES ESSENTIALS

New rules in the communications economy are driving big changes in the telecommunications industry. Professionals in and around the ICT industry face challenges in understanding the forces shaping in communications infrastructures worldwide, as well as relating to industry-insider jargon, and deciphering how all of the pieces of telecommunications past and present fit with emerging, evolving, and future communications technologies.

By attending Day One, you will learn the fundamental principles of telecommunications, as well as the idiosyncratic, insider language that pervades the communications industry - you will learn to speak telecom! You will leave Day One with indispensable, fundamental telecom knowledge. Armed with this knowledge, you will be able to assess new developments and opportunities as they emerge.

UNDERSTANDING TELECOMMUNICATIONS TODAY

- Facts and Figures: Measurements of the Digital World
- Exploring the Changing User Profile
- Changing Traffic Trends
- Applications Evolution: What is Possible on the Mobile Phone?
- The 2.0 Ecosystem: Mobile and the Internet Converge
- Radical Transformation - Network, Services and Business

TECHNOLOGY BASICS

- Transmission Fundamentals
- The Electromagnetic Spectrum and Bandwidth
- Analog vs. Digital Transmission
- Data Transmission Basics
- Modems and Modulation
- Understanding Multiplexing
- Protocols & Protocol Stacks
- OSI Reference Model
- Regulation and Standards

TRANSMISSION SYSTEMS: CHARACTERISTICS AND APPLICATIONS

- Transmission Media Definitions & Measurements
- Twisted-Pair Copper Cable
- Coaxial Cable
- Microwave
- Satellite
- Fiber Optics

UNDERSTANDING NETWORKING AND SWITCHING MODES

- Networking Modes
  - Connection-oriented vs connectionless
- Switching Modes
  - Circuit-switched vs Packet switched
- What is Circuit Switching?
  - Definitions, Generations, Characteristics, Trends
- What is Packet Switching?
  - Definitions, Generations, Characteristics, Trends
- WAN Transport Alternatives
  - Private Line, Frame Relay, ATM, IP, MPLS, VPNs
- The PSTN vs the Internet: How The Move to IP Networks Impacts the Business Models of Telcos

PUBLIC SWITCHED TELEPHONE NETWORK

- PSTN Infrastructure
- Transport Infrastructure
  - T/E/J-Carrier, SDH/Sonet
- Signaling System #7 (SS7)
- Intelligent Network (IN)
- SS7 and Next-Generation Networks
- IMS and Network Transformation

"Seminar provided a wide range of elements in telecommunications, from the basic to the critical. I was able to follow the presentation even with limited technical background." Jack Ong, Commercial Services Section Manager, ***Hewlett Packard***

"Great information, well delivered" Alison Lindsay, Partner, ***Clifford Chance***

"All topics were presented in a simple, easy to understand manner. Lillian's presentation skills are the best I have come across in the seminar circuits. excellent supporting documents given for future reference." Jay Raman, Managing Director, ***Telecom Technology***

To register, contact Beacon at **+852 2219 0111**, email **info@BeaconEvents.com** or visit **www.TelecommunicationsEssentials.com**

DAY TWO: NEW-GENERATION NETWORKS AND MULTI-SERVICE CONVERGENCE

Major shifts in user profiles and traffic trends are radically changing our notion of telecom infrastructures and services. The emergence of all-IP broadband networks, combined with the convergence of services over such IP infrastructures have created an opportunity for the introduction of an entirely new class of rich-media applications, multi-dimensional user experiences, enhanced revenue streams and innovative business models. The 2.0 ecosystem has created a steady stream of evolution in networking technologies and blended services, as well as calling for service providers to learn how to diversify revenue streams by monetising their intangible assets to their fullest potential

Day Two delivers a blueprint to understanding the emerging telecom infrastructure and service environment. You will explore New-generation Networks, including key ICT trends, IP technologies and architectures, IP service offerings, convergence, broadband applications, multi-service convergence, and optical networking.

UNDERSTANDING THE BROADBAND REVOLUTION

- ICT Today – Trends and Drivers
- Ubiquitous Computing
- Intelligent Wearables
- Man-machine Interactions
- Innovations in User Interfaces
- Cloud Computing, Cloud/Web Platforms
- Web Mashups
- Social Networks and Operating Systems

INTERNET AND IP INFRASTRUCTURES

- Internet Basics
- TCP/IP
- Internet Addressing and Address Resolution
- The Organisation of the Internet
- IP QoS
- What's Next on the Internet?
- Web 2.0, Web 3.0, P2P Technologies

IP SERVICES: WHAT DOES THIS MEAN FOR TELECOMS?

- The Evolution to IP Services
- IP Telephony, VoIP
- Unified Communications
- Virtual Private Networks
- IPTV
- Triple-play, Quadruple-play, and Multi-Play Services

NEXT-GENERATION NETWORKS

- The Broadband Evolution
- Multi-service Convergence
- Broadband Service Requirements
- Multimedia Networking
- Digital Video
- TV Standards
- IP Multimedia Subsystem (IMS)
- Fixed Mobile Convergence
- The Multiservice Edge
- Quality of Service
- MPLS Architectures

OPTICAL NETWORKING

- Optical Networking Today and Tomorrow
- Optical Networking Elements
- The Optical Edge
- The Optical Core
- Optical Networking Models
- The IP + Optical Control Plane
- Migration to Optical Networking

"Ms. Goleniewski is a very interesting speaker and this is the most useful conference I have ever attended." L.M. Hall, Solicitor, ***Clifford Chance***

"Very good course. It gives technical basics in conjunction with a business perspective which is rare for most telecoms courses." Tamara Pastuszynska, Deputy CIT Operations Manager, ***Polska Telefonica***

"The information and presentation were excellent, brought down to a technical level enough to do justice to the information, but still tangible to the 'non-engineers'." Amy Chen, Consultant, ***Coopers & Lybrand Consultants***

To register, contact Beacon at **+852 2219 0111**, email **info@BeaconEvents.com** or visit **www.TelecommunicationsEssentials.com**

DAY THREE: LEADING TOWARD WIRELESS UBIQUITY

The line between wired and wireless access is disappearing from users' line-of-sight. The broadband generation is moving towards full mobility. Today, it is the customer that has the power, and many transformation strategies are about empowering individual users.

Day Three is devoted to broadband access technologies, wireless communications and mobility. By attending Day Three, you will develop an understanding of the importance of the customer experience, by getting a complete perspective on the new media environment. You will explore current and emerging trends in access, examining the new era of subscriber experience. Day Three covers the full range of wireless technologies and architectures from wired broadband access solutions and the growing importance of fiber alternatives to the ultimate in connectivity – access on a mobile basis, utilizing a growing range of wireless technologies and architectures.

BROADBAND ACCESS ALTERNATIVES

- The Broadband Customer
- The New Media Environment
- The xDSLs
- Hybrid Fiber Coax (HFC)
- Fiber Solutions (FTTx, PONs)
- Broadband Wireless Access Alternatives
- Powerline Telecommunications (PLT)
- Home Area Networking

RADIO TRANSMISSION BASICS

- Brief History
- The Radio Spectrum
- Regulatory Issues
- Radio Performance Issues
- Antennas
- Radio Channel Limits
- Signal Modulation
- Spectrum Utilization
- Classes of Wireless Networks and Systems

WIRELESS WIDE AREA NETWORKS (WWANs)

- Cellular Radio Basics
- Enhanced Data Services (2.5G)
- 3G Principles and Standards
- UMTS TDD / TD-CDMA
- HSDPA, HSUPA, HSOPA
- CDMA 2000, 1xEV-DO, 1xEV-DV
- TD-SCDMA
- CDMA 450, IM450
- Beyond 3G, OFDM, MIMO
- 4G and 5G Visions

WIRELESS METROPOLITAN AREA NETWORKS (WMANs)

- Broadband Fixed Wireless Access (BFWA), Multimedia Wireless Service (MWS)
- WiMax (IEEE 802.16x standards)
- WiBro, iBurst, Flash-OFDM
- Mobile-Fi (IEEE 802.20x, MBWA)
- Wi-TV (IEEE 802.22 standards)

WIRELESS LANS (WLANs)

- IEEE 802.11x standards, Wi-Fi
- WLAN Security
- VoWLANs
- Wireless and Cellular Unite
- Mesh Networking

WIRELESS PERSONAL AREA NETWORKS (WPANs)

- Ultra WideBand (UWB)
- IEEE 802.15.3 (WiMedia)
- IEEE 802.15.4 (Zigbee, Babytooth)
- Radio Frequency Identification (RFID)
- Near Field Communications (NFC)
- Sensor-based Networks

EMERGING APPLICATIONS AS WIRED AND WIRELESS CONVERGES

- The Handset Revolution
- Mobile IP
- IP Multimedia Subsystem (IMS)
- Push-to-Talk (IP Radio)
- Mobile Music
- Mobile Gaming

By attending all three days, you will receive a complete high-level overview of the full spectrum of telecommunications, from the essentials of telecoms principles and concepts, to the most recent strategies and trends surrounding broadband applications and new-generation network infrastructures – both wired and wireless!

LILLIAN GOLENIEWSKI

President, The LIDO Organization

Ms. Lillian Goleniewski is Founder and President of the LIDO Organization Inc. Founded in 1984, LIDO is a leading provider of telecommunications education, information, and advisory services. Lili speaks world-wide about trends in communications technology and the importance of knowledge in this constantly changing field. Lili is also the Executive Director of LIDO Telecom India (LTI), formed in 2008, this LIDO joint venture is dedicated to establishment of e-learning centers and e-training facilities in the field of telecommunication serving India's vast needs for telecoms education.

Lili is the author of the bestselling Telecommunications Essentials 2nd Edition: The Complete Global Source for Communications Fundamentals, Data Networking and the Internet, Next-Generation Networks, and Wireless Communications (Addison Wesley, October 2006, ISBN 10: 0321427610). Her globally acclaimed LIDO Telecommunications Essentials® seminar series have served over 50,000 professionals and students worldwide since 1984. She is also the creator of the LIDO Telecommunications Essentials® eLearning series, offering over 33 hours of a rich media, multi-dimensional, flexible on-demand learning experience.

Lili has served as Advisory Board Member for numerous industry conferences, technical committees and awards programmes, in the US as well as abroad, and has also been an instructor at San Francisco State University. She is currently serving as an Advisory Board member of CompTIA. LIDO further serves those seeking telecom knowledge through LIDO Telecom WebCentral®, featuring the LIDO Telecom Essentials Learning Center (*www.TelecomWebCentral.com*).

Prior to forming the LIDO Organization, **Ms. Goleniewski** held the position of Telecommunications Operations Manager at the Electric Power Research Institute (EPRI), the research and development arm of the U.S. utility industry. Before joining EPRI, Ms. Goleniewski was Vice President of Operations of a San Francisco-based telecommunications consulting firm.

Ms. Goleniewski graduated Phi Beta Kappa and Summa Cum Laude from Wayne State University in Detroit, Michigan. She holds a B.A. in Psychology and has completed numerous post-graduate studies in information technologies as well as psychology. Ms. Goleniewski was the recipient of a NSF Award to conduct research in the area of human perception and information processing.

Ms. Goleniewski is fluent in Polish and has conversational skills in both Russian and French.

ABOUT THE LIDO ORGANIZATION

The LIDO Organization, established in 1984, is internationally recognised for providing expert educational and advisory services. Since its inception, LIDO's focus has been on the development and delivery of high-quality telecommunications education. LIDO's educational programmes are delivered in multiple formats, including dynamic seminars, interactive rich media e-learning, and best-selling textbooks. In addition, LIDO's educational programmes are web-powered via **LIDO Telecom WebCentral®**, *www.TelecomWebCentral.com*, a globally recognised telecom knowledge portal, complete with online learning center supporting the Telecom Essentials programmes. In keeping with the latest in Web 2.0 technologies, Telecom WebCentral now hosts Lili's Telecom Essentials blog, as well as recommended industry blogs, top news headlines, podcasts and RSS feeds Telecom WebCentral serves as your one-stop source to the best of telecom educational resources - saving precious time and leading directly to the best of references available.

PAST ATTENDEES HAVE INCLUDED REPRESENTATIVES FROM THE FOLLOIWNG COMPANIES:

Accenture • Alcatel Lucent • Arthur Andersen • AT&T • Bangkok Bank • Bank Indonesia • BNP Partners • Cap Gemini • Cathay Pacific Airways • CBC Capital Partner • China Development Industrial Bank China Light & Power • Clifford Chance • Comverse • Deutsche Telekom Draka NK Cables • Ernst & Young • Evolution Securities • Far EasTone • Fleishman-Hillard • Herbert Smith / Peregrine Services • Hewlett Packard • HSBC • Hutchison • Infocomm Development Authority of Singapore • Juniper Networks • Malaysian Communications & Multimedia Commission • Maxis Mobile • Merrill Lynch • Motorola • Motorola • Nokia • Nortel • Orange Business Services • Pacnet • Panasonic • Perkins Coie • PriceWaterhouse Coopers • Prudcential Asia • PT Indosat • Reach Global • Redback Networks • Samsung Electronics • Shinsei Bank • Siemens • Singapore Telecom • Swire Coca-Cola • Telstra

ABOUT BEACON EVENTS

Beacon Events is an international business services company focused on conferences, exhibitions and management training. Spun off from the Institute for International Research's (IIR) Asia team, the world's leading knowledge and skill transfer company, Beacon Events has an expanding portfolio of large-scale events.

Beacon Events' mission is to produce first class international events which help you cope with the challenges arising from different business communities. With support from such strategic partners as associations, government organizations, media and publications and industry leaders, our events guarantee quality and market-leading knowledge to every delegate. For more information about Beacon Events, please visit *www.BeaconEvents.com*.

TELECOM ESSENTIALS

29-31 October 2008, Hong Kong
4-6 November 2008, Singapore
10-12 November 2008, Dubai

NEW RULES IN THE 2.0 ECOSYSTEM

TRANSFORMATION, NEW GENERATION NETWORKS, AND MULTI-SERVICE CONVERGENCE EXPLAINED

REGISTRATION FORM

Phone:
+852 2219 0111

Fax:
+852 2219 0112

Email:
info@BeaconEvents.com

Mail: Beacon Events Limited
20/F Siu On Center, 188 Lockhart Rd., Wanchai, Hong Kong

Contact Beacon directly for assistance with hotel accommodation. Beacon will inform you of the seminar venue approximately two weeks prior to your chosen seminar.

CONFERENCE CODE: BH511 A B

Location	Days	Book by 22 August 2008	Book by 19 September 2008	Book after 19 September 2008
☐ Hong Kong	☐ Day 1-3	US$2,295	US$2,495	US$2,695
☐ Singapore	☐ Day 2-3	US$1,595	US$1,795	US$1,995
☐ Dubai				

On-Site registration: US$200 surcharge will be collected and no discounts are available. All discounts can only be applied at the time of registration and discounts cannot be combined. In the event that more than one discount is applicable, delegates will receive the discount with the highest value. All discounts are subject to approval. Please note the registration fee does not include travel or hotel accommodation costs. Early bird rates are contingent upon payment being received within 14 days from the registration date.

DELEGATE INFORMATION

1ST DELEGATE: (Please use BLOCK LETTERS)
First Name: Last Name:
Job Title: Tel:
Email:

2ND DELEGATE: (Please use BLOCK LETTERS)
First Name: Last Name:
Job Title: Tel:
Email:

3RD DELEGATE: (Please use BLOCK LETTERS)
First Name: Last Name:
Job Title: Tel:
Email:

10% OFF

4TH DELEGATE: (Please use BLOCK LETTERS)
First Name: Last Name:
Job Title: Tel:
Email:

25% OFF

5TH DELEGATE: (Please use BLOCK LETTERS)
First Name: Last Name:
Job Title: Tel:
Email:

50% OFF

HEAD OF DEPARTMENT:
First Name: Last Name:
Job Title: Tel:
Email:

COMPANY DETAILS:
Company Name:
Address:
Postcode:
Fax:

BUSINESS ACTIVITY: ☐ Operator ☐ Hardware Vendor ☐ Software Vendor ☐ Financial ☐ Legal ☐ Publishing ☐ Other: _____

BOOKING CONTACT:
First Name: Last Name:
Job Title: Tel:
Email:

By giving us your email address you are opting-in to receive communications from Beacon only by email.

PAYMENT METHOD

☐ **BANK TRANSFER.** Bank transfer should be made to: Beacon Events Ltd. Payment in US$ Account Number: 004-808-129381-838
Payment in HK$ Account Number: 004-808-129381-001 Swift Code: HSBCHKHHHKH Bank Name & Address: HSBC, 1 Queen's Road Central, Hong Kong.

☐ **CHEQUE OR BANKDRAFT.** Please make your crossed cheque or bank draft payable to Beacon Events Ltd. in US$ or HK$ only. Please contact Beacon customer service for standard exchange rate. Beacon only accepts cheques drawn on a Hong Kong bank or bank draft / demand draft only. Cheques drawn on an overseas bank will be returned.
PLEASE mail your cheque or bank draft and registration form (including mailing label) to Customer Service, Beacon Events Ltd, 20/F, Siu On Centre, 188 Lockhart Rd, Wanchai, Hong Kong.

☐ **CREDIT CARD (Your AMEX card will be charged in US$)** CARD TYPE. ☐ AMEX ☐ VISA ☐ MASTER CARD

Cardholder Name: _____

Card No.: ☐☐☐☐ ☐☐☐☐ ☐☐☐☐ ☐☐☐☐

Expiry Date (MM/YY): _____ / _____ Amount in US$: _____ Signature: _____

Cancellations: Should you be unable to attend, a substitute delegate is always welcome at no extra charge. Alternatively, we will make a prompt refund less service charge of 10% of the fee for cancellations received in writing (letter or facsimile) no later than 1 October 2008. Where notice is given between this date and 15 October 2008, refunds will be 50% of the fee; thereafter we regret no refunds can be made.

To register, contact Beacon at **+852 2219 0111**, email **info@BeaconEvents.com** or visit **www.TelecommunicationsEssentials.com**