

**PHONEPAYPLUS FORUM:  
THE IMPORTANCE OF CUSTOMER SERVICE**

Mermaid Conference & Events Centre, Puddle Dock,  
Blackfriars, London, EC4V 3DB  
5 November 2009 (12.30-18.00 HRS)

**Agenda**

- 12.30 Registration & buffet lunch**
- 13.30 Welcome & overview**  
Sir Alistair Graham, Chairman, PhonepayPlus
- 13.35 Presentation & Panel discussion: Customer care best practice**  
**Presentation:** Jenni Allen, Which?  
**Panel discussion:** Moderator: Jenni Allen, Which?  
Panellists: Hamish MacLeod, Mobile Broadband Group; David Sheridan, MX Telecom; Andrew Rundgren, Flirtomatic; Jackie Caspary, Ofcom; Simon Bates, PhonepayPlus
- 14.35 General Conditions – A new focus on customer service**  
Jeff Loan, Ofcom
- 14.55 Customer Service Working Group**  
Simon Bates, PhonepayPlus
- 15.25 Break**
- 15.40 Taking industry relations to the next level**  
Bradley Brady, PhonepayPlus
- 15.55 Ofcom's Scope Review statement**  
Jeff Loan, Ofcom
- 16.25 12th Code of Practice update**  
Mark Collins, PhonepayPlus
- 16.35 Industry Liaison Panel update**  
Jacqui Brookes, ILP Chair
- 16.50 Updates/Q&A**  
PhonepayPlus & Ofcom
- 17.00 Drinks & networking**
- 18.00 Close**