

€ TRAINING

Mobile Virtual Network Operator



28 April - 2 May 2024
Istanbul (Turkey)
Sheraton Istanbul Levent



Mobile Virtual Network Operator

REF: B2475 DATE: 28 April - 2 May 2024 Venue: Istanbul (Turkey) - Sheraton Istanbul Levent Fee: 5850 Euro

Introduction:

MVNOs Mobile Virtual Network Operator play's a crucial role in providing innovative services, leveraging existing infrastructure, and meeting the diverse needs of consumers and businesses alike. The Mobile Virtual Network Operator MVNO training program is designed to provide comprehensive knowledge and skills necessary to understand, operate, and succeed in the dynamic world of Mobile Virtual Network Operators. As the telecommunications industry evolves.

Program Objectives:

By the end of this program, participants will be able to:

- Provide a deep understanding of the MVNO business model, its intricacies, and its place within the broader telecommunications landscape.
- Equip participants with the knowledge of regulatory frameworks, market dynamics, and technological advancements shaping the MVNO sector.
- Develop skills necessary for MVNO operations, including marketing strategies, customer acquisition, service differentiation, and partnership management.
- Explore case studies and best practices from successful MVNOs worldwide, enabling participants to learn from real-world examples.
- Empower participants to identify opportunities, challenges, and trends in the MVNO market and develop strategies for sustainable growth and profitability.

Targeted Audience:

- Telecom professionals seeking to expand their knowledge and skills in the MVNO domain.
- Entrepreneurs and executives interested in launching or operating MVNO businesses.
- Regulators and policymakers involved in telecommunications and mobile services.
- Consultants and advisors working in the telecommunications industry.

Program Outline:

Unit 1:

Understanding the MVNO Landscape:

- Introduction to MVNOs.
- Market analysis.
- Regulatory frameworks.
- MVNO business models.
- Case studies.

Unit 2:

MVNO Operations and Strategy:

- MVNO infrastructure.
- Subscriber acquisition and retention strategies.
- Service differentiation.
- Partner ecosystem.
- MVNO financials.

Unit 3:

Marketing and Customer Experience:

- Marketing fundamentals for MVNOs.
- Promotional strategies.
- Customer experience management.
- Data analytics for MVNOs.
- Regulatory compliance in marketing and customer data management.

Unit 4:

MVNO Technologies and Innovation:

- Overview of mobile technologies.
- MVNO enablers.
- IoT and MVNO opportunities.
- Future trends in MVNOs.

- Practical workshop.

Unit 5:

Business Development and Growth Strategies:

- Scaling an MVNO business.
- Risk management and regulatory compliance in cross-border operations.
- Mergers, acquisitions, and partnerships.
- Funding and investment considerations for MVNO startups and growth-stage companies.
- Developing a roadmap for long-term success.