



MEETING AGENDA

Date: Thursday, 13th November 2014

Venue: Park Tower Knightsbridge, 101 Knightsbridge, London SW1X [Venue Map](#)

Start: 9.30am for 10.00am

Reply to: annabel@smartex.com

Spoiled by Choice: Improving the Customer Experience

Time	Topic	Speaker
9.30am	<i>Arrivals, registration and refreshments</i>	
10.00	Welcome, introduction and industry news	Tim Jefferson (chair) The Human Chain
10.15	Privacy concerns: data usage	Paul Page-Tickell Field Seymour Parkes
10.45	Security issues with HCE and tokenization	John Devlin The Human Chain
11.15	<i>Refreshment break</i>	
11.45	Addressing the complexity and inconsistency for customers at the point of use	Daniel Angel Tamoco
12.30	<i>Luncheon</i>	
1.30	Mobile selling and market confusion: Challenges Branding; Which wallet?; How can I pay?; Is there a standard user interface?; How do I know that what I have in my smartphone will work?	Francesco Iarlori Independent Journalist
2.15	<i>Refreshment break</i>	
2.30	The inside story of the Vodafone NFC wallet launch in the UK	Alex Reid Vodafone UK
3.00	Meeting summary and close	Tim Jefferson The Human Chain
3.15	<i>Informal networking session</i>	

Next Near Field Club Meeting: Tuesday, 10th February 2015, London

If your organisation would like to present at a future meeting, please contact: Richard Poynder at richard@smartex.com

Whilst every effort is made to maintain the above schedule for this meeting, Smartex cannot accept any responsibility for late changes to sessions, speakers or timings, necessitated for reasons beyond its control.

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