

THE UK RCS WORKSHOP

IAB Events and Education Space, Covent Garden, London
1.30pm - 5.30pm, followed by networking drinks until 7.30pm

18th October 2018

Mobilesquared is hosting an immersive Workshop, in partnership with the Mobile Ecosystem Forum UK (MEF) and the Internet Advertising Bureau UK (IAB), to educate brands and enterprises on RCS – Rich Communication Services. Not only will you hear from the companies driving RCS, you will have the chance to get hands on with RCS through interactive demos and real-life messaging scenarios.

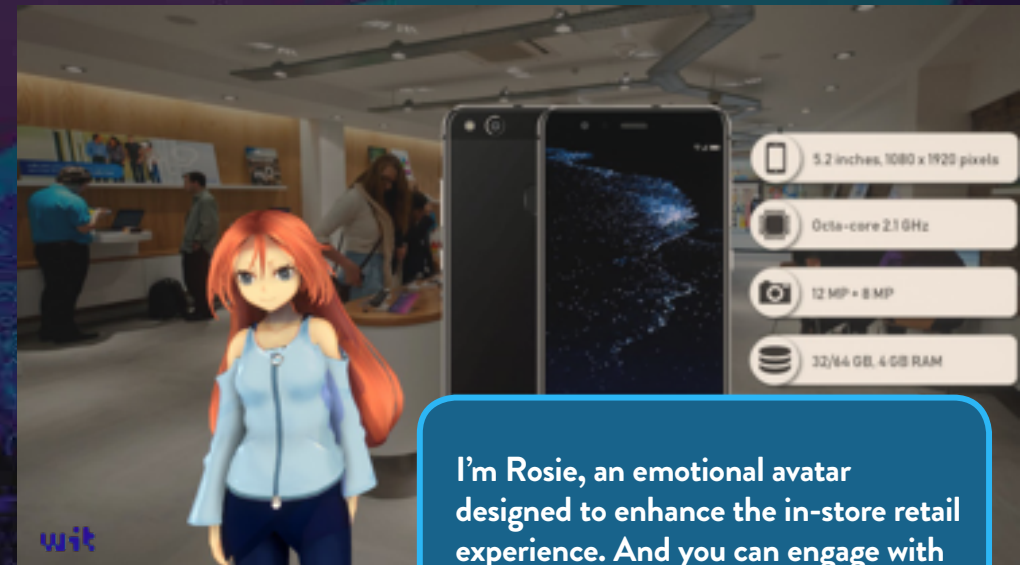
Hear from: **Virgin Trains, Google, Vodafone, Mobilesquared, Infobip, IMI mobile, mGage, Commify, 3C Interactive, Fonix, MEF.**

Talking about: What is RCS? / Who is using RCS and how / RCS case studies? / How to migrate your SMS strategy / How to develop an RCS campaign? / How to on-board RCS / Why use RCS.

PLUS all the UK mobile market data + RCS data you need to promote your RCS vision internally.

You will leave with a balanced, in-depth understanding of how you can use RCS to build brand engagement with your customers.

Everything you need to know about developing an RCS strategy, in 4 hours.



I'm Rosie, an emotional avatar designed to enhance the in-store retail experience. And you can engage with me at the event using RCS.

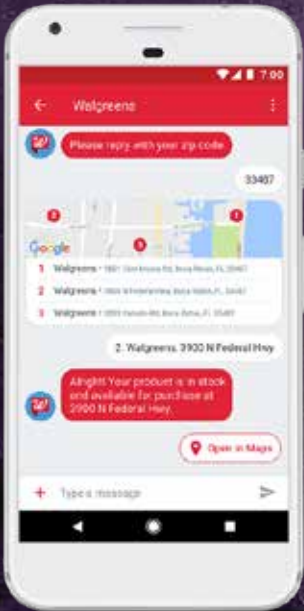
HOW YOUR COMPANY CAN HARNESS THE POWER OF MESSAGING

Marketers, do you want to?...

...STOP SPENDING £500,000 ON APPS, but achieve 8 million customer interactions with the same budget?

...STOP WASTING 99.95% of your mobile banner advertising budget?

...GUARANTEE 99% OF ALL your brand messages are read?



Rich Communication Services will transform the way a brand engages and interacts with its customers. RCS is a new messaging channel that combines the incomparable engagement of SMS (90% of SMS's are read within 3 minutes, 99% of all messages are read), with the interaction of WhatsApp, and the richness and responsiveness of an app.

RCS...

- Delivers rich customer experience of an App, within the SMS channel
- Combines multiple functionalities to enable seamless "chat session"
- One-touch purchase capability
- Rich video, product carousels, read receipts, chat, buy buttons, branding, and more...

Early adopter brands are already seeing 20x higher engagement rates with RCS trials.

