

M-Enabling Summit - Agenda

Sunday, December 4, 2011

- 6:00 pm VIP pre-registration, Gaylord National Resort and Convention Center at National Harbor
- 7:30 pm Pre-registration closes

Monday, December 5, 2011, morning

Global Policy Briefing on Mobile Accessibility for International Delegates hosted by the Federal Communications Commission (FCC) - Free optional session by invitation.

Venue: FCC Commission Room, 1sr Floor, 445 12th Street, SW, Washington, DC 20554

- 7:30 am Summit delegates meet in Gaylord Hotel lobby
- 7:45 am Group transfer by bus to FCC headquarters, group security clearance
- 8:15 am Coffee and refreshments served upon arrival, other pre-registered invitees travelling to the FCC on their own go through individual security clearance
- 8:45 am **Welcome remarks** by FCC executive, Axel Leblois, Executive Director, G3ict, and Mohammed Al-Tarawneh, Founding Chair, United Nations Committee on the Rights of Persons with Disabilities
- 9:00 am **The 21st Century Communications and Video Accessibility Act: Background, legislative development, rulemaking and application**
- Moderator: tbd
 - Karen Peltz Strauss, Deputy Chief, Consumer and Governmental Affairs Bureau, Federal Communications Commission
 - Perspectives from stakeholders: Claude Stout, TDI, Paul Schroeder, AFB, Susan Mazrui, AT&T, Jennifer Simpson, AAPD
- 10:15 am Coffee break served in the FCC Commission Room

10:45 am

International Panel on Policies and Programs to Promote Accessible and Assistive Mobile Services for Seniors and Persons with Disabilities

- Chair: Dr. Hamadoun Touré, Secretary-General, International Telecommunication Union (ITU)

- Panelists:
 - Senator Roberto Napoli, Commissioner, AGCOM, Italy
 - Martine Vallee, CRTC Canada
 - Nirmita Narasimhan, Program Manager, CIS India, Editor of the ITU-G3ict Global Report on Mobile Accessibility
 - Fouad Hassoun, CEO, Medialog Accessibilities
 - Jean Paul Cottet, Executive Director, Marketing and Innovation, Orange
 - Judy Brewer, Director, Web Accessibility Initiative, W3C

- Topics:
 - How to ensure the effective application of policies and programs
 - Involvement of organizations of seniors and persons with disabilities with regulators, industry and service providers
 - Challenges and opportunities for mobile assistive technologies developers
 - Experiences of Universal Service Funds in launching programs in support of accessible and assistive services for seniors and persons with disabilities
 - Role of standards and international policy coordination

12:15 pm

Remarks by Julius Genachowski, Chairman, Federal Communication Commission

12:30 pm

Session adjournment, buffet lunch and networking among participants

1:30 pm

Bus transfer to the Gaylord National Resort and Convention Center at National Harbor

Monday, December 5, 2011, afternoon

1:00 pm

Registration opens at Gaylord Hotel

2:30 pm

Opening of the Global Summit and Showcase on Mobile Applications and Services for Seniors and Persons with Disabilities

- **Welcome and introductions**
 - **AT&T Keynote Speaker** - The Inclusion Imperative: demographics, equal opportunities, business case for Universal Design, applications and services innovations
 - **Panel: Mobile Accessible and Assistive Applications and Services: business case and opportunities**
 - Moderator: tbd
 - Case studies and lessons learned by international service providers with extensive experience of marketing and services for seniors and persons with disabilities
- Panelists: Richard Pareti, SFR; Ryuji Nagata, NTT DoCoMo; Jose Manuel Azorin, Vodafone Spain; Etisalat Egypt (TBC)
- Q&As

4:30 pm

Cocktail and reception in Showcase area for all participants

- Networking among participants, technology showcase and demos

6:30 pm

Showcase closes

Tuesday, December 6, 2011

8:00 am

Breakfast served in Showcase area

8:30 am

Opening remarks, Summary of Day 1, Agenda for Day 2, introduction of keynote speaker

- Keynote by industry leader

9:00 am

Plenary Session Panel: New Frontiers for Mobile Accessible and Assistive Technologies and Solutions

Moderator: tbc

- “How technology enablers will change the lives of persons with disabilities: GPS, indoor positioning, Scanners, OCR, Virtual Reality, remote controls, peripheral interfaces, network performance, cloud-based solutions” by David Dzumba, Nokia

- “The mobile apps market: global opportunities for developers and persons with disabilities” by Caroline Ragot, Code Factory
- “Mobile peripherals: How Assistive Technologies will go mobile” by David Dikter, ATIA
- Q&As

10:15 am Refreshments break, Showcase area

11:00 am **Parallel Sessions: Technology, Application and Services for Seniors and Persons with Disabilities**

- **Workshop:** Designing accessible mobile web sites and accessible mobile apps – Moderator: Judy Brewer, Director, Web Accessibility Initiative, W3C
- **Briefings and case studies:** Accessible and assistive apps and solutions
 - Business services
 - Education
 - E-Government
- **International Telecommunication Union** membership meeting

12:30 pm Lunch Break – Lunch served in Showcase area

1:30 pm **Parallel Sessions: Technology, Application and Services for Seniors and Persons with Disabilities**

- **Workshop:** how to involve and benefit from the expertise of persons with disabilities in developing programs and solutions
- **Briefings and case studies:** Accessible and assistive apps and solutions
 - Emergency response
 - Travel and tourism
 - Independent living

3:15 pm Refreshments break, Showcase area

4:15 pm **Plenary Session: How can stakeholders can work together to promote innovation and services for seniors and persons with disabilities?**

Telecom Regulators, Seniors and Persons with Disabilities, Service Providers, Application Developers, and Manufacturers, new directions, opportunities (Moderator and panelists TBD)

5:30 pm Adjournment
6:30 pm Showcase closes

Wednesday, December 7, 2011, Morning

8:30 am Coffee served in Showcase area

9:00 am **“Show and Tell”, demos and presentations of leading mobile assistive technologies and solutions for persons with disabilities**

- Each session is introduced and moderated by organizations of persons with disabilities and industry experts.
- Concurrent “Show and Tell” solution sessions for blind or visually impaired, reading challenged, speech, reduced mobility, dexterity, deaf or hard of hearing, cognitive, multiple impairments (sessions to be organized based upon the number of presentations selected in each category)
- 10 minutes per presentation with 5 minutes Q&A

10:30 am Coffee break

11:00 am Sessions resume

12:30 pm Adjournment, Showcase closes