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| INTERNATIONAL TELECOMMUNICATION UNION | **Joint Coordination Activity  On Accessibility and Human Factors** |
| **TELECOMMUNICATIONSTANDARDIZATION SECTOR**STUDY PERIOD 2013-2016 | Doc 109 |
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| **Title:** | M-Enabling Summit Conference & Showcase 2014 |

**M-Enabling Summit Conference & Showcase 2014**

**Global Summit on Accessible Mobile Technology for Senior Citizens and Users of All Abilities**

* **Washington, D.C., USA**
* **June 9-10, 2014**
* **Venue:** **Renaissance Arlington Capital View Hotel**

**Accessibility: A Driver for Mobile Innovation**

“A level of energy and sharing of solutions and innovation rarely seen at technology conferences: Anyone involved in mobile communications serving seniors and users of all abilities benefits from participating in the M-Enabling Summit.”
**Susan Mazrui, AT&T**.

“Great interaction among industry, application developers, users, corporations, advocacy organization experts and public sector executives: The M-Enabling Summit truly supports innovation and networking opportunities among all participants!”
**Julie Kearney, Consumer Electronics Association.**

“The M-Enabling Summit was a great venue for discussing the critical issue of making mobile accessible for all. As technology advances, mobile adoption increases, regulations get stronger and demographics change: the resulting convergence will make mobile accessibility a critical imperative for many industries." **Andrew MacIsaac, IBM Research.**

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Following two highly successful Summits in [**December 2011**](http://g3ict.org/events/schedule/event_overview/p/eventId_231/id_547) and [**June 2013**](http://www.g3ict.org/events/schedule/event_overview/p/eventId_343/id_791), E.J. Krause and Associates and G3ict are pleased to confirm the dates of the [**2014 M-Enabling Summit**](http://www.m-enabling.com) to be held June 9-10 in Washington, D.C. at the Renaissance Arlington Capital View Hotel. The Summit will be followed by a briefing seminar for international attendees organized in cooperation with the Federal Communications Commission.

**Why participate as a sponsor or exhibitor in the 2014 M-Enabling Summit?**

The M-Enabling Summit will stage an unprecedented level of innovative mobile solutions for users of all abilities driven by global market forces:

Industry participants will share and showcase a growing number of innovative solutions with an eager audience of professionals serving seniors and persons with disabilities. Panelists and attendees will share insights on the new market opportunities driven by global mobile trends, including a higher level of adoption among users of powerful mobile devices and an increased level of innovation and competition among manufacturers, operating system vendors, application developers and service providers.

The number of participants in the 2014 M-Enabling Summit will continue to increase, reflecting the expansion of the mobile eco-system geared towards seniors and users of all abilities:

* Based on the growth of its audience in 2013 vs. December 2011 and the support offered by major industry and advocacy organizations, it is expected that more than 600 participants will join the 2014 M-Enabling Summit.
* Market dynamics will continue to drive new audiences of professionals, corporations and service organizations seeking solutions to adapt their mobile applications and services to the growing market of seniors and users of all abilities and ensure compliance with accessibility requirements.

**Highlights of key themes at the 2014 M-Enabling Summit:**

* Mobile and Social Media leap forward in accessibility
* Mobile at the center of Smart Homes development
* The next generation of Wearable Gear
* Opportunities for users of all abilities with BYOD (Bring Your Own Device)
* Adaptive user interfaces
* Market opportunities for New Services for seniors and persons with disabilities
* How leading corporations promote Consumer Apps for users of all abilities

**Innovation and application tracks for:**

* Special Education
* Senior Care services
* Veterans
* Rehabilitation / Assistive Technology Centers
* Business Verticals (finance, travel, publishing, leisure, etc.)
* E-Government
* Information System professionals
* Apps developers

**New program features in 2014:**

* An onsite Social Media Center for all attendees with enhanced live coverage and ongoing discussions at the Summit
* Multi-media option for innovators to capture their live presentations to be made available and promoted over the web post-event
* Dedicated tracks for specific audiences with corresponding expanded marketing outreach among businesses, governments and professionals involved with seniors and persons with disabilities

Agenda (update as 5 November 2013)

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| **Sunday, June, 08, 2014** |
| 06:00 - 08:00 | **Pre-event informal meet-up****Sunday, June 8, 2014**Pre-registration opens at the Renaissance Arlington Capital View Hotel. Informal “happy hour” and networking among participants. |
| **Day 1: Monday, June, 09, 2014** |
| 09:00 - 07:00 | **M-Enabling Summit Agenda Overview****9:00 a.m.** Opening and welcome remarks**9:15 a.m.** **Keynote: “Mobile at the core of innovation for seniors and users of all abilities”****9:45 a.m.** Panel: Social Media: The Great Leap Towards Accessibility**10:45 a.m.** Coffee and refreshments served in the Showcase area**11:30 a.m.** Panel: New Mobile Apps and Services for seniors and users of all abilities: Is the Sky the Limit?**12:30 a.m.** Lunch served in the Showcase area**2:00 p.m.** Break-out sessions**Five parallel tracks defined based upon survey of M-Enabling past participants and Program Committee input****3:30 p.m.** Refreshments served in the Showcase area**4:00 p.m.** Break-out sessions**Five parallel tracks defined based upon survey of M-Enabling past participants and Program Committee input****5:30 p.m.** Celebrity cocktail party and networking in the Showcase area**7:00 p.m.** Adjournment |
| **Day 2: Tuesday, June, 10, 2014** |
| 09:00 - 05:00 | **M-Enabling Summit Agenda Overview****9:00 a.m.** Break-out sessions* **Four parallel tracks defined based upon survey of M-Enabling past participants and Program Committee input**
* **Morning track with Veterans organizations**

**10:30 a.m.** Coffee and refreshments served in the Showcase area**11:00 a.m.** Break-out sessions* **Four parallel tracks defined based upon survey of M-Enabling past participants and Program Committee input**
* **Morning track with Veterans organizations (cont’d)**

**12:30 p.m.** Lunch served in the Showcase area**2:00 p.m.** Break-out sessions**Five parallel tracks defined based upon survey of M-Enabling past participants and Program Committee input****3:30 p.m.** Refreshments served in the Showcase area**4:15 p.m.** Closing session**5:00 p.m.** Adjournment |

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