



## Connected Living Workshop: mEducation

**27 May 2014**

**FINAL AGENDA**

Times	Sessions
11:00 – 11:10	<b>Welcome and Introduction</b> <ul style="list-style-type: none"> <li>Introduction to the GSMA mEducation Special Interest group for Latam (mSIG)</li> </ul> <b>Andrea Guajardo, Office Manager, GSMA Latin America</b>
11:10 – 11:25	<b>GSMA mEducation policy Handbook</b> <ul style="list-style-type: none"> <li>Introduction and overview of the GSMA mEducation policy Handbook</li> </ul> <b>Jeanine Vos, Executive Director, GSMA</b>
11:25 – 11:40	<b>Antel: mLearning and the innovation opportunities</b> <ul style="list-style-type: none"> <li>How Antel has been working on mLearning</li> </ul> <b>Alicia Cuba, Innovation and Knowledge management manager, Antel</b>
11:40 – 11:55	<b>Telefonica Foundation: From enemies to allies, an educational experience using mobile phones</b> <ul style="list-style-type: none"> <li>Mobile phones as a learning tool</li> </ul> <b>Cristián Bravo, Education and Innovation Manager, Telefonica Foundation Chile</b>
11:55 – 12:10	<b>Telecom Personal: DI.M.E project</b> <ul style="list-style-type: none"> <li>Mobile handsets in education</li> </ul> <b>Veronica Aftalión, Senior Analyst, Grupo Telecom</b>
12:10 – 12:25	<b>New Connected Living programme</b> <ul style="list-style-type: none"> <li>How mEducation will continue contributing</li> </ul> <b>José Antonio Aranda, Technology Director, GSMA</b>

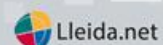
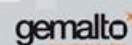


Official Sponsors 2014

Premium Sponsor



Standard Sponsors





12:25 – 13:00	<p><b>Panel discussion</b></p> <p><i>Mobile Education in Latin America:</i> What opportunities and challenges exist for industry to take action in Latin America?          What benefits can mEducation bring to the market in the region?</p> <p><b>Moderator:</b>          Andrea Guajardo, Office Manager, GSMA Latin America</p> <p><b>Panellists:</b></p> <ul style="list-style-type: none"> <li>▪ Jeanine Vos, Executive Director, GSMA</li> <li>▪ Alicia Cuba, Innovation and Knowledge Management manager, Antel</li> <li>▪ Cristián Bravo, Education and Innovation Manager, Telefonica Foundation Chile</li> <li>▪ Veronica Aftalión, Senior Analyst, Grupo Telecom</li> <li>▪ José Antonio Aranda, Technology Director, GSMA</li> </ul>
13.00 – 14.00	<b>Lunch offered by GSMA LA</b>

**Workshop Coordinator:** Andrea Guajardo [aguajardo@gsma.com](mailto:aguajardo@gsma.com)

**GSMA Latin America Official Sponsors 2014**

<p>Premium Sponsor</p>  <p><b>ERICSSON</b></p>	<p>Standard Sponsors</p> <div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div style="text-align: center;">   <b>AICENT</b> </div> <div style="text-align: center;">   <b>bics</b>  <small>a belgacom company</small> </div> <div style="text-align: center;">   <b>CISCO</b> </div> <div style="text-align: center;">   <b>gemalto</b>  <small>Securing the World of Things</small> </div> <div style="text-align: center;">   <b>Lleida.net</b>  <small>The World of Learning Systems</small> </div> </div> <div style="display: flex; justify-content: space-around; align-items: flex-start; margin-top: 10px;"> <div style="text-align: center;">   <b>QUALCOMM</b> </div> <div style="text-align: center;">   <b>SAP</b> </div> <div style="text-align: center;">   <b>SPARKLE</b>  <small>TELECOM ITALIA GROUP</small> </div> <div style="text-align: center;">   <b>Syniverse</b>  <small>We make mobile work</small> </div> <div style="text-align: center;">   <b>TATA COMMUNICATIONS</b> </div> </div>
---	--



## Speaker Biographies

### Jeanine Vos, Executive Director, Connected Living Programme, GSMA



Jeanine Vos is responsible for defining the strategic direction of the Connected Living programme, working closely with Operator member companies as well as stakeholders across the healthcare ecosystem to identify, prioritise and execute activities and communicate findings. Prior to this, Jeanine managed key policy and regulatory programmes and communications at the GSMA as Director of Regulatory Affairs. Working with industry, policy makers and regulators at regional and global level, she has led initiatives on subjects ranging from economic and social benefits of mobile to spectrum licensing, interconnection and international roaming. Most recently, Jeanine headed up the GSMA's policy activities regarding IP networks and services and net neutrality. Before joining the GSMA in 2005,

Jeanine worked in the mobile industry for five years in the areas of Public Policy and Strategy. She holds an MSC from the Delft University of Technology and an MSc from the London School of Economics.

### Andrea Guajardo, Office Manager, GSMA Latin America



Andrea Guajardo is the office manager of GSMA Latin America, based in Santiago. She is in charge of coordinating the GSMA mEducation Interest group (mSIG) in Latin America and supporting GSMA initiatives such as mYouth in our region. Andrea is completing a Master in Linguistics and holds a bachelor degree in Education in English from the Universidad de Santiago, Chile. Before joining the GSMA, Andrea worked as English teacher at Universidad de Santiago de Chile.

### Cristián Bravo, Education and Innovation Manager, Telefonica Foundation, Chile



Cristián Bravo is industrial engineer and holds a Diploma in Integrated Marketing. He is responsible for the Education and innovation area at Telefonica Foundation, Chile. He has been lecturer in national and International conferences and seminars of Corporate Social Responsibility, Information Technology and Education and Innovation. He has been working in Telefonica for 28 years, 14 of them at Telefonica Foundation. He is member of the Corporate Innovation team at Telefonica and he has been project advisor of different projects of quality and base development.

### Verónica Aftalión, Senior Analyst, Grupo Telecom



Veronica Aftalión holds a degree in Psychology from the University of Belgrano, Argentina and a degree in Strategic Management of Human Resources from the Faculty of Economics of the University of Buenos Aires. From 1997 to 2006, she was member of the Education Department of the YPF Foundation. From 2000 to 2005, she served as advisor of the Grupo de Fundaciones y Empresas (GDPE) in the Training Area. From 2006 to 2009, she worked as Director of the C & A Foundation, developing projects related to childhood. Since 2012, she has been working as Senior Analyst at Grupo Telecom in the Corporate Social Responsibility Area. She is responsible for implementing projects with the community and to generate business ideas with social value.



**José Antonio Aranda, Technology Director, GSMA**



Jose Antonio Aranda is currently Technology Director for Latin America, at the GSM Association in London supporting the implementation of GSMA Global initiatives in the Region on network evolution, mobile identity, mobile commerce or machine to machine communications. He joined GSMA in 2006 as Technical Working Group Director and he has managed of three Groups since then: Network (IREG), Interworking (IWG) and Roaming (BARG). In 2008-09 he was the Event Director of the GSMA Mobile World Congress in Barcelona, the largest communications trade show in the world. Prior to joining GSMA, Jose worked eight years in Vodafone Spain mainly in the Institutional Relations Department. Responsibilities within Vodafone included: Technical Support, Regulation and interconnection. In 1996, Jose began his career in technical departments in operational Engineering positions in the Austrian National Television in Vienna (Austria), the Cybernetic and Artificial Intelligence Department of the Faculty of Electrical Engineering and Computing in Kosice (Slovakia) and North-American Studies Centre in Madrid (Spain).

**Alicia Cuba, Innovation and Knowledge management manager, Antel**



Alicia Cuba is graduated from the Faculty of Engineering of the University of the Republic. She also holds a degree in Technology Management from the same university. Currently, she serves as Innovation and Knowledge Management manager at Antel Uruguay.



Official Sponsors 2014

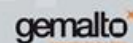
Premium Sponsor



Standard Sponsors



TELECOM ITALIA GROUP



We make mobile work

