



## PBIA Speakers Bureau Suggested Speaker Topics

The PBIA Speakers Bureau experts are available to address a wide variety of issues relating to the creation of affordable, sustainable and profitable Personal Broadband services. The topics listed below are only suggestions. The PBIA Speakers Bureau will work with you to create an appropriate and timely discussion for your venue.

### Market Opportunities and Requirements

- What Is Personal Broadband?
- Market Drivers for New PB Services
- Ingredients for a Sustainable and Profitable Personal Broadband Business
- The Economics of Personal Broadband
- The Market for Personal Broadband
  - Enterprise
  - Consumer
- Applications: What's Driving the Need for Ubiquity?
- Vertical Market Requirements
  - Emergency Services/Public Safety
  - Government
  - Healthcare
  - Education
- The Bundling Effect

### Technology

- The State of Wireless Standards
- Who, What, Where, Wi: Which Technology Wins?
- Fraud & Security Issues
- Technology Evolution: Are We There Yet?
- Smart Antenna Technology
- Evaluating Personal Broadband Technologies

### Regulatory and Legislative Issues

- The Business of Spectrum
- Legislative Agendas and Broadband
- Personal Broadband in an Election Year

### Product and Service Requirements

- Devices
- Quality of Service
- Interoperability
- Billing Standards & Solutions
- Roaming & Clearing
- International Personal Broadband

### Today's Personal Broadband Services

- Personal Broadband Today: Driving Tomorrow's Requirements
- The Wi-Fi Business: Hot Spot or Cool Down?

### The Future of Personal Broadband

- Industry Predictions
- Telecom Trends
- New Products & Services
- Next Generation Devices
- General Market Trends
- Global Market Overview
- Strategies & Vision