

# All Amber officially releases plans for week-long "Festival of Mobile" in Johannesburg

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All Amber Ltd, the organiser of premier mobile-related events in Africa, has announced plans for its third annual Mobile Web in Africa conference. The series of events, which will take place in the week of 21st November 2011, will cater to the entire range of individuals involved in the African mobile sector.



The events include the end-of-year Mobile Monday Jo'burg celebration, a day dedicated entirely to Mobile Marketing and the flagship two-day Mobile Web in Africa conference and culminate in a workshop day led by international experts, Tomi Ahonen and Marc Smith. The ambitious plans are designed to build on the successes of the past two years, during which the main Mobile Web in Africa conference has clearly established itself as the market-leading

event of its type across Africa.

With the South African events calendar becoming more and more saturated since the inaugural Mobile Web in Africa event was held in October 2009, this year's Mobile Web in Africa is set to again raise the benchmark. International, continental and local speakers will be integrated into the unique All Amber business-focused, interactive environment and offer a comprehensive dissection of key mobile web and mobile application topics.

All Amber Managing Director, Matthew Dawes, commented: "After the feedback we've had in 2009 and 2010 we really wanted to step everything up for this year's conference. By joining forces with Mobile Monday Jo'burg we are able to offer a complete range of day and evening activities. Plus, we've got Tomi Ahonen coming in from Hong Kong - he's a global mobile superstar. We want to make this year a week-long carnival - where regardless of expertise, budget or focus something is available for everyone. Even before we've officially launched the event interest has been extremely high. My message to anyone interested is simple: get in touch and let's organise how you can get involved."

The full structure of the weeklong "Festival of Mobile" is:

- Monday 21st November - **Mobile Monday Jo'burg End of Year Celebration**
- Tuesday 22nd November - **"This is Mobile Marketing" Focus Day**
- Wednesday 23rd November - **First Day of Mobile Web in Africa 2011 Main Conference**
- Thursday 24th November - **Second Day of Mobile Web in Africa 2011 Main Conference**
- Friday 25th November - **Tomi Ahonen and Dr. Marc Smith Workshops**

For further details please contact:

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More information on All Amber:

All Amber was founded in 2009 by Matthew Dawes and produces interactive, discussion-based events specifically aimed at high-level strategists in mobile technology across Africa. To date, All Amber events are industry leading and highly acclaimed.

The events provide abundant networking opportunities, which have been proven to lead to growing business and new partnerships. This is achieved through:

- A highly interactive roundtable seating format that facilitates genuinely constructive discussion and networking
- Panel discussions featuring senior strategists from industry leading companies
- Networking sessions designed to encourage maximum interaction between attendees

For more information please visit [www.mobilewebafrica.com](http://www.mobilewebafrica.com).

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