

- 6.30pm Registration & cocktail reception**
- 7.20pm Ballroom doors open**
- 7.30pm Welcome address**
- 7.35pm Awards presentation - segment 1**
Best App - Consumer Brand
Best App - Games / Entertainment
Best Solution - Mobile Site
Best Campaign - Research and Insights
Best App - Utility
Best Campaign - In-App Advertising
Best Campaign - Original Content
Best Solution - mCommerce
- 8.15pm Intermission 1**
- 8.25pm Awards presentation - segment 2**
Best Solution - Mobile Advertising
Best Campaign - Video / Rich Media
Best App - Media Owner
Best Campaign - Incentives and Rewards
Best App - Creativity
Best Campaign - Social Platform
Best Campaign - CRM, Loyalty and Engagement
Best App - Government & Community Service
- 9.05pm Intermission 2**
- 9.15pm Awards presentation - segment 3**
Best Campaign - Informative Use of Mobile
Best Campaign - Direct Response
Best Campaign - Mobile for an Event
Best Campaign - Integration of Mobile
Best Campaign - Viral Marketing
Best Campaign - Tablets
Best Campaign - Innovation
Best Campaign - Location-Based Marketing
- 9.55pm Intermission 3**
- 10.05pm Awards presentation - segment 4**
Best Campaign - Brand Awareness
Best Campaign - Use of Multiple Mobile Channels
Best Campaign - User Experience
Best Campaign - Mobile Launch / Re-Launch
Best Team - Solution Provider
Best Team - In-House
Best In Show - Agency / Solution Provider
Best In Show - Brand
- 10.40pm Closing address**
- 10.45pm End**