

# Barry Shrier - Expert Public Speaker



Recent Presentation subjects:

- Wireless Internet, The Future of Wireless Technologies
- Mobile Commerce and Mobile Payment
- Using Cognitive Psychology to understand the consumer.

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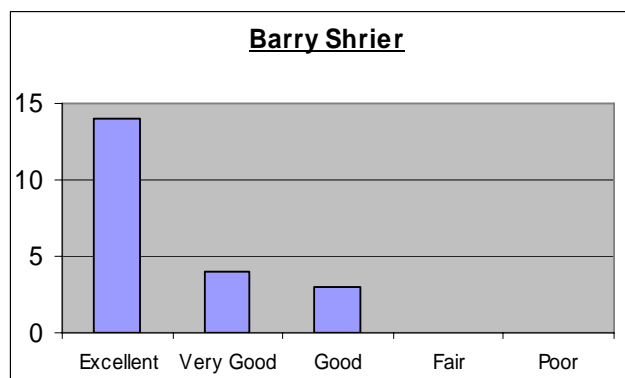
- **IIR - Telecoms for Business Customers, January 30<sup>th</sup>-2<sup>nd</sup> February 2006**  
**Voted as 'Best Speaker and "Best Content"**

"Barry Shrier was outstanding in his presentation, provided rich information and blend of economics and trend in technology, which is what is critical in the Telco industry."

- **Voted 'Best Speaker' at the WiFi & 3G Summit, 4<sup>th</sup> & 5<sup>th</sup> December**

'What did you most like about the event?'

- 'Barry Shrier's presentation'
- 'Quality of the presentations especially and arguments were high, but access to those speakers all through the conference was very easy, and they had time to listen which is quite unique.'
- 'Ability to network', 'Mixed technology views'



## I. Introduction

Barry Shrier is a popular and charismatic public speaker and has lectured to MBA level. He has given highly rated speeches at international trade congresses, training seminars within global corporations including Unilever and Procter & Gamble, academic institutions, and industry conferences – where delegates have voted him as Best Speaker.

With extensive media training from The BBC and The Economist, he has appeared on Sky Television, BBC Radio, The Financial Times and numerous publications around the world.

To learn more about Barry Shrier, please do a simple Internet search at:

<http://tinyurl.com/265vr>

## II. Biography

Barry Shrier is the Founder and Chief Executive of The Liberty Europe Network, a group of businesses focusing on Wireless Internet expansion throughout the EU. Previously, Barry was hired by Deutsche Bank to launch Paybox, the world's first international mobile payment system. Barry was the spokesman for Paybox and a leading speaker on Mobile commerce. Prior to Deutsche Bank, Barry worked for several strategic marketing consultancies where he developed his expertise in the application of cognitive psychology to understand consumer behaviour. He managed various international projects for Unilever, Guinness, Procter & Gamble, Mars & Nestle.

Barry speaks regularly at international events in Europe and North America on the subjects of wireless technology and consumer behaviour. He is recognised as a charismatic and admired public speaker known for delivering informative, entertaining, and provocative speeches, lecturing to MBA level and often being voted 'Best Speaker'. Barry was also the author of the published market research report 'Wireless in London - Observations in 2002 on the status of high-speed Public Access WLAN's'. Documented as an industry leader he continues to be in demand as a wireless expert and an ambassador for the Wireless Telecoms industry.

As an active member of the Institute of Directors (I.O.D), Barry is a passionate supporter of entrepreneurial innovation. He is also a Board Member of the Wi-Fi Group, Europe's leading business organisation promoting future Wireless Technologies.

Barry has an MSc in Philosophy from the London School of Economics, and a BA in Politics from Middlebury College, Vermont, USA.

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## III. Public Speaking Themes and Subjects.

### Mobile Commerce – beyond the Internet

Barry Shrier has spoken widely on the future of digital commerce. Examples of recent speeches include:

#### The “new” new sales channel -

- How have leading retailers, banks, and consumer brands gained competitive advantage through the use of mobile technology?
- How can the current mobile phone be used for more than just voice calls?

#### The Wireless future – what will society look like in the wireless world?

- What are the killer apps that will add value to mobile devices?
- What will consumers spend more money on in a wireless world? What has failed?

**Value Proposition – the retailer as a mobile payment Issuer**


Issuing mobile payment services allows the retailer to deliver substantial value-added services to its consumers.

**Main end user benefits**

- **Added Value**  
- do things you couldn't do before
- **Convenience**  
- do things faster and easier
- **Entertainment**  
- have more and new fun

**Future killer applications are grouped in three areas**


1. Ubiquitous “professional” connectivity  
- take the office everywhere
2. Ease of time-critical and “annoying” transactions  
- hassle-free bookings, payment and ticketing
3. Information and entertainment channels  
- take enhanced media channels (TV&Internet) everywhere



**Consumer experience, right now**

Safe, easy person-to-person transactions with your mobile phone

- You owe a friend money
  - Phone paybox
  - Enter her phone number, enter the amount owed, enter you pin
  - Done.
- Any bank, any network, any device
- In the UK, £1.3B in personal IOU's go unpaid every year
- Consumers are happy to pay £0.10 per SMS, why not pay to send money?



### Mobile Payment – changing how we pay for goods & services online, person-to-person, and in the ‘bricks & mortar’ environment

Barry Shrier was hired by Deutsche Bank to launch the world's first fully international mobile payment system in the UK. He provides stimulating and provocative insights on the benefits and opportunities of Mobile Payment.

#### The Consumer Viewpoint – can the mobile phone replace the wallet?

- Consumer issues including security, convenience, cost, usability.

#### Retailer's expectations for Mobile Payment Systems


- Who will be the preferred suppliers of mobile payment solutions? Banks, Telco's, Start-ups?

#### Who are the leading players in M-Payment? Strengths & Weaknesses.

- The Telco's, The Banks, The leading International Forums, the device manufacturers
- Who owns the customer, what is the value chain?

**Case Study: ATM Cash Withdrawal**

To obtain cash you simply enter your mobile number and then enter your PIN into your phone when requested.



**Future applications**

The mobile phone is ideal for ticketing markets such as travel and entertainment - airline example:

- You don't even have to book online!
- Once an interest is registered, an SMS can be sent directly to your mobile
- Book anytime, anywhere!
- To purchase, simply reply and a transaction is initiated and authorised with your PIN
- Ticket is sent straight to your mobile – no more queuing!



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## III. Public Speaking Themes and Subjects (continued)

### Creating Value: The commercial applications of Behavioural Psychology

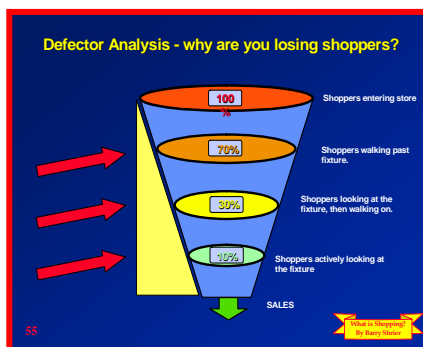
Barry Shrier has spoken widely on the applications of the science of cognitive psychology in the commercial world. Examples of recent speeches include:

#### How to Boost Brand Awareness and e-Commerce on the Internet, using psychology.

- Research proves that most Web sites fail to achieve optimum levels of e-commerce due to poor user interface. By applying basic concepts from behavioural psychology, for example, Web site design can be improved substantially; increasing sales.

#### How to boost retail sales through shopper psychology.

- Major retailers worldwide now apply the science of studying shopper behaviour, and apply cognitive psychology to interpret this behaviour. Barry Shrier provides both a theoretical introduction to this research technique + practical demonstrations of how to increase sales using this methodology.



### Boosting Sales by Design – Global Best-Practice in Design

Companies around the world, in all industries, lose billions of dollars due to the failures of design to satisfy customer needs successfully. From the design of shopping mall and retail store to shop shelf layout to product packaging to internet web site and computer interface to loan application form, there are right and wrong ways to design.

#### Global best practice in design.

- An exploration of design best practice in store layout, packaging design, and Internet web sites. How can you study and improve in this area? Including case studies, benchmarking, and practical advice on research methodology to identify design weaknesses.



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### IV. SPEAKING ENGAGEMENTS

Barry has been speaking publicly since Sept 2000; here are just a few.....

DATE	EVENT	DETAILS
4-5 October 2006	Telco 2.0 event, London, England	<b>Analyst-in-residence</b>
8-9 May 2006	FT Mobile Conference, London, England	<b>Speaker:</b> "Mobile Retail – Shopping on the Move"
26 - 27 April 2006	Ten 2006, 3rd Annual Congress, London, England	<b>Speaker:</b> "Wireless Connectivity – Which Way Now? Demystifying the Next Generation of Broadband Wireless"
29 – 30 March 2006	The wVOIP Forum 2006, Paris, France	<b>Panellist:</b> Will wVOIP have a significant impact on mass market voice?
30 Jan – 2 Feb 2006	Developing & Marketing Telecoms for Business Customers, Lisbon, Portugal	<b>Speaker:</b> Product Strategy and Development
30-31 Jan 2006	Altnets Forum, 2006, London, England	<b>Speaker:</b> "Anytime, Anywhere. Can AltNet Operators take on Mobile Network Operators".
21-23 November 2005	Next Generation Networks, Montreux, Switzerland	<b>Speaker:</b> Beyond the Internet – new models and advances in information and voice service provision" <b>+ on Advisory Board</b>
18-19 October 2005	Optimizing Telco's Wireless & Mobile Enterprise Solutions, Amsterdam, The Netherlands	<b>Speaker:</b> "how will the future office look in a wireless world?" <b>Panellist:</b> "identifying emerging services..."
30 September 2005	Fixed Mobile Convergence Forum, Paris, France	<b>Chairman of Day 2</b>
27-28 September 05	GTB Conference, London, England	<b>Speaker:</b> "Competing Wireless Broadband Opportunities"
7-9 September 2005	CIS Mobile Forum, Moscow, Russia	<b>Speaker:</b> "Examining the situation with Wireless Broadband development in Russia and the CIS"
13-15 June 2005	The Wireless Broadband Forum, Berlin, Germany	<b>Chairman of Day 2 &amp; Speaker:</b> "Intelligence at the Edge of the Network – a challenge to current Wireless Broadband Models"
6-8 June 2005	European 3G Services Forum, Barcelona, Spain	<b>Speaker:</b> "The Future of WIMAX, Wi-Fi and 3G"
26 April 2005	POPAl Benelux, Amsterdam, The Netherlands	<b>Leader, Workshop:</b> for Instore Communications Management Course "Shopper Behaviour"
25-28 April 2005	IIR's 7 <sup>th</sup> European ISP Forum, London, England	<b>Speaker:</b> "Earthquakes in the Telecommunications Industry – Disruptive Mobile Wireless Broadband Technologies"
23-25 February 2005	Evolving Networks, Brussels, Belgium	<b>Chairman of Day 2</b>
10-12 January 2005	CEE Network Services Forum, Prague, Czech Republic	<b>Speaker:</b> "Broadband Wireless Network & Services Development"
6-9 December 2004	WLAN Event, Budapest, Hungary	<b>Chairman + Speaker:</b> "Deploying peer to peer Internet telephony"
25-27 October 2004	WIN 2004 Summit, Cannes, France	<b>Chairman + Speaker:</b> "When Continents Collide - Exploring the new territories between incumbent Mobile Operators and the disruptive innovations of alternative technology start-ups"

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5 May 2004	VOIP, Chicago	<b>Keynote Speaker:</b> VoWLAN: the Killer Application? Prospects for Wireless IP Telephony
11 March 2004	POPAI Benelux, Amsterdam	<b>Leader, Workshop</b> "Shopper Behaviour in comparison to consumer behaviour"

### V. SPEAKER FEEDBACK

"...Your talk was a perfect ending for this course and left both students and faculty craving for more. Our students evaluated your presentation among the highlights of the module...I particularly wanted to thank you for the speed and efficiency of your response when we first approached you and for and enthusiasm and dynamism of the delivery of your speech. The whole process was seamless and most enjoyable from our side."

Professor George Roussos, University of London

"[Barry Shrier's talk] shed more light [on the issue] for a no longer sceptical mobile shopper"

"[Barry Shrier's presentation] has widened my view of what the future holds"

Evaluation forms, University of London e-commerce students.

"Barry Shrier is one of the few specialists in shopper psychology that is capable of turning a difficult subject into a comprehensive one thanks to his enthusiasm and well chosen examples"

Pascal Libyn

Managing Partner Risc - Belgium

e-mail: [riscpascal@retailcomhouse.be](mailto:riscpascal@retailcomhouse.be)

"I was very impressed with your presentation at the CETC meeting last night. It was a lively and extremely interesting talk and a polished presentation".

Michael Wilton-Cox

Rapier Management Consultants

"Your own personal contribution was ranked very highly... so your contribution was obviously thought of very highly. We'd be delighted to have you back for next year".

Ben Crangle

Ten 2006 Event, London

"Barry gave such an interesting and thought provoking address. The event was extremely well received with a large number of very favourable comments".

Mark Gough

Global Editorial Producer, Financial Times

### VI. SPEAKER DETAILS

Speaker Fee: Daily Rate: GBP £1,150 + travel  
Language: English  
AV requirements: PowerPoint 2000 + Audio required  
Contact details: To enquire into the availability of Barry Shrier please contact  
Kimberley Rennie  
[kimberley@libertyeurope.net](mailto:kimberley@libertyeurope.net) Mobile No: 07917 222139