



Case Study

## Every European Digital



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### Details

**Date:** 31st May 2011

**Client:** ESOA

**Venue:** European Parliament, Brussels

**Length:** 1 day

**Type:** Open

**Number of Delegates:** 275

### The Client

ESOA is a non-profit European organisation established with the objective of serving and promoting the common interests of European satellite operators. The Association is the reference point for the European satellite operators industry and today represents the interests of 10 satellite operators who deliver information communication services across the globe.



European Satellite Operators Association

Filling one of the plenary rooms in the **European Parliament** and helping **ESOA** raise awareness of their views in this area, this event focused on the **European Commission's** Digital Agenda Action Plan aimed to give every European citizen access to basic broadband by 2013.

“We were very impressed by the skill and efficiency with which Forum Europe brought together our policy conference - it was a huge success. Their attention to detail and planning was exceptional, plus their knowledge of EU affairs and network of high-level Brussels speakers was invaluable in securing a top quality programme. We would highly recommend them to anybody looking to hold a policy event in Brussels!”

**Aarti Holla**, Secretary General, European Satellite Operators Association

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### Speakers Included:

**Neelie Kroes,**  
European Commissioner for Digital Agenda,  
European Commission

**Johannes Hahn**  
European Commissioner for Regional Policy,  
European Commission

**William E. Kennard**  
US Ambassador to the EU, US Mission to the EU

**Dr Brendan Nelson**  
Australian Ambassador to Belgium, Luxembourg  
and the EU

### Delegates:

Delegates included representatives from:  
Alcatel-Lucent, Analysys Mason, Belgacom,  
Cable Europe, Cullen International, Digital Europe,  
eBay, Ericsson, ESOA, European Commission,  
Eutelsat, GSMA Europe, Intel, Nokia Siemens  
Networks, OFCOM, Orange France Telecom  
Group, Thomson Reuters, US Mission to the EU,  
Verizon, Vodafone Group, Yahoo!

▼ **Neelie Kroes**  
European Commissioner for Digital  
Agenda, European Commission

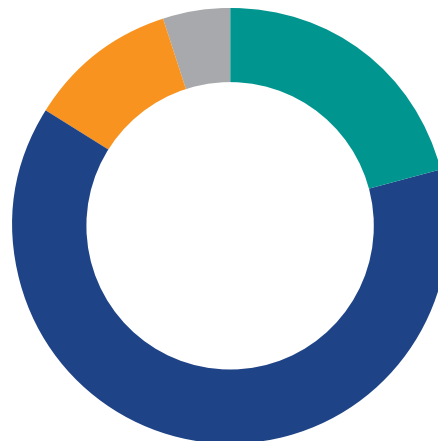


◀ **Aarti Holla**  
Secretary General, ESOA

▼ Inside the European Parliament



▲ William E. Kennard, Neelie Kroes &  
Brendan Nelson discuss the  
conference issues.



### ESOA audience breakdown:

Based on 275 delegates

- 21% **European Institutions & National Government**
- 63% **Corporate Organisations**
- 11% **Not for Profit**
- 5% **Press**



▲ **William E. Kennard**  
US Ambassador to the EU  
US Mission to the EU