

**Increasing Consumer Awareness: Mechanisms to Promote Informed
Consumer Decision Making**
Date: 18, 19 and 20 June 2024
Venue: Anatel, Brasília/Brazil

PROGRAMME	
JUNE 18 2024	
09:00 am	Arrival and Registration of Participants
09:30 am	Opening Ceremony <ul style="list-style-type: none"> • Welcome remarks by Ms. Cristiana Camarate, Agência Nacional de Telecomunicações (ANATEL) and Ms. Wei Pei, China Institute of Communications, China Entertainment • Remarks by Ms Regina Fleur Assoumou Bessou (Côte d'Ivoire), Chairwoman, International Telecommunication Union- Development Study Group 1 (ITU-D SG1) • Remarks by ITU BDT, <i><Insert name, designation and organisation></i> • Speech by President Carlos Baigorri, Agência Nacional de Telecomunicações (ANATEL)
10:15 am	Photo Session and Coffee Break
10:45 am	Session 1: Leveraging Consumer Behavior in consumer protection and empowerment
	Session Chair: Ms. Caroline K Murianki, Kenya Panel Discussion Issues <ul style="list-style-type: none"> • Behavioral Science models • Global trends of ICT Consumer behaviour • Application of behavioral science in consumer protection and empowerment • Designing behavioural informed consumer protection interventions in the ICT and Telecommunications sector • Case studies of behavioural science interventions in the ICT and Telecommunications sector
12:00 pm	Q&A Session
12:15 pm	Lunch Break
14:00 pm	Session 2: Mechanisms to address traffic management and zero-rating issues affecting consumers
	Session Chair: Conselheiro Artur Coimbra, Anatel Panel Discussion Issues <ul style="list-style-type: none"> • Termination of zero rating offers and impact to consumers • Consumer Rights and Ad Blocking • Zero rating model for public interest services: the • Traffic Management Models and Consumer Rights
15:15 pm	Q&A Session

15:30 pm	Tea Break
16:00 pm	Session 3: Billing Transparency Including Third Party Charges and Payments
	<p>Session Chair: Mr Osman SAHIN, Türkiye</p> <p>Panel Discussion Issues</p> <ul style="list-style-type: none"> • Market Trends in ICT/Telecommunication Billing Including Third-Party Payments (Premium Rate Services, Direct Carrier Billing, Mobile Payment etc.); • Regulatory Approaches and Challenges (Competency, Complaints Handling etc.); • Consumer Concerns (Lack of Awareness, Fraud, etc.) and Consumer Protection Measures (Transparency, Consent, etc.) Regarding Third Party Charges/Payments in ICT/Telecommunications Bills.
17:15 pm	Q&A Session
	Guests leave at their pleasure

JUNE 19 2024	
9:30 am	Session 4: Keynote Speaker (a definir)
	Consumer Decision Making in the Digital Economy
10:15 am	Health Break
10:45 am	Session 5: Consumer Protection Mechanisms Relating to QoS/QoE
	<p>Session Chair: Ms Hadiza KACHALLAH (Nigeria)</p> <p>Panel Discussion Issues</p> <ul style="list-style-type: none"> • Consumer perception of the minimum Quality of Service (QoS) standards • QoS initiatives to be meaningful to consumers • Effect of Quality of Experience (QoE) on customer perceived value and customer satisfaction
12:00 pm	Q&A Session
12:15 am	Lunch Break
14:00 am	Session 6: Comparison Tools For A Better Informed Consumer
	<p>Session Chair: Mr Jesús Coquis Romero, Mexico</p> <p>Panel Discussion Issues</p> <ul style="list-style-type: none"> • Current landscape of comparison tools in the presence of a digital era; • Information asymmetries in the digital world and consumer empowerment; • What is the role of regulators in the digital market? • The role of comparators in the digital market; • Regulatory framework in the implementation of comparators. What guidelines or requirements must they meet? • The future of comparison tools.
15:15 pm	Q&A Session
15:30 pm	Tea Break
16:00 pm	Session 7: Empowering Vulnerable Consumers
	<p>Session Chair:</p> <p>Panel Discussion Issues</p> <ul style="list-style-type: none"> • The adaptation of vulnerables people, in particular the visually impaired, the deaf and mute; • Digital skills for the elderly; • Protecting children online.
17:15 pm	Q&A Session
	Guests leave at their pleasure

PROGRAMME DAY 3: Organized in partnership with Study Group 2 Q3/2

JUNE 20 2024	
09:30 am	Session 8: Cyber-security awareness and online safety
	<p>Session Chair: Conselheiro Alexandre Freire</p> <p>Session Rapporteur: <i>Vanessa Copetti Cravo, Telecommunications Regulation Expert, Anatel, Rapporteur of ITU-D Study Question 3/2 (remote, if possible) and GT-Cyber manager in Anatel</i></p> <p>Panel Discussion Issues Cybersecurity has become one important pillar of consumer protection in order to build trust and security in the use of ICTs, to enable consumers to actively participate in the digital economy. Considering the need for consumers to understand the risks and to adopt safety measures, this panel will discuss the following topics:</p> <ul style="list-style-type: none">• Cyber hygiene;• Awareness hot topics for consumers; and• International experiences and lessons learned on awareness.
10:45 am	Q&A Session
11:00 am	Highlights of Seminar deliberations
11:15 am	Closing Ceremony
	<ul style="list-style-type: none">• Remarks by Ms Cristiana Camarate, Anatel, Brazil, Co-Rapporteur of Question 6/1• Closing remarks by Ms Regina Fleur Assoumou Bessou (Côte d'Ivoire), Chairwoman, International Telecommunication Union- Development Study Group 1 (ITU-D SG1)• Speech by Mr Vicente Aquino, Counselor, Anatel, Brazil
11:30 am	Brunch