ABSTRACT

In a mobile communication network including a plurality of users having mobile communication devices with wireless data capabilities, such as SMS, a system and method for registering their interest in a particular offer or event and for sending a notification regarding that particular event or offer.

The users are required to send a message, preferably via SMS, which include a keyword relating to the offer or event of interest, to a designated address. Messages received at the designated address will be analysed to extract the keywords. Once extracted, the keywords are associated with the relevant event or offer, and an identifier relating to the user in turn associated therewith. When applicable, a wireless data message is sent to the user notifying them in relation to the event or offer of interest.

FIGURE 2