

SK TELECOM CO LTD

Form 6-K

July 24, 2007

**SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

**Form 6-K
REPORT OF FOREIGN PRIVATE ISSUER
PURSUANT TO RULE 13a-16 OR 15d-16 OF
THE SECURITIES EXCHANGE ACT OF 1934
FOR THE MONTH OF JULY 2007**

SK Telecom Co., Ltd.

(Translation of registrant's name into English)

11, Euljiro2-ga Jung-gu

Seoul 100-999, Korea

(Address of principal executive offices)

(Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F.)

Form 20-F

Form 40-F

(Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.)

Yes

No

(If Yes is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b):82- .)

SK Telecom Co., Ltd. (SK Telecom) plans to hold a conference call for the 2007 2Q earnings results as follows:

1. Agenda

2007 2Q Earnings Results
Q&A Session

2. Date and Time

July 26, 2007, 16:00 ~ 18:00

3. Place

Conference Room, SK Telecom

4. Participants

Analysts and Institutional Investors

5. Dial-in Information

1 Korean

Calling from Korea: **1566-2255** (or **031-810-3000**)

Calling from Other Countries: **82-31-810-3000** (or **82-2-6677-2255**)

Passcode : **0102**

1 English

Calling from Korea: **1566-2256** (or **031-810-3001**)

Calling from Other Countries: **82-31-810-3001** (or **82-2-6677-2256**)

Passcode : **0102**

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

SK Telecom Co., Ltd.

By: /s/ Tae Jin Park

Name: Tae Jin Park

Title: Vice President

Date: July 23, 2007