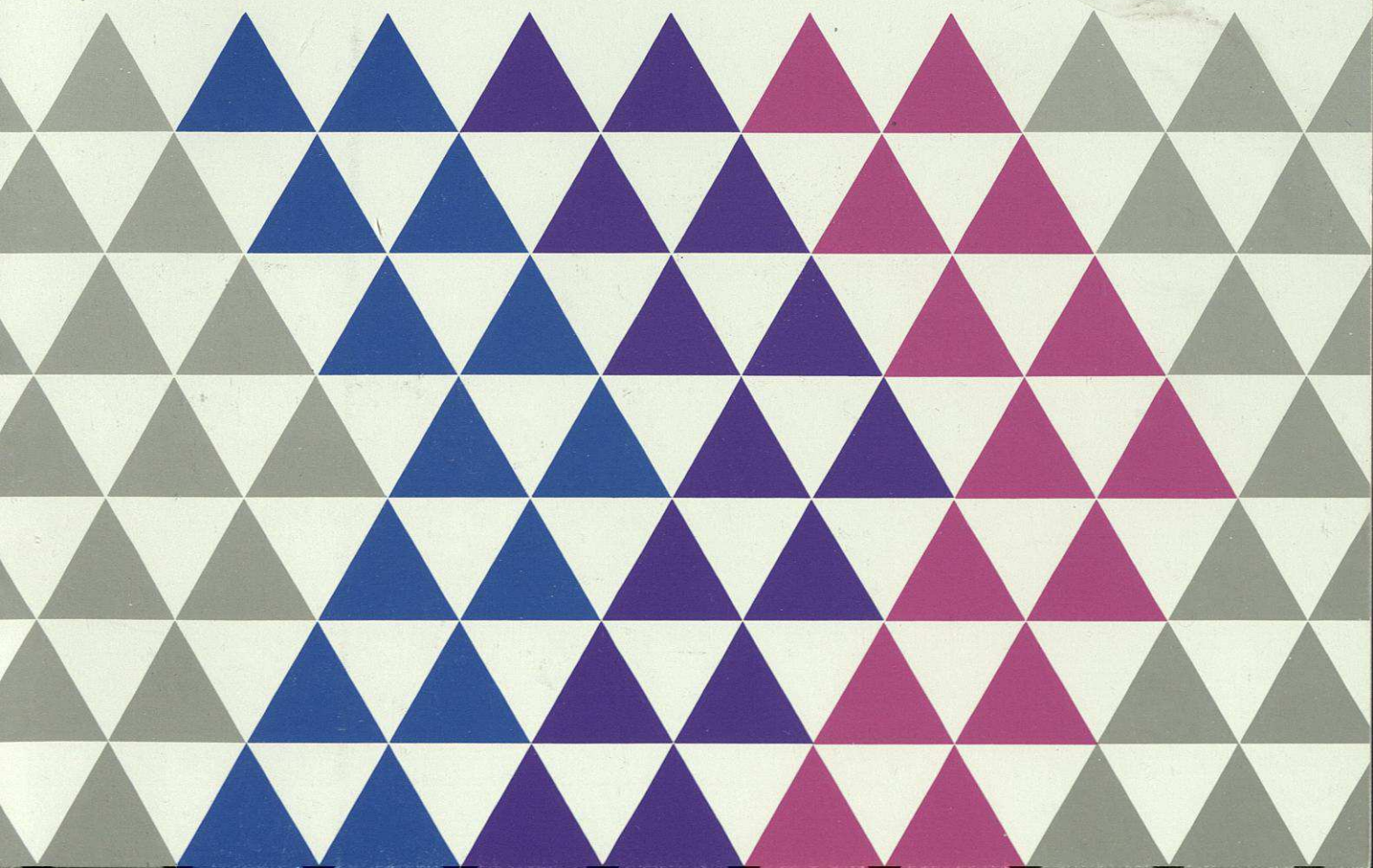


Belgium/Netherlands
Annual Director's Conference 1991
Chateau du Lac, Genval, Belgium 11-12 June 1991

BUTLER COX
FOUNDATION

Education in IT

The bridge to cross



BUTLER COX
FOUNDATION

George Cox

Butler Cox





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Innovation and business change through improved Information Systems education

Conference Programme

The 1991 Directors' Conference organised by the Butler Cox Benelux Foundation will be held at Genval, Belgium, on 11 and 12 June 1991. The theme of the conference is "Innovation and business change through improved Information Systems education."

It brings together leading government, industrial and academic speakers to examine and discuss the central role of Information Systems education in large organisations today.

As with preceding events, the format of this conference is designed to create an informal and highly interactive atmosphere. Senior Information Systems (IS) executives and business directors will have the opportunity to exchange views and experiences. Members of the Executive Programme are encouraged to introduce and invite senior managers from outside the IS-function to participate in this event.

The conference starts with the keynote address on Tuesday afternoon given by Professor Robert Benson from George Washington University. In his address he will set the framework for the conference theme.

The conference theme

For several years, Information Systems have come to affect every aspect of working life, from the most junior employee to boards of management. As such, large organisations are entirely dependent on the complex web of technologies supporting them. With the explosion of new technologies and related products entering the market, this dependency will continue to grow and affect, without exception, all organisations.

However, the pace of modern business combined with the increasing sophistication of Information Systems inhibits the majority of users from fully comprehending the tools and techniques that they have become so dependent upon. For example, boards of management are frequently unable to fully understand the implications of large system investments.



More junior staff have only a limited view of the business processes and therefore exploit only a fraction of the technical capability presented to them. Information Systems education would appear to be the answer to the growing gulf between system performance and user awareness. However, many early educational programmes focussed on technological abstractions rather than practical business issues. How many boards of management have been subjected to the latest technology 'guru' only to become more alienated and distant from the opportunities and problems presented by Information Technology (IT)?

This conference takes a different look at Information Systems education and its central role in assisting large organisations to better direct and exploit their investments in systems. This day, we will examine and discuss the following key questions:

How can Information Systems education contribute to more effective system investment decisions by management who has no interest in the technicalities?

How can Information Systems education be used to increase the exploitation of existing IT investments across large and diverse organisations?

Is Information Systems education a one-off event or a continuous and evolving process?

How can the cost of such education be justified and what sources are most appropriate: academia, supplier, consulting, in-house?

The conference programme brings together a panel of speakers, selected from the highest levels in industry, government and education. As such, it appeals both to senior IS directors and general management. We are inviting delegates with executive positions outside IS, to encourage wide-ranging discussions.

Member organisations are therefore invited to send two participants. The first is the regular member of the Foundation's Executive Programme. The second is a senior manager outside the IS function, like the director of personnel, who has a particular responsibility for Information Systems education.

Registration not later than 28 May

Starting time 11 June 17.00 hr.

End of conference 12 June 16:45 hr.



The Conference Agenda

Tuesday, 11 June 1991

**Arrival of delegates and
registration at Chateau du Lac**

- | | | |
|-------|-------------------------------|---|
| 17.00 | Coffee/tea | |
| 17.15 | Opening address | Onno Schroder
Butler Cox Foundation, Amsterdam |
| 17.30 | Keynote address | Professor Robert Benson
Setting the Framework
George Washington University, St. Louis |
| 18.30 | End of session | |
| 19.30 | Cocktails & Dinner | |

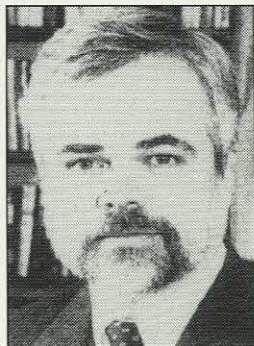


The Conference Agenda

Wednesday, 12 June 1991

During the morning, presentations will be given in the Dutch language

09.00	A Government Perspective	Drs. Rien Meyerink Ministerie van O & W, Zoetermeer
09.45	Views & Trends	Professor Piet Ribbers Katholieke Universiteit Brabant, Tilburg
10.30	Coffee	
11.00	A Business View; Banking	Michel Berges General Bank, Brussels
11.45	A Business View; Insurance	Theo van Oeffelen Centraal Beheer, Apeldoorn
12.30	Lunch	
14.00	A Business View; Industry	Christine Lockey ICI Europe, Wilmslow
14.45	A Possible Scenario	Dr. Allan Fox CITI Cranfield IT Institute, Milton Keynes
15.30	Speakers forum	Roger Camrass Butler Cox Benelux, Amsterdam
16.00	Close	Onno Schroder Butler Cox Foundation, Amsterdam



Professor Robert J. Benson

George Washington University, St. Louis

Tuesday, 11 June, 17.30 - 18.30 hr.

Keynote address; Setting the Framework

Robert J. Benson is the Dean of the School of Technology and Information Management and Associate Vice Chancellor of Computing and Communications at Washington University. Along with Marilyn Parker and Ed Trainor, he has co-authored two books on information economics and numerous articles on strategic planning. As your conference co-host, Bob will discuss "Achieving Success In Strategic Planning."

In the 1990s a business executive has a full agenda of things to worry about. We all are affected by the increasingly global business environment, and the increased emphasis on collapsed business cycles and customer service. From our perspective it seems that the relatively simple roles information technology may have played in the past has passed. This role is significantly enhanced by the global and competitive business climate we see in the 1990s. Furthermore, because of information technology's enabling power for new ways to do business, it becomes possible to imagine fundamental technology and business initiatives that, in this decade, will thoroughly alter the way business is done. Worse, the investments necessary, and the scope of development projects, are potentially larger than in the past. In short, information technology, linked with vastly dynamic and changing business requirements, will result in enterprises that look quite different from today's business organisations. This surely will result in enterprise managers for whom making the best investment decisions with respect to information technology will be a critical factor. The presentation will focus on what this means in terms of educating senior management, line management, and technical management. The presentation will emphasise the importance of doing it well.

Overview of remarks

Technology opportunities are immense.

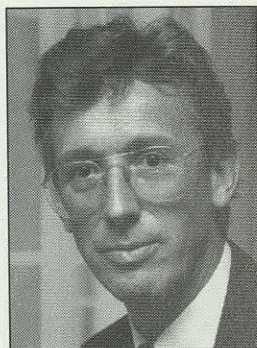
Capturing the opportunities depends on an outstanding partnership between business and technical management.

This partnership has to focus on:

- developing the business vision (emphasis on business)
- securing the needed investments (emphasis on technology)
- gaining the support of all affected.



Belgium/Netherlands Annual Directors' Conference 1991
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Drs. Rien Meyerink

Secretary General Ministerie van Onderwijs en Wetenschappen,
Zoetermeer

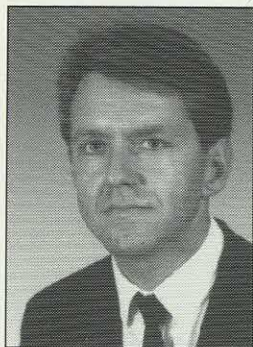
Wednesday, 12 June, 09.00 - 09.45 hr.

A Government Perspective

Rien studied economics at the Rijksuniversiteit in Groningen. After this, he obtained several positions within the scientific area, at local governmental and governmental level. He was scientific assistant, chief civil servant of the Ministry of Finance (government budget), deputy town clerk of Groningen, Director-General of the Ministry of Defence (also responsible for governmental data transmission).

Today, he is secretary-general of the Ministry of Education and Science.

Mr. Meyerink's deep interest in IT as a tool of support for primary processes is highlighted in his presentation. He will give his personal view on the role of high-level education in the process of developing of awareness. He will also give his personal view on the role of the government in the social context and in achieving economic results with IT. As a critical success factor, the relation between the governmental departments will be very important. Finally he will highlight general trends and IT trends in the cooperation between government and the business world.



Professor Dr. Piet Ribbers

Katholieke Universiteit Brabant, Tilburg

Wednesday, 12 June, 09.45 - 10.30 hr.

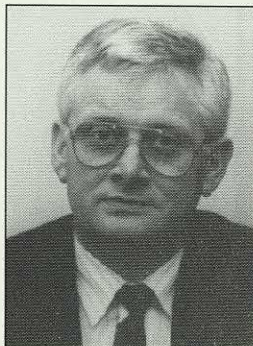
Views & Trends

Dr. Ribbers is professor of Information Management at Tilburg University. He graduated at Tilburg in 1971 and obtained his PhD in 1980. He is chairman of the department of Information Science and Accountancy and of the TIAS-BIK school. He is affiliate professor of Information Management at Washington University, St. Louis.

The modern business organisation has to cope with turbulent environments and, generally speaking, an increasing speed with which it has to operate. These developments are supported and/or caused by the change in information technology itself. Business management is now facing problems like strategic and organisational impact of IT-applications.

Effective use of the possibilities of IT within the business organisation requires segregation of the management of the use of technology and the management of technology itself. The integration of the use of technology into functions and departments is driving the management of the use of technology toward line management. The IT management function is primarily an expert-support function.

During the presentation the consequences of these developments for a curriculum in "information systems" are discussed.



Michel Berges

Managing Director,

Member of the Executive Committee General Bank, Brussels

Wednesday, 12 June, 11.00 - 11.45 hr.

A Business View; Banking

Mr. Berges is responsible for and is in charge of Information Technology, Personnel, Social Affairs and the International Network. In addition, he acts as "Change Master" with responsibility for implementing General Bank's reorganisation plans.

His business experience within banking goes back to 1979. Since that year he held several management positions in Belgium, the United Kingdom and the United States, and is now Managing Director, Member of the Executive Committee of the General Bank. He has been appointed Chevalier de l'Ordre de la Couronne.

Development in Information Systems

In practising their profession, bankers have noticed the evolution of IT. Not always have they followed IT developments or anticipated them.

The client is asking for a more Information Systems based form of cooperation, the need for a more thorough approach to Information Systems. However, the bridge is difficult to cross because through the years the distance has grown between the bankers' profession and IS people.

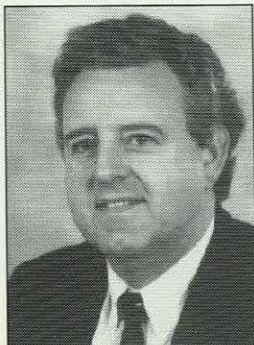
The programmes that the bank has set up contain a number of the following aspects:

- Upgrading the IT knowledge of bankers and the banking knowledge of system staff.

- Developing the bankers' skills concerning typical IT problem solving methods.

- Improving the willingness of all managers involved to define their expectations in terms of possibilities and to overcome the limitations of other persons.

Mr. Berges will overview the recent evolution within the General Bank. He will strengthen this theory of evolution with some conceptual views concerning IT development in the business world.



Theo van Oeffelen

Chief Information Officer Centraal Beheer, Apeldoorn

Wednesday, 12 June, 11.45 - 12.30 hr.

A Business View; Insurance

Theo van Oeffelen, who joined the Dutch insurance company Centraal Beheer in 1976, is a member of the Board of Management since 1985. Since 1976 he held the following positions: Head of Department of Applied Research of Information Technology, Head of Systems Engineering and EDP-manager. Recently he was appointed Chief Information Officer, with corporate responsibility for Information Technology and Information Services. His department (140 employees) supports the Business Divisions of Centraal Beheer with consulting, telematica, system development and technical infrastructure, and company wide systems.

Theo van Oeffelen holds a degree of the Haarlem HTS (Electronics).

Decentralisation of the IS Function: does it really work?

Centraal Beheer has several years of experience with a decentralised IS environment. The presentation covers the following topics:

- What is the structure of this organisation?
- Education as part of the organisational development process
- What is the condition for success?
- What is the glue that holds it together?
- What is the involvement of top-management?
- What is the next step in organisational development?
- Is it back to centralisation or towards even more decentralisation?



Christine Lockey

ICI Europe, Wilmslow

Wednesday, 12 June, 14.00 - 14.45 hr.

A Business View; Industry

Christine Lockey has worked in industry for 15 years. For 13 years she worked for the UK Electricity Supply Industry in Operational Research, Method Study, Training and Management Development. She joined ICI two years ago to work for the Director of IT on the management of change, focusing on how to increase business managers' understanding of IT issues.

The gap between the Information Systems Community and the Business Community is widening. Christine's talk will focus on answering the following questions:

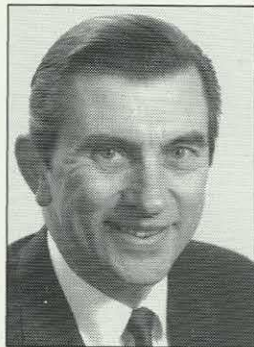
Why is it important for ICI to bridge the gap?

What is causing the gap in ICI?

How is ICI reducing the gap?

Who has the responsibility for improving the situation?

During the session Christine Lockey will describe how ICI has recently conducted a worldwide perception survey to help answer these questions. Her talk will be illustrated with practical examples of the actions that were taken and the obstacles that need to be overcome. IT education is only part of the solution. Technology is not the key issue; it is the organisations ability to embrace change.



Dr. Allan J. Fox

Principal and Managing Director
Cranfield IT Institute, Milton Keynes

Dr. Allan Fox is the founding Principal and Managing Director of the Cranfield IT Institute. The Institute was founded four years ago as a collaborative venture between Cranfield Institute of Technology and several leading industrial sponsors with the aim of providing top quality IT education for management.

Before his appointment at the Cranfield IT Institute, Dr. Fox was Deputy Director of the Royal Signals and Radar Establishment in the UK. This is the UK Government's premier laboratory for the development of information technology. His technical experience encompasses a wide range of software engineering and communications topics.

Essential IT Education

The case for the 'hybrid' or 'renaissance' manager who understands both the business needs and technical opportunities inherent in Information Technology, is now well recognised. What then are the key elements of an education programme that will create such a manager? Four such elements are identified in this talk.

The first three elements relate to the key stages of a project development; the investment phase, the projects build phase and the exploitation phase.

The fourth education element concerns the imparting of an understanding to senior management so that they can successfully direct and exploit information systems.



The Butler Cox Foundation

Objectives of the Foundation

The Butler Cox Foundation sets out to study on behalf of subscribing members the opportunities and possible threats arising from developments in the field of information systems.

The Foundation not only provides access to an extensive and coherent programme of continuous research, it also provides an opportunity for widespread exchange of experience and views between its members.

Membership of the Foundation

The majority of organisations participating in the Butler Cox Foundation are large organisations seeking to exploit to the full the most recent developments in information systems technology. An important minority of the membership consists of suppliers of the technology. The membership is international, with participants from Australia, Belgium, Canada, France, Germany, Italy, the Netherlands, Sweden, Switzerland, the United Kingdom, and elsewhere.

The Foundation research programme

The research programme is planned jointly by Butler Cox and by the member organisations. Member organisations rank the topics according to their own requirements and as a result of this process, members' preferences determine the topics to be researched.

Before the start of each research project, on average every two months, there is a further opportunity for members to influence the direction of the research.

A detailed description of the project defining its scope and the issues to be addressed is sent to all members for comment; subsequently workshops are organised to set the stage for further research and the publication of the findings.

Registration for the conference

Each delegate should complete the registration form and return it not later than 28 May 1991 to:

Butler Cox Benelux BV
Postbus 76734
1070 KA AMSTERDAM
Attn.: Mrs. Miriam van de Donk

We will acknowledge receipt of each registration and invoice the participant.



Participation and accommodation

The conference is to be held at the Chateau du Lac in Genval in Belgium from 11 to 12 June. Conference delegates will use the conference facilities of the hotel. The special conference package that has been negotiated with the hotel includes accommodation for one night, all meals from dinner on Tuesday through breakfast and lunch on Wednesday, coffee, tea and refreshments during the conference, and the use of the leisure facilities.

Participation fees for member organisations who participate fully in both the Systems Management Programme and the Executive Programme.

The cost of the special conference package for delegates and their guests is Bfr. 10.500,- for a single room or Bfr. 14.500,- for a double room exclusive of VAT.

Participation fee for organisations who participate in the Systems Management Programme only.

The cost for a single room for member organisations who have decided not to participate in the Executive Programme is Bfr. 25.000,- for a single room or Bfr. 29.000,- for a double room exclusive of VAT.

Any additional incidental charges incurred by the delegate, should be paid to the hotel at the end of the conference. Late registration (after 28 May) may lead to the then prevailing standard hotel conference rate being charged.

Companion's Package

The extra cost for the companion's package is included in the double room reservation; it includes dinner and breakfast and return transportation to the city on 12 June.

Cancellation policy

Registrations that have been confirmed by Butler Cox and which are then cancelled by the participant may result in costs for Butler Cox. Any resulting costs incurred by Butler Cox will be invoiced to the member organisation. There will be no charge if Butler Cox is able to allocate the place to another delegate.

Secretariat

Butler Cox staff will be available throughout the conference to take messages. The telephone number of the hotel (Chateau du Lac) reception is:
(09 - 32 - 2) 654 11 22, Fax : (09 - 32 - 2) 653.62.00.



Belgium/Netherlands Annual Directors' Conference 1991
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Education in IT

The bridge to cross

Benelux Directors' Conference Programme 1991

Chateau du Lac, Genval, Belgium 11-12 June 1991

Registration Form

Member Organisation _____

Delegate name _____ (Forename) _____ (Surname)

Job title _____

Address _____

Telephone _____ Fax _____

Companion's name _____ (Forename) _____ (Surname)

Special dietary requirements: _____

Please mail or fax your
registration form to:

Miriam van de Donk
Butler Cox Benelux BV
P.O. Box 76734
1070 KA AMSTERDAM

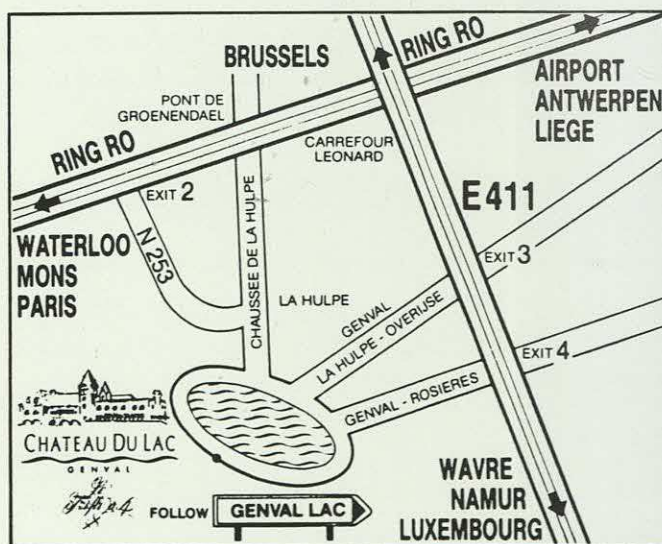
Tel.: +31-(0)20-6755111
Fax: +31-(0)20-6755331

	Single	Member with Companion
Delegate Conference Package	<input type="checkbox"/>	<input type="checkbox"/>
Participating in Executive Programme	Bfr. 10.500	Bfr. 14.500
Delegate Conference Package	<input type="checkbox"/>	<input type="checkbox"/>
Not participating in Executive Programme	Bfr. 25.000	Bfr. 29.000

Please register by 28 May 1991



Belgium/Netherlands Annual Directors' Conference 1991
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