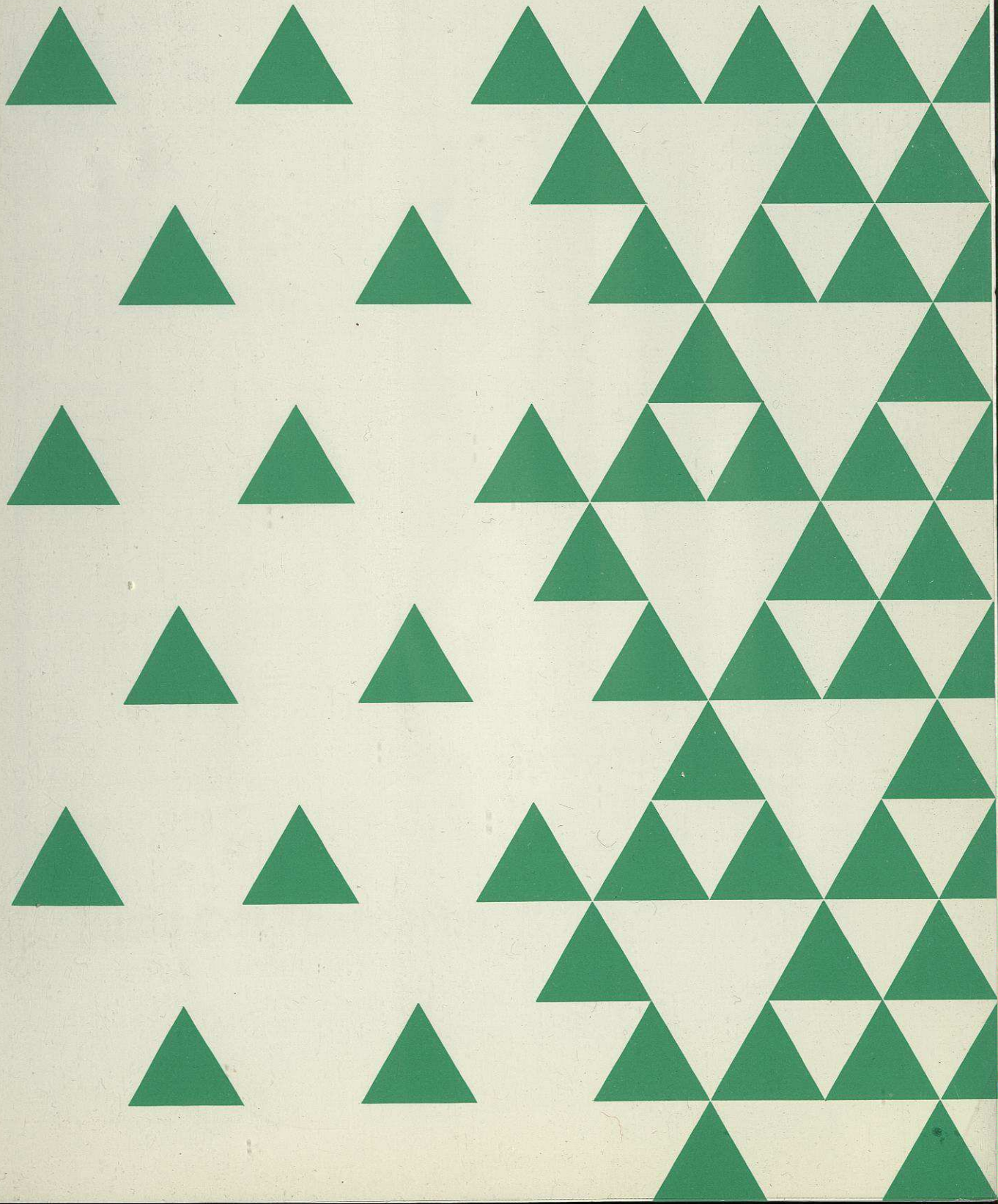


BUTLER COX
FOUNDATION



Annual Directors' Conference

11 - 12 June 1991

Education in IT The Bridge to cross

Butler Cox Foundation

BELGIUM/NETHERLANDS ANNUAL DIRECTORS' CONFERENCE 1991

EDUCATION IN IT, The Bridge to Cross

11-12 June 1991

Welcome to the conference!

This conference pack contains the following documents:

- The Conference Agenda
- List of Delegates
- List of Speakers & Butler Cox Staff
- Form Questions to Forum
- Name badge
- Conference Brochure
- Butler Cox Foundation Programme 1991
- Butler Cox Foundation Executive Programme

Conference cocktail and dinner - Tuesday 11 June

The conference cocktail will be in the bar from 19.30 to 20.00 hrs. This will give you an opportunity to renew your contacts with old friends and, hopefully, to make some new ones. The cocktail will be followed by dinner in the Grand Salon du Lac.

Dress for the reception and dinner is smart casual.

Conference sessions

All the conference sessions will be held in Genevieve suite.

Speakers Forum - Wednesday 15.30 hrs.

Please write your questions at the end of each session on the enclosed form and hand in the form on Wednesday before lunch at the Foundation conference office.

Conference office

Our conference office is next to the conference suite. Our administrators Monique and Miriam are available to answer your questions and to assist with any administrative tasks you may have. The office is open on Tuesday from 16.30 to 19.00 hrs. and on Wednesday from 08.00 to 17.00 hrs.

Breakfast and lunch

Breakfast will be served in the Salon du Lac and is available from 07.00 to 10.00 hrs. Lunch will be served in Salon du Lac restaurant between 12.30 and 14.00 hrs.

Recreational facilities

Reservations for the recreational facilities can be made at the reception of the hotel.

Hotel check-out

The hotel has requested that the delegates who are leaving the conference on Wednesday should check-out preferably after breakfast but no later than 11.00 a.m. Will you please settle your account for incidental personal expenses with the hotel before leaving and sign the check-out form; your conference invoice will be mailed to you in the week of 17 June.

There is a possibility to leave your luggage in the vestière of the hotel.

We will be very glad to help you enjoy your stay and get maximum benefit from it. Please do not hesitate to contact us if we can be of help in any way. I hope you have a most successful en enjoyable conference.



Onno Schroder

09.00	A Governmental Perspective	Dirk Roca Meyers Minister van O & W, Zeeuwse
09.45	Views & Trends	Professor Piet Rijkers Katholieke Universiteit Brussel, Tilburg
10.30	Coffee	
11.00	A Business View; Banking	Michel Borge Generale Bank, Brussel
11.45	A Business View; Insurance	Thijs van Ootven Generel Beheer, Apeldoorn
12.30	Lunch	
14.00	A Business View; Industry	Christine Lacey ICI Europe, Wintou
14.45	A Possible Scenario	Dr. Allan Fox CET Cranfield IT Institute, Maastricht
15.30	Speakers Forum	Roger Carreras Butler Cox Foundation, Amsterdam
16.15	Coffee	Onno Schroder Butler Cox Foundation, Amsterdam

The Conference Agenda

Tuesday, 11 June 1991

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

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

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 Generale 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
16.15	Close	Onno Schroder Butler Cox Foundation Benelux, Amsterdam

Butler Cox Foundation
Belgium/Netherlands Annual Directors' Conference

Education in IT, the bridge to cross

Chateau du Lac, Genval, Belgium

11-12 June 1991

Delegates

Akzo N.V.

Leo de Langen

Education Manager AIT

Akzo Pharma International B.V.

Piet Doorn

Information Technology Manager

Akzo Pharma International B.V.

Arnold van Ittersum

Information Technology Manager

ANWB Koninklijk Nederlandse Touristenbond

Ton Meijer

EDP Manager

ANWB Koninklijk Nederlandse Touristenbond

Nico Trapman

Director

Apple Computer B.V.

Jaap Pull

Direkteur Personeelszaken

Belgische Boerenbond C.E.M.

Hubert Appelen

Directeur CEM

Centrum voor Informatieverwerking N.V.

Marion Hoed

Manager Personnel & Organisation

Centrum voor Informatieverwerking N.V.

Martin Slagmolen

Algemeen Directeur

Dagbladunie

Henk Ter Meer

Directeur Automatisering

Dagbladunie

Maarten van Boekel

Stafdirecteur Personeel en Organisatie

Generale Bank N.V.

Jean-Claude Bar

Technical Information Manager

Hollandsche Beton Groep N.V.

Jan Maat

Directeur Diensten Centrum Automatisering

ICL Nederland B.V.

Rolf de Witt Huberts

Algemeen Directeur

ICL Nederland B.V.

Michiel Quarles van Ufford

Directeur Marketing

Integral Approach

William Troost

Consultant/Advisor

Koninklijke Ahold N.V.

Wim Hoogenboom

Hoofd PZ Albert Heijn BV

Koninklijke Ahold N.V.

Rien van Marion

Vice President Information Systems

Koninklijke Maatschappij De Schelde B.V.

Bert Wahl

Hoofd Afdeling Informatie Voorziening

Kredietbank N.V.

Jean-Paul Van Keirsbilck

Algemeen Directeur

Nationale Nederlanden Nederland B.V.

Fred Buurmans

Adjunct General Manager

Neddata B.V.

Bruno van Mulken

Director Informtion Systems

NMB Postbank Groep N.V.

Ruud Pruijm

Staff Director Information Technology

Océ-Nederland B.V.

Wil Dissel

Ass. Director Business/Corporate Information Management

Océ-Nederland B.V.

Lei Giesen

Director CP&O

RAET B.V.

Fred de Waard

Managing Director

Shell Internationale Petroleum Maatschappij B.V.

Henk Oudshoorn

Department Resource Management

SIG / Informatiecentrum voor de Gezondheidszorg

Pim Huizing

Hoofd Personeel en Organisatie

SIG / Informatiecentrum voor de Gezondheidszorg

Jan Weber

plv. Algemeen Directeur

Stichting SURF

Willem Buitelaar

P.R. Manager SURF

Stichting SURF

Frits Schutte

Vice-President Stichting SURF

TNO Administratief Automatiseringscentrum

Adri Hemelaar

Director Automatiseringscentrum

Victoria Vesta N.V.

Ed Sibbe

Algemeen Directeur

Volmac Nederland B.V.

Piet Gielisse

Hoofddirecteur

Volmac Nederland B.V.

Ton Laagland

Consultant

Vroom & Dreesmann Nederland B.V., Groep

Pierre Buuron

Directeur

Butler Cox Foundation
Belgium/Netherlands Annual Directors' Conference

Education in IT, the bridge to cross

Chateau du Lac, Genval, Belgium

11-12 June 1991

List of Speakers & Butler Cox Staff

Speakers

Robert Benson

George Washington University, St. Louis

Rien Meyerink

Ministerie van O&W, Zoetermeer

Piet Ribbers

Katholieke Universiteit Brabant, Tilburg

Michel Berges

General Bank, Brussels

Theo van Oeffelen

Centraal Beheer, Apeldoorn

Christine Lockey

ICI Europe, Wilmslow

Allan Fox

CITI Cranfield IT Institute, Milton Keynes

Butler Cox Staff

Monique Asperslag

Roger Camrass

George Cox

Wim den Dekker


Miriam van de Donk

Onno Schroder

QUESTIONS TO FORUM

Mr/Mrs
 Company name
 Function














would like to ask the following question(s):

 Regarding session:





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Butler Cox Foundation Research Programme 1991

International Report Schedule

-  The Role of IT in Transforming the Business, Report 79 - March 1991
-  Workstation Networks: A Technology Review for Managers, Report 80 - May 1991
-  Managing the Devolution of Information Systems, Report 81 - July 1991
-  Future of Electronic Mail, Report 82 - September 1991
-  Technical Architecture, Report 83 - October 1991
-  Downsizing - An Escape from Yesterday's Systems, Report 84 - November 1991
-  1992 Technology Review: Visual IT, Report 85 - January 1992
-  Directors' Briefing: Outsourcing and Facilities Management
-  Directors' Briefing: Managing IT in a Cold Climate
-  Position Paper: Object Orientation
-  Position Paper: Study Tour: Tour Review
-  Position Paper: Object Orientation
-  Position Paper: Project Management

Butler Cox Foundation Meeting Programme 1991

- | | | |
|-------------|---|--|
| January 21 |  | Directors' Briefing - Kasteel De Wittenburg, Wassenaar
Speaker: Peter Keen (starts 2.00 pm followed by dinner) |
| |  | Report Review Meeting: Report 77
"Electronic Marketplaces" |
| February 19 | | Management Briefing: - Hotel Sofitel, Den Haag |
| February 20 | | Hosted by Mr. Vandenbulcke - Generale Bank, Brussels |
| February 27 | | Hosted by Mr. F. Blommers - WUH, Amsterdam |
| March 13 |  | Directors' Briefing - Kasteel De Wittenburg, Wassenaar
Speakers: Professor Martin Healey, Mr. Wim den Dekker
(starts 14.00 followed by dinner) |
| |  | Report Review Meeting: Report 78
"New Telecommunications Services" |
| March 26 | | Management Briefing: - Hotel Sofitel, Den Haag |
| March 27 | | Hosted by Mr. P. Vandenbulcke - Generale Bank, Brussels |
| April 15 | | Hosted by Mr. F. Volz - IBM Nederland, Zoetermeer |

- | | | |
|---------------|---|--|
| April 25 | □ | Report Review Meeting: Report 79
"The Role of IT in Transforming the Business" |
| April 26 | | Hosted by Mr. S. Betten, AMRO Bank, Amsterdam |
| May 7 | | Hosted by Mr.F. Lagae - Electrabel, Antwerp
Management Briefing - Hotel Sofitel, Den Haag |
| May 1 | □ | Workshop in preparation for report 84:
"Downsizing - An Escape from Yesterday's Systems" |
| | | Starts at 9:30 am and finishes not later than 1:30 pm.
Hotel Kasteel Restaurant 't Kerckebosch, Zeist |
| May 13-17 | □ | System Management Programme Study Tour
Starts in San Fransisco |
| May 20-24 | ✍ | Executive Study Tour, New York & Boston
Starts in New York |
| June 4 | □ | Report Review Meeting: Report 80
"Workstation Networks: A Technology Review for Managers" |
| June 5 | | Hosted by Mr. J-P van Keirsbilck, Krediet Bank, Brussels |
| June 14 | | Management Briefing: - Hotel Sofitel, Den Haag
Hosted by Mr. P. Gielisse - Volmac Nederland B.V., Utrecht |
| June 11-12 | ✍ | Directors' Benelux Conference
Chateau du Lac, Brussels, Belgium
(starts late afternoon 11 June). |
| September 17 | □ | Report Review Meeting: Report 81
"Managing the Devolution of Information Systems" |
| September 18 | | Management Briefing: - Hotel Sofitel, Den Haag |
| September 26 | | Hosted by Mr.Hubert Appelen, Belgische Boerenbond C.E.M., Leuven
Hosted by Mr. M. Quarles van Ufford, ICL Nederland, Maarssen |
| September 23 | ✍ | Directors' Briefing
Chateau du Lac, Brussels
Speaker: John Henderson (starts 15.30 followed by dinner) |
| September 24 | ✍ | Directors' Briefing
Kasteel De Wittenburg, Wassenaar
Speaker: John Henderson (starts 15.30 followed by dinner) |
| October 13-15 | ✍ | Directors' International Conference
Lake Lucerne, Switzerland |
| October 24 | □ | Report Review Meeting: Report 82
"Future of Electronic Mail" |
| October 25 | | Management Briefing: - Hotel Sofitel, Den Haag |
| November 7 | | Belgium- Location to be announced
Hosted by Gemeentelijk Rekencentrum, Rotterdam |
| December 20 | ✍ | X-Mas Directors' Annual Dinner
Kasteel De Wittenburg, Wassenaar |

Amsterdam, Brussels, 3 juni 1991

Membership Services, Management and Cost

The Butler Cox Foundation Executive Programme

▲ **Directors' Exchange Meetings** are scheduled throughout the year. These events are not only intended for directors in charge of Information Systems, but they are also of equal or more importance to senior business executives who are either responsible for the application of Information Technology in their respective organisations, or who wish to obtain insight and perspective in the advantages that IT provides to their organisation. This programme brings together peers in a joint environment, with other members of the Foundation. The meetings are hosted by a member or by the Foundation. They provide a forum to hear a presentation on a topic of current interest and to exchange ideas and views.

▲ **Round Table Conferences**, one day events for small groups, dedicated towards a common industry related subject and organised by the International Foundation.

▲ **Directors' Briefings** are organised to meet an international speaker. This is an opportunity for senior managers to look at their position within their own organisation from a fresh perspective and to understand the changes that are taking place in the business world, especially those that are being transformed by Information Technology. The topics are selected with an aim to introduce the participating members to widely used management techniques.

▲ An **International Conference** each year, usually lasting two days. The subject is one of widespread and international relevance and interest and is generally strategic in nature. The speakers are all senior and of world repute. The venue chosen is one of interest and character. All members participating in the Executive Programme are expected to be present during this annual event.

▲ The **Executive Study Tour**, lasting about a week, organised every year. The Tour enables members to meet and hear presentations from leading research organisation in the US and elsewhere and to meet other international directors.

▲ **Directors' Briefings**, published on an ad hoc basis. These papers address management issues that are both relevant and topical. They are based on the continuous international research activities of the Foundation. They provide practical guidance to directors and general managers on the effective exploitation of information technology within their enterprises.

▲ In general, participating members in the Executive Programme, have the opportunity to select what type of event they wish to attend. The range of scheduled meetings cover a wide area of interest, from new developments to board level issues, from solving skills shortages to improving planning processes.

▲ Membership is personal and not transferable, although members are allowed to introduce colleagues of equal rank and status to the the meeting programme.

Events in other countries

- ▲ Members are welcome to attend national meetings in other countries in which they have a special interest.

Management of the Programme

- ▲ The Executive Programme is managed by Butler Cox plc.
- ▲ The International Foundation Policy Group, consisting of the International Foundation Director and the Foundation Directors or representatives from each country, meets up to three times a year. Members will be asked to influence and decide on the international topic selection and the type of programme in their respective countries.

Membership Fees

- ▲ The membership fee entitles members to the services listed above:
- ▲ Additional charges are payable in respect of the following:
 - Travel, subsistence, and accommodation when attending Foundation events unless specifically included by Butler Cox.
- ▲ The fee for the first director to join the Executive Programme from each organisation who is a fully licensed member of the Butler Cox Foundation, is included in the Foundation license fee.
- ▲ **Associate Members from the System Management Programme** could also register for this programme; in this case their fee would be twice the Associate Membership fee.
- ▲ Each member director is encouraged to introduce a guest from his own organisation to the programme events

All services and membership entitlements are subject to change from time to time as the Foundation grows and members' requirements evolve.

Amsterdam, Brussels 3 January 1991