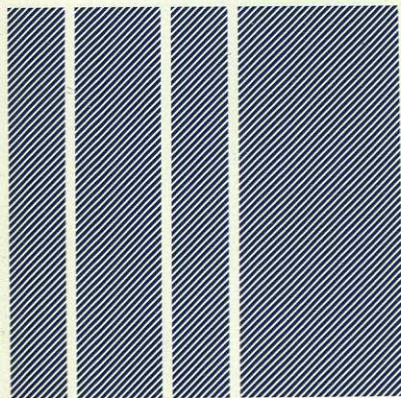


South African Conference Programme



South African Management Conference

Carlton Hotel, Johannesburg

16-17 October 1984

The Butler Cox Foundation

The Butler Cox Foundation

South African Management Conference Carlton Hotel, Johannesburg 16 - 17 October, 1984

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Introduction

A conference for the South African members of the Butler Cox Foundation will be held at the Carlton Hotel, Johannesburg between 16 and 17 October 1984. This document describes the overall conference programme that we have organised. It also provides a biography of each speaker.

Purpose of the conference

The world of information technology is developing at an alarming rate and it is becoming increasingly difficult for organisations to identify the most important issues that may affect their business performance. The purpose of this conference is to identify some of today's key issues, in order to assist member organisations to plan for more effective information systems.

We are aware that unless the key issues are identified, understood and actively managed, there is a danger that crucial elements in the introduction of new systems may be overlooked.

The conference will identify the latest trends in information technology. It will examine a methodology for creating an improved information systems strategy, and will also consider some proven techniques for improving the effectiveness of the information systems function.

Each of the sessions will attempt to provide guidelines for successfully tackling the various issues associated with the introduction of new information systems so that the impact of potential problems can be anticipated and minimised.

The Conference programme

On each of the days, invited speakers will make a formal presentation which will be immediately followed by a discussion period.

We have also reserved one of the sessions, within the programme, as an open forum on a wider range of issues which are of concern to Foundation members. The topics chosen for discussion within this period will be determined by the conference delegates.

We are confident that the programme will be of value both to all management services personnel who are directly or indirectly responsible for implementing information systems and also to informed users who are involved with the resultant changes.

Each member organisation is entitled to send up to three delegates to the conference. Additional delegates are most welcome but they will be required to pay a conference fee of £300 per delegate. Delegates will be required to pay any accommodation expenses that they may incur. At the back of this document, you will find a registration form for the conference. Please complete this form and return it to us as soon as possible.

The Conference Programme

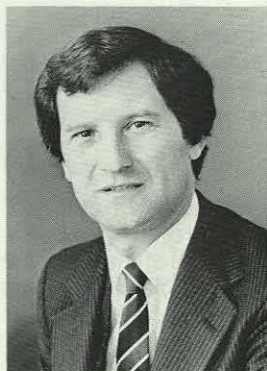
Tuesday 16 October 1984

1400-1430	Registration	
1430-1445	Introduction	Colin Jackson Butler Cox
1445-1600	Keynote Address Trends in information technology	George Cox Butler Cox
1600-1630	Coffee	
1630-1745	Systems development methods	Rob Moreton Butler Cox
1745-1900	Managing the micro revolution	Roger Woolfe Butler Cox
1930	Conference dinner at Annabels, The Landdrost Hotel	

Wednesday 17 October 1984

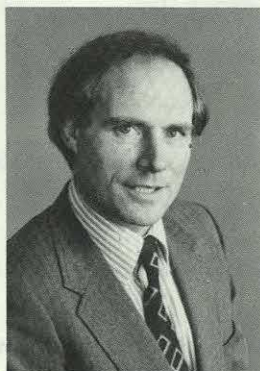
0900-1015	Systems building tools: problems and practicalities	Rob Moreton Butler Cox
1015-1045	Coffee	
1045-1215	Strategic planning for information systems	Bob Alloway Alloway Incorporated
1215-1400	Lunch	
1400-1515	Network architectures for interlinking information systems	Gianfranco Casaglia Deputy director, R&D: Networking systems Olivetti
1515-1545	Tea	
1545-1645	Open forum	Colin Jackson Butler Cox
1645-1700	Closing address	George Cox Butler Cox

George Cox Butler Cox



George Cox is Managing Director of Butler Cox, responsible for the overall management of the business. In addition, he is involved regularly in selected consultancy projects concerned with strategic issues. His involvement with computers and information systems spans over 20 years. He holds a B.Sc in Aeronautical Engineering, is a Member of the Institute of Management Consultants and a Fellow of the Institute of Directors.

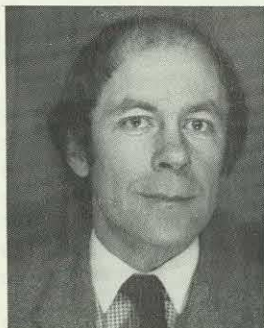
Roger Woolfe Butler Cox



Roger Woolfe is Director of Research with Butler Cox. He has been responsible for studies spanning the range from data networks to expert systems, and from PABXs to cable television. He has undertaken market analyses in a number of fields including voice recognition equipment, photographic videotex, home information services and cellular radio. Recent client assignments have been for a multinational supplier of office

equipment, on corporate strategy for telecommunications; and for a national library, related to marketing strategy.

Robert Moreton, Butler Cox



Robert Moreton is a Consultant with Butler Cox. He undertakes research assignments for the Butler Cox Foundation and is responsible for arranging the programmes for major conferences events. Robert Moreton has researched and lectured extensively in the fields of data management, strategic systems planning and systems development productivity. He has a master's degree in Computer Science from Brunel University and is a member of the British Computer Society.

Colin Jackson, Butler Cox SA



Dr Jackson is the Managing Director of Butler Cox SA, based in Brussels, and serving the company's clients and Foundation members in Belgium, the Netherlands and Luxembourg. He joined Butler Cox in 1981.

For the past 15 years he has worked at a progressively senior level in the information technology industry, working with leading manufacturers, including IBM and CDC and systems houses.

His most recent position before joining Butler Cox was that of Managing Director of Logica Belgium.

He holds a first class honours degree in Physics from Imperial College, London, and both a PhD and a DIC in Mathematics and Computing from the same college.

Dr Robert M Alloway Alloway Incorporated



Bob Alloway is President of Alloway Incorporated, and is I/S Management counsel to several best-practice corporations.

He specialises in I/S strategic planning, in application system portfolio planning, and systems development processes.

He has extensive experience of research, teaching, and consulting. His primary research contributions include

the User Needs Survey (TM) for practical I/S strategic and tactical planning, temporary Management Systems (TM) for successful project design, and Decision Support Systems for effective support of judgemental decisions.

He worked in industry for five years as an I/S manager. He was an assistant professor of management science at the Alfred P Sloan School of Management and the Center for Information Systems Research at MIT from 1975 to 1983. He has a BS in Mathematical-Economics from Brown University, an MBA in Strategic Planning from Boston College, and a doctorate in Management of Technology from Harvard Business School. He is a popular speaker at CISR conferences, at MIT Industrial Liaison Program seminars and at major domestic and international public conferences.

Registration form

To register for the conference please complete the form below and return it to Butler Cox & Partners Limited by **15 September 1984**.

Please register the delegates listed below from this organisation. I understand that our Foundation membership entitles us to three places at the conference and that additional places will be charged at £300 per delegate. I also understand that if any reservation is subsequently cancelled any resulting cost incurred by Butler Cox may be recharged to this organisation.

Signed: _____

Member Organisation: _____

Address: _____

Telephone: _____

Telex: _____

Please return this form to:

Butler Cox Foundation
Butler Cox House
12 Bloomsbury Square
London WC1A 2LL ENGLAND

List of Delegates to be registered:

Surname	Forename	Position
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Normal Entitlement

1. _____

2. _____

3. _____

Additional Delegates (@ £300 each)

4. _____

5. _____

6. _____

Notes:

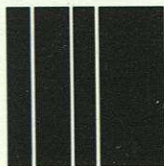
1. Please enclose a cheque for any additional delegates.
2. If you wish to send more than six delegates please photocopy this form.

Please complete the back of this Form.

At this conference, we plan to provide structured opportunities for delegates to meet others with similar roles and to exchange experience and views on issues of common interest, not necessarily related to the conference theme. One of these opportunities will be the Open Forum.

To help us plan this session, would you please indicate here any issues of particular interest to you, and whether you have experience to contribute towards the discussion. Please do not hesitate to add to the list any items you wish. If more than three subjects are of interest to you, please rank your selections 1, 2, 3 etc.

	Subject is of interest	We have experience to contribute	Name of delegates who will contribute
Personnel issues in management services	<input type="checkbox"/>	<input type="checkbox"/>
The control of personal computers	<input type="checkbox"/>	<input type="checkbox"/>
Experience with Unix	<input type="checkbox"/>	<input type="checkbox"/>
Experience with Local Area Networks	<input type="checkbox"/>	<input type="checkbox"/>
Telecommunications network management	<input type="checkbox"/>	<input type="checkbox"/>
Operations management	<input type="checkbox"/>	<input type="checkbox"/>
Systems development methods and management	<input type="checkbox"/>	<input type="checkbox"/>
Strategic planning for information technology	<input type="checkbox"/>	<input type="checkbox"/>
Data management — practical techniques	<input type="checkbox"/>	<input type="checkbox"/>
Practical experience with office automation	<input type="checkbox"/>	<input type="checkbox"/>
Experience with end-user enquiry and query languages	<input type="checkbox"/>	<input type="checkbox"/>
Measuring systems development productivity	<input type="checkbox"/>	<input type="checkbox"/>
Others: please specify	<input type="checkbox"/>	<input type="checkbox"/>



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