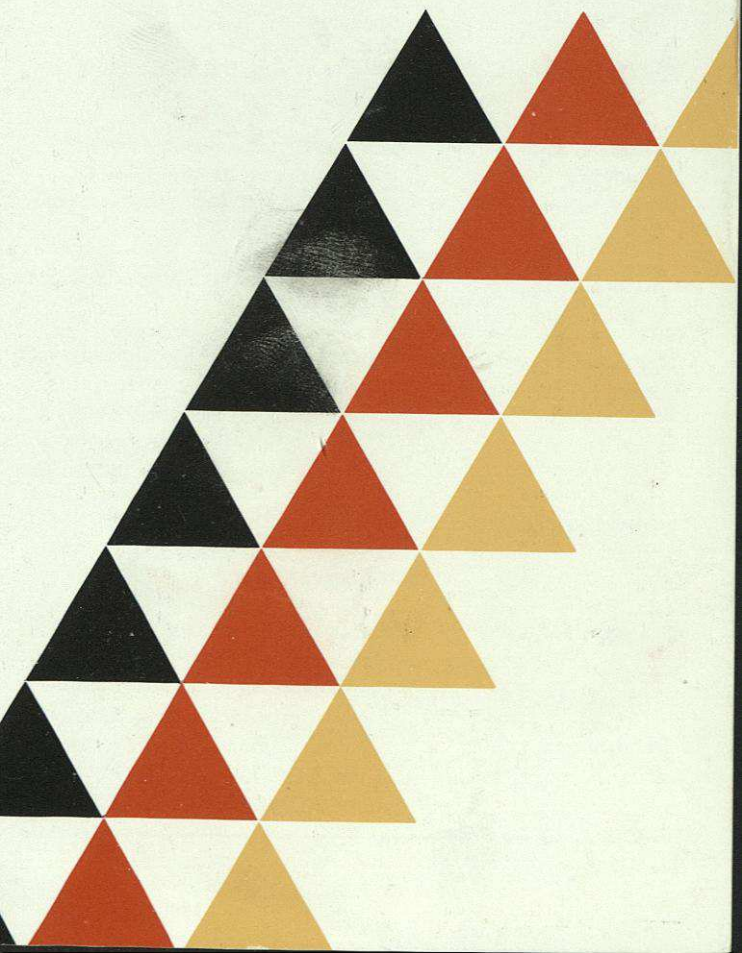


Tenth International
Conference, Munich
25-29 October 1987

BUTLER COX
FOUNDATION

Conference Programme



Tenth International Conference, Munich 25-29 October 1987

Conference Information

- Cocktail Reception and Buffet Supper** (Sunday 25 October) 1900-2300 by the hotel swimming pool, on the 6th floor.
- Breakfast** 0700-0900 will be served in the **Spiegelsaal** on the ground floor of the hotel at the rear of the main lounge.
- Lunch** Will be served in the **Dachgarten** on the 6th floor.
- Coffee and Tea** Will be served in **Salon 1** on the first floor.
- The Conference** Will be held in the **Festsaal** on the ground floor.
- Messages and Enquiries** During the conference tea and coffee breaks, there will be a message board and reception desk in **Salon 1**.
- Conference Office** This will be in the **Kleiner Salon** on the 1st floor.
- The Conference Dinner** (Monday 26 October) The **Residenz** is five minutes' walk — see map on back cover. A shuttle bus service will depart at 1830. If the weather is fine and you prefer to walk, please be there by 1845.
- Ladies' Programme** Buses will depart from the front of the hotel at 0900 on Monday and Tuesday.
- Tuesday Evening** For delegates staying on Tuesday night, a dinner has been arranged at the **Komödiantenstadl** restaurant five minutes' walk from the hotel — see map on back cover. Please meet in the hotel lobby at 1900 or at the restaurant at 1910.
-

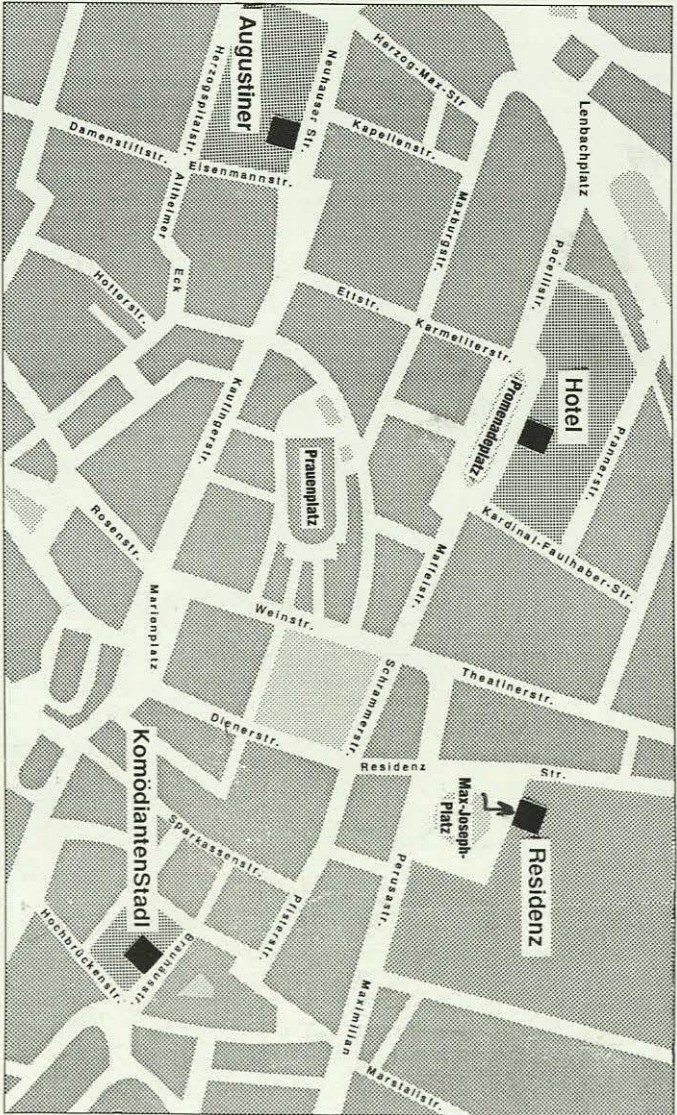
Conference Agenda

Monday 26 October 1987

- 0845 **Opening Address**
David Butler
- 0915 **The Information Technology Industry**
John Imlay
- 1045 Coffee
- 1115 **Communications and Competitive Edge**
John Leighfield
- 1245 Lunch
- 1415 **Computers and Strategy**
Professor Charles Wiseman
- 1530 Tea
- 1600 **GTE — A case study in competitive advantage**
Professor Charles Wiseman
- 1830 Buses depart for Residenz
-

Tuesday 27 October 1987

- 0900 **Competitive Edge: Today's Position**
George Cox
- 1015 Coffee
- 1045 **A Progress Report on New Technologies**
Dr Craig Fields
- 1230 Lunch
- 1400 **Novel Applications of IT**
Professor Nicholas Negroponte
- 1545 **Conference Summary**
David Butler
- 1600 Tea
-



Augustiner

Lenbachplatz

Hotel

Promenadenplatz

Prauenplatz

KomödiantenStadl

Residenz

Max-Joseph-Platz

Residenz

Damenstiftstr.

Herzog-Platzstr.

Neuhauer Str.

Herzog-Max-Str.

Kapellenstr.

Eisenmannstr.

Maxburgstr.

Hollerstr.

Althelmer Eck

Elistr.

Karmeliterstr.

Pacellistr.

Kaulingerstr.

Praunerstr.

Rosenstr.

Kardinal-Faulhaber-Str.

Marlonplatz

Weinstr.

Martelstr.

Theatinerstr.

Dienerstr.

Schrammerstr.

Str.

Sparassenstr.

Residenz

Max-Joseph-Platz

Perusatstr.

Hochbrückenstr.

Braunauerstr.

Pflisterstr.

Maximilian

Marstallstr.