

International
Conference
Dublin
9-11 October 1988

BUTLER COX
FOUNDATION



Conference Programme



International Conference Dublin 9-11 October 1988

Conference information

The conference	Will be held in the Burlington Hall.
Conference office	Will be situated in the FitzWilliam suite (opposite the conference room).
Messages and enquiries	There will be a message board outside the conference room.
Lunches for conference delegates	Will be served in the Herbert room.

Social programme

Saturday 8 October

Horse racing at Phoenix Park Bus leaves hotel at 1345.

Traditional Irish dinner Bus leaves hotel at 1900 for Abbey Tavern.

Sunday 9 October

Tour of Wicklow Bus leaves hotel at 0930.
Cocktail reception and buffet supper 1940-2240 at Trinity College. Shuttle bus service between hotel and Trinity College every 15 minutes between 1930 and 2300.

Monday 10 October

Companions' tour of Boyne Valley Bus leaves hotel at 0930.

The Conference Dinner Buses leave hotel at 1840 for Royal Hospital, Kilmainham.

Tuesday 11 October

Companions' sightseeing tour of Dublin Bus leaves hotel at 0930.

Dinner and concert Dinner at 1800 in the hotel. Assemble at 1915 in the lobby for departure to the National Concert Hall.

Wednesday 12 October

Golf and tennis All delegates who wish to participate should return the booking form to the conference office on Monday 10 October.

Conference agenda

Monday 10 October 1988

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|-----------|---|
| 0900-1000 | The need to market the systems department
David Butler |
| 1000-1030 | Coffee |
| 1030-1215 | Marketing professional services
Aubrey Wilson |
| 1215-1400 | Lunch |
| 1400-1445 | Introducing the profit motive to a group services department
Terry Forrester |
| 1445-1530 | Organisation — the key to customer relationships
Jacques Toqué |
| 1530-1600 | Tea |
| 1600-1700 | Changing a traditional data processing department into a marketing organisation
William Skowrya |
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Tuesday 11 October 1988

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|-----------|---|
| 0900-1000 | The changes needed in the systems department
Andrew Boynton |
| 1000-1030 | Coffee |
| 1030-1130 | Establishing the systems department as a separate company
Michel Logereau |
| 1130-1230 | Charging for information systems — impact on customer relations
Tony Brewer |
| 1230-1350 | Lunch |
| 1350-1450 | Building customer relationships
Barbara Bund Jackson |
| 1450-1500 | Conclusion |
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