2004 Conference and Expo, York

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| Track 1 | Growth in the New Millennium |
| Track 2 | Sales and Marketing |
| Track 3 | Quality Assurance |
| Track 4 | Tools and Resources |

Conference Agenda

## MONDAY, 19 January, 2004

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 8:00 am – 4:00 pm | Registration | | | | |
| 9:00 am – 10:30 am | Exhibits Open | Opening Ceremonies  **Keynote Address: Steven Keeling,** Breakthroughs for the Next Generation **(Grand Ballroom)** | | | |
| 10:45 am - 12:00 pm | Managing and Motivating Employees  (North Hall) | Tips for Increasing International Sales  (South Hall) | Quality vs. Deadline  (East Hall) | Build It or Buy It?  (West Hall) |
| 12:00 pm – 1:30 pm | Lunch Break | | | |
| 1:30 pm – 3:00 pm | Maximising Your Building Space  (North Hall) | Competing with Big Corporations  (South Hall) | Learning from Past Mistakes  (East Hall) | Managing Contract Work  (West Hall) |
| 3:15 pm – 5:00 pm | Afternoon Workshops | | | |

## TUESDAY, 20 January, 2004

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| --- | --- | --- | --- | --- | --- |
| 8:00 am – 4:00 pm | Registration | | | | |
| 8:00 am – 9:00 am | Continental Breakfast | | | | |
| 9:00 am – 10:30 am | Exhibits Open | **Keynote Address: Linda Cooper,** Improving on a Good Idea  **(Grand Ballroom)** | | | |
| 10:45 am - 12:00 pm | Recycling and Upgrading Your Equipment  (North Hall) | The High Cost of Advertising  (South Hall) | Delivering World- Class Products  (East Hall) | Keeping Up with Technology  (West Hall) |
| 12:00 pm – 1:30 pm | Lunch Break | | | |
| 1:30 pm – 3:00 pm | Remodelling Within Your Budget  (North Hall) | Sell, Sell, Sell!  (South Hall) | Building In Quality from the Ground Up  (East Hall) | Improving Performance  (West Hall) |
| 3:00 pm – 3:30 pm | Afternoon Break | | | |
| 3:30 pm – 5:00 pm | Raising Venture Capital  (North Hall) | Marketing to Specific Demographics  (South Hall) | Raising the Quality Bar  (East Hall) | Deciding Whether to Update Your Tools or Build New Ones  (West Hall) |
| 5:15 pm – 7:00 pm | Evening Presentation and Dinner (Grand Ballroom) | | | |

## WEDNESDAY, 21 January, 2004

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| --- | --- | --- | --- | --- | --- |
| 8:00 am – 4:00 pm | Registration | | | | |
| 8:00 am – 9:00 am | Continental Breakfast | | | | |
| 9:00 am – 10:30 am | Exhibits Open | **Keynote Address: Mandar Naik,** Industry Trends for the Decade Ahead  **(Grand Ballroom)** | | | |
| 10:45 am - 12:00 pm | Outsourcing Your Work  (North Hall) | Advertising on the Internet  (South Hall) | Automation  (East Hall) | Evaluating and Comparing Tools  (West Hall) |
| 12:00 pm – 1:30 pm | Lunch Break | | | |
| 1:30 pm – 3:00 pm | Running a Tight Ship and Still Having Fun  (North Hall) | Market Testing Your Products  (South Hall) | Exceeding Industry Standards  (East Hall) | Efficiency Is Key  (West Hall) |
| 3:15 pm – 5:00 pm | Closing Ceremonies | | | | |

# Map of Conference Centre Location

# and Floor Plan



Lobby

Grand Ballroom

South Hall

North Hall

West Hall

East Hall