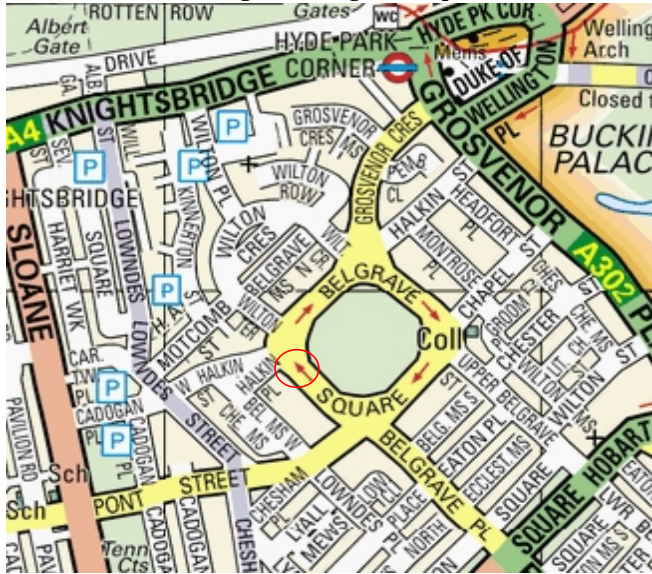


How to get to Belgrave Square



Directions

From Hyde Park corner ticket hall, turn right. Carry on straight ahead up incline. At the top, turn left through a covered private road to Grosvenor Crescent. Turn right and straight ahead to Belgrave Square.

SERC

the South East Region Committee of the Chartered Quality Institute



ANNUAL QA PROFESSIONAL UPDATE

HOW FIT IS YOUR ORGANISATION?

THURSDAY, 29 March 2012

to be held at

*The Society for Chemical Industry
14-15 Belgrave Square
London SW1X 8PS*

APPLICATION FOR SERC QA PROFESSIONAL UPDATE
THURSDAY, 29 March 2012

Name(s)

Company name (if applicable)

Address

Email

Contact name Tel No

Payment enclosed of £..... Signed

Please make cheques payable to: Chartered Quality Institute - SERC Account

INTRODUCTION

This Annual QA Professional Update is organised by SERC primarily for CQI Members, but others with an interest in the subject are equally welcome. It is intended to provide information of practical impact for the practising QA Professional on current developments in the UK and Europe in quality matters.

THE PROGRAMME

Morning

- | | |
|-----------|--|
| 0900-0930 | Registration and coffee |
| 0930-0935 | Chairman's Introduction
Mike Debenham, Business Process Improvement |
| 0935-1020 | Don't Let the Goal Blur Your Vision - Clarity in Goal Setting and Direction
Marilyn Dyason |
| 1020-1100 | Are We As Good As We Think We Are? / Bench Marking Performance
Barry Holt |
| 1100-1130 | Coffee |
| 1130-1210 | Determine the Metrics and Development of Methods to Collect and Organise Data
Ron Basu |
| 1210-1250 | Focus on Customer Retention
Speaker to be confirmed |
| 1250-1350 | Lunch |

Afternoon

- | | |
|-----------|--|
| 1350-1430 | Measure Market Effectiveness
Ray Wilkinson, The Best Practice Club |
| 1430-1510 | The Motivation Myth
Alan Clark, Key Business Improvement |
| 1510-1540 | Tea |
| 1540-1620 | Putting Plans into Practice
David Straker, Syque |
| 1620-1630 | Chairman's closing remarks |

It may be necessary for reasons beyond the control of the organisers to alter the content and timing of the programme or the name of the speakers.

REGISTRATION

For early registrations received before 27 January 2012 the delegate fee is £95.00 (including VAT). For registrations received after 27 January 2012 the delegate fee is £105.00 (including VAT). Early applications are encouraged to assist the organisers. Applications are required by 19 March 2012. Cancellations after 19 March 2012 will not be refunded, but substitutions may be made. Payment cannot be accepted at the door.

Cheques only please payable to Chartered Quality Institute - SERC Account

Please send your application form (overleaf) - photocopies accepted, and payment to:

Philip Tate
SERC QA Professional Update Organiser
11 Lingfield Road
Gravesend
Kent
DA12 5AH

Telephone: 01474 566515 (home) 020 7565 7000 (work)
email: tate@sandberg.co.uk

A VAT receipt will be provided at Registration