

Memorandum

To Level 5 Executives From Geoff French

Copies to Date 1 November 1999

Subject AMSTERDAM CONFERENCE 1999 Job No GHF/AL/M01
/File No

The summary of the presentations, break-out group reports and discussions at the Amsterdam Conference are enclosed.

The presentations by market sector have not been included; please liaise directly with the presenters for any information that is required.

Also enclosed are copies of the photographs taken at the Conference.

Regards



pp Geoff French

Distribution: (to UK based Level 5 Executives)

Hugh Blackwood, Steve Brundle, Iain Calder, Russ Canning, Ralph Cobham, David Farthing, Peter Frankham, Geoff French, Peter Guthrie, Simon Hindshaw, Colin Holmes, Ronnie Hunter, Peter Innes, Ken Jores, William Kemp, Stephen Kimmett, Mike Le Gouais, Jim McCafferty, Bob McGowan, Bob McKittrick, Andrew McNab, Jerome Munro-Lafon, Alistair Napier, Martin Nielsen, John Nutt, Phil Shepherd, Chris Sketchley, Keith Sutton, Gil Thomas, Adrian Tite, Ron Wall, Don Wootton, Mehmet Yilmaz

Does not include Asia Pacific or Africa Level 5s



AMSTERDAM CONFERENCE 1999

GENERAL ISSUES



1. CONFERENCE PAPERS

Copies of the papers have been sent to all Level 5 Executives irrespective of whether they are attending the Conference.

2. SOCIAL PROGRAMME

The Social Programme is attached to this Note as Appendix A.

3. HOTEL & TRAVEL

The hotel where the Conference is being held and where all the delegates are staying is:-

Golden Tulip Barbizon Palace
Prins Hendrikkade 59-72
1012 AD Amsterdam

0031-20-
Telephone: 020 - 5564564

The hotel is located opposite the Central Station in the heart of the city.

There is a direct train service that takes 15 minutes from Schipol Airport to the Central Station. The KLM bus from the Airport takes 30 minutes and stops in front of the hotel.

Delegates are asked to make their own way from the Airport to the hotel.

The hotel has underground parking for 26 cars and there is a public underground car park with security and space for 500 cars within 100m. Those intending to drive should contact Geoff French in Basingstoke who will inform the hotel.

A desk will be set up at the hotel from 1600-1900 hours on September 15th for registration and answer any queries. The desk will also be open from 0800-1200 hours on September 16th.

4. OTHER ISSUES

The Conference Room and break-out areas will all be non-smoking.

The dress code for the Conference is "smart casual".

**AMSTERDAM CONFERENCE -
SEPTEMBER 1999**



SOCIAL PROGRAMME

Wednesday	15th September	1930	Canal cruise followed by dinner at Restaurant De Kelderhof.
Thursday	16th September	0930	Opportunity to attend Conference for Presentations by Market Sector.
		1230	Lunch - Hotel
		1400	Walking Tour of Amsterdam
		Evening	Free
Friday	17th September	am) pm)	Choice of Social Programme Option A Van Gogh Museum & Rembrandt House Option B Delft Porcelain Works
		1800	Visit to Diamond Factory followed by dinner at "The Five Flies".
Saturday	18th September	am	Choice of Social Programme Option C Anne Frank House Option D Museum Willet - House built in 1685 restored to the style of the 18th Century providing an insight to the architecture of the buildings and the design of gardens at that time. Impressive collection of porcelain & silver.
		1300	Lunch - Hotel
		pm	Free
		Evening	Free
Sunday	19th September	am) pm)	Choice of Social Programme Option E The Hague Option F Bicycle tour of countryside.
		1930	Conference Dinner, Hotel
Monday	20th September		FREE



1. Peter Guthrie (L)
2. Chris Sketchley (L)
3. Henry Blackwood
4. Roy Wall
5. William Kemp
6. Mehmet Yilmaz
7. Bob McGowan
- 8.

9. Simon Davies
10. Jim ?
11. Peter Innes
12. Cheung Chung Hoi
13. Martin Kwong
14. Gil Thomas
Jerome Munro (to left)

Amsterdam
conference
1999
Jim McCafferty



Amsterdam
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- 1. Alistair Napier
- 2. Bob McKittrick
- 3. Hugh Blackwood
- 4. Chris Sketchley (L)
Jim McCafferty (R)

- 5. Geoff French
- 6. Bob + Maris McGowan
(in middle)
- 7. Martin Nielsen (L)
John Nutt (C)
Ron Wall (R)

- 8. Martin Kwong
- 9. Cheung Chung Hoi
- 10. Mehmet Yilmaz
- 11. Ron Ralston
- 12. Ronnie Hunter

Jim McCafferty



1. Yvonne McCafferty (L)
2. Annie French (CR)
2. Jim McCafferty
with JoAnn Holt.

3. Marie McGowan
4. Margaret McKelrick
Amsterdam conference 1999

Jim McCafferty



RESTAURANT

d'Vijff Vlieghe

postadres Singel 355, 1012 WK Amsterdam

bezoekadres Spuistraat 294 - 302

reserveringen 020 - 624 83 69 / 554 60 15

telefax 020 - 623 64 04 / 638 81 71

internet <http://www.krasnapolsky.nl>

Nieuw Nederlandse Keuken



Scott Wilson

Amsterdam conference 1999

MENU

*Thinly sliced beef fillet
on a salad of browned almonds
and Old Amsterdam cheese*

*Monkfish, larded with spring onion
presented with a lukewarm vinaigrette*

*Rib of veal on chicory pick,
topped with a meringue of caramelised nuts
and served with a shallot sauce*

*Chocolate tartlet with Amarenen cherries,
vanilla sauce and yoghurt ice cream*
