

33RD FAPIA GENERAL MEETING

# Back to Basics

Marketing/Promotion,  
Distribution,  
Circulation  
& Commercial Ads

PART 1



**F A P I A**

**25-27 April 2002 • Amsterdam, The Netherlands**  
**Golden Tulip Barbizon Palace Hotel**

# 33<sup>rd</sup> FAPIA General Meeting

Dear members of FAPIA

I am delighted to invite you to Amsterdam on the occasion of the 33<sup>rd</sup> FAPIA General Meeting, 25-27 April 2002 at the Barbizon Palace Hotel.

You will be the guest of a unique city. Amsterdam is a city that is alive 24 hours per day. A city where the possibilities are limited only by your own imagination. It makes little difference whether you are visiting for the first time or the one hundredth: Amsterdam continues to surprise. My only advice to you is to have an eye for detail. While other world cities are remarkable for the magnificent and the imposing, the beauty of Amsterdam is very often to be found in the subtlest detail.

From folklore to modernity, from tradition to unconventionality, Amsterdam is really a city of contrasts. This is what makes it such a unique meeting place. Although the purpose of your visit is first and foremost business, I hope you will also use your stay to discover the many sights and delights of Amsterdam.

I have no doubt that FAPIA Head Office and the Hosting Committee will exceed your expectations and provide you with an unforgettable experience. I wish you a pleasant and safe trip and look forward to welcoming you to our city: the city of Amsterdam!



**Job Cohen**  
Mayor of Amsterdam

## PROGRAMME AT A GLANCE

### THURSDAY 25 APRIL

13.00-14.00	Networking Lunch
14.00-17.00	Site Visit
18.00-19.30	Opening Night Reception
19.30-late	Informal Networking

### FRIDAY 26 APRIL

09.00-13.00	Publishers'/Chief Executives Meeting
09.00-13.00	Sales Managers' Meeting
09.00-13.00	FCP Training Workshop
14.00-17.30	Business Meeting
14.00-17.30	Treffen deutscher Verkaufsleiter (German Sales Meeting)
17.30-18.30	FAPIA Lounge Bar

### SATURDAY 27 APRIL

09.15-10.00	<b>Keynote:</b> Sally Winfield, DMGT, UK
10.00-10.45	<b>Merchandising Strategies</b> , Colin Graham, Outsource Enterprises Ltd, UK
11.15-12.00	<b>Intelligent solutions for entering ads</b> , Guy Spriggs, Rosetta, The Netherlands
12.00-12.45	<b>Distribution Models - which is best for your market?</b> , Member panel
14.00-14.45	<b>Making the right connections</b> , Martin Cowman, Cawley Nea, Ireland
14.00-14.45	<b>How is the printed world changing?</b> , Speaker tbc
14.45-15.30	<b>Media Buying Agencies - a waste of time?</b> , Speaker tbc
16.00-16.45	<b>Marketing and Promotion Initiatives</b> , Gerald Coniel, <i>Junk Mail</i> , Johannesburg
19.00-01.00	<b>FAPIA Gala</b>





# Programme in Detail

## Thursday 25 April

### MORNING ARRIVAL PARTICIPANTS

#### 13.00 - 14.00 NETWORKING LUNCH

Meet new and greet old faces in a relaxed setting before we officially kick off the conference...

#### 14.00 - 17.00 SITE VISIT

Join your fellow members for a local industry-related site visit relevant to your business. There is no additional cost, but for transport purposes, we do require you to specify your attendance on the registration form.

#### 13.00 - 18.00 TABLE TOP DISPLAYS

Learn about the issues and trends in classified advertising that can impact your bottom-line. Identify possible solutions by talking to industry experts at our tabletop exhibition. Here is your chance to meet with a number of key suppliers for face-to-face discussions on emerging technologies and business solutions. Make time to stop and visit - appointment's not required.

#### 18.00 - 19.30 OPENING NIGHT RECEPTION

Drinks, food, music... the perfect recipe to relax among old friends and new. Light canapes and drinks provided.

#### 19.30 - LATE INFORMAL NETWORKING

Choose from Amsterdam's many restaurants to continue establishing new contacts and making the most of your networking opportunities.

## Friday 26 April

### 09.00 - 18.00 SUPPLIER EXHIBITS

#### 09.00 - 13.00 PUBLISHERS'/CHIEF EXECUTIVES' MEETING

Talking about core matters that really bring in the cash. Looking at the basic fundamentals of our business. Sharing expertise. That's what you can expect in this half-day meeting. Chaired by Stefan Anderson, CEO Infosto Mediat Oy, Finland, the back-to-basics focus will be on how to grow revenues:

- **CIRCULATION**  
What's happening with our paper sales and what are we doing to counter-react?
- **MARKETING AND PRICING**  
Have we been too aggressive on increasing paper prices and simultaneously cutting down on advertising?
- **ZONING**  
How are we positioning ourselves to maximize our market share and/or share of customers?
- **AD SALES**  
Decreasing ad markets and prices are a reality for many of us...have we identified new markets to penetrate?

Broadview's media team, led by Ben Tompkins (Managing Director) and Julie Langley (Vice President) from London, will also be presenting on current market trends and techniques for optimizing shareholder value.

Broadview International advises clients in the media, technology and communications industries on mergers & acquisitions, private placements and divestitures. Some of their major classified publishing transactions recently include: Daily Mail and General Trust acquired Loot from Scoot for £45 million; Scoot acquired Loot for £190 million; QXL acquired ricardo for € 1 billion.

To maintain the high level of discussion, specific entry regulations and entrance fee apply. Please refer to the Publishers' Meeting regulations on the back of the registration form for details.

#### 09.00 - 13.00 SALES MANAGERS' MEETING

The Sales Managers' Meeting will focus on a number of key trends and issues affecting free ads papers in today's competitive media marketplaces worldwide. An agenda of back-to-basic topics including:



### • BOLD VERSE DISPLAY

What packages do members currently offer? Do we sell solution advertising (bundles)?

### • RATE CARD DISCOUNTING

Ad spends from companies are being cut, do we discount our rate card or do we run special offers? What are successful? Specials that have been run over the past several years?

### • INCENTIVES

How do we motivate and incentivise our Sales Reps to achieve better results? Participants will look at some successful ideas that are in practice as well as new ideas.

Jason Zeelie, General Manager of *Junk Mail*, Johannesburg, will be chairing this meeting. Jason manages one of the largest sales team for the largest free ads paper in South Africa and guarantees results for all attendees. Come prepared.

### 09.00 - 13.00 FCP TRAINING WORKSHOP

The second official training workshop for FAPIA Contact Persons. This half-day intensive training programme is designed for any person working with the FAPICS ad exchange programme. Revised and improved, the workshop will show participants how to use the ad exchange properly and give hints for saving time and effort in entering and processing ads, thus saving your company money. Set in a working group environment, participants will be able to pick up ideas from other FCP's on how best to develop the ad exchange which will earn your company money on more international ad sales. Talk about a win-win situation!

### 13.00 - 14.00 WORKING LUNCH

### 14.00 - 17.30 BUSINESS MEETING

The exact contents of this meeting will only be known shortly beforehand. However the agenda will basically consist of the following points:

- Opening
- Secretary's / Head Office report (written)
- FCP/Sales Managers' Meeting Reports
- Membership applications
- Financial Statement 2001 and vote
- Appointment Auditor for 2002
- FAPIA Projects
- Presentation by next host, *Iz Ruk V Ruki* Moscow
- Any other matters and closing

### 14.00 - 17.30 TREFFEN DEUTSCHER VERKAUFSLEITER (GERMAN SALES MEETING)

Kurzpraesentationen und Erfahrungsaustausch zu nachfolgenden Schwerpunkten:

- Online und Printkombinationen der einzelnen Verlage

- Stagnation der Abverkaufe und der Anzeigenumsaetze - was wird unternommen?
- Rabatt: Marktchancen neuer Produkte nach Aenderung des Rabattgesetzes (AbisZ, DHD)
- Welche Ideen und Loesungen haben die anderen Verlage?
- Marktentwicklung der Fotomagazine Aufbau bzw.
- Umstrukturierung einer Verkaufsmannschaft
- Bundesweite Beilagen (Avis Hamburg)

*Please note this meeting will be conducted in German only.*

### 17.30 - 18.30 FAPIA LOUNGE BAR

Join the hosts of the 34th FAPIA General Meeting, *Iz Ruk V Ruki*, in the comforts of the FAPIA Lounge to sample some authentic Russian vodka!



## Saturday 27 April

### 09.00 - 17.30 SUPPLIER EXHIBITS

### 09.15 - 10.00 KEYNOTE ADDRESS

#### "KEEPING AHEAD OF THE GAME"

*Sally Winfield, Group Classifieds Director, DMGT*

Find out how DMGT, new owners of Loot UK, keep steps ahead of the competition. Sally Winfield, Group Classifieds Director DMGT will focus on how they organize and motivate their sales teams to sell an ever-increasing portfolio of products, the basics of training and marketing and how they have used both of these to keep ahead of the game. Plus she will talk about the simple disciplines that make organisations successful and how they constantly review and reorganise both their operations and products so that they succeed - even when times are tough!

Sally Winfield is Group Classified Director and responsible for the Classified operations of the Daily



Mail, The Mail on Sunday, the Evening Standard, Metro and Associated's recent acquisition, Loot, plus the Associated's Classified Online strategy and current sites, which include ThisisLondon/jobs/motors/homes.

#### **10.00 - 10.45 MARKETING TRACK "MERCHANDISING STRATEGIES"**

*Colin Graham, General Manager, Outsource Enterprises Ltd, UK*

You need to get your publication on the front counter. You need it to be an impulse purchase. You need to improve your current merchandising strategies to make this happen. Join Colin Graham, General Manager of Outsource Enterprises Ltd., to learn the most effective methods to improve your publications' shelf space, to find out what you could or should be doing, and to hear how you can improve relations between distribution and merchandising which are closely tied together.

Outsource Enterprises provide a nationwide sales support service for publishers and distributors including field sales personnel working with independent newsagents or multiples to police planogram and range stocking agreements, install promotional and POS material, merchandise product display and gather retail audit information. Major clients include Loot UK, News International Dist. Ltd (The Sun), and Buy & Sell Ireland.

#### **10.45 - 11.15 REFRESHMENT BREAK**

#### **11.15 - 12.00 COMMERCIAL ADS TRACK "INTELLIGENT SOLUTIONS FOR ENTERING ADS"**

*Guy Spriggs, Rosetta Stone Consultancy, The Netherlands*

Practical tips and tricks for reducing costs and increasing revenues, by allowing advertisers to enter their own ads over the web. Find out more. Join Guy Spriggs from Rosetta Stone Consultancy, specialist developers of online classified systems.

#### **12.00 - 12.45 DISTRIBUTION TRACK "DISTRIBUTION MODELS - WHICH IS BEST FOR YOUR MARKET?" (MEMBER PANEL)**

Distribution differs from country to country but it is always interesting to look at different models...plus it's a great way to benchmark yourself. Join a panel of three or four members who will each present their own distribution model. Common figures will be used so you can make a comparison and draw your own conclusions on the most effective model: cost, return percentage, distributor feedback, figures given, how often and how fast, level of interference from a publisher's point of view, delivering quantities, allocation of copies, merchandising, return rates, etc...

#### **12.45 - 14.00 LUNCH**



#### **14.00 - 14.45 MARKETING TRACK "MAKE THE RIGHT CONNECTIONS - A CREATIVE VIEW", Martin Cowman, Cawley Nea, UK**

Attention dollars are the most valuable commodity in today's markets. Finding ways to distract people is not enough, you have to reward them for their time. At a time where the world's brands are desperate for new ways to connect people, Martin Cowman, deputy creative director at Dublin-based Advertising agency, Cawley Nea, offers a creative angle on the opportunities and challenges facing free ads publications in their ongoing battle for new advertisers and new readers.

Cawley Nea was formed in 1991 and produces creative solutions to marketing problems with a particular emphasis on results. Some clients include: The Body Shop, Volvo, TodayFM and Allied Irish Bank.

#### **DISTRIBUTION TRACK**

#### **"HOW IS THE PRINTED WORLD CHANGING?"**

Get a global perspective on how things are changing in the printed world, declining circulations of some dinosaur titles, increase of titles, niche markets, globalisation of some part of the market, new legislations, change in the big retailers. How do they react to all of this and how can it affect us, publishers of free ads papers. Speaker tbc.

#### **14.45 - 15.30 MARKETING TRACK "MEDIA BUYING AGENCIES - A WASTE OF TIME?"**

Many of us would love to have brand advertisers like beer companies or car manufacturers in our papers, but we don't get them. Why? Don't we have the data the advertisers need? Is our image wrong? Or do we

simply not understand how it works? Should we even bother? A local media agency will talk about how we in the free ads business could potentially bring in more advertising money. Speaker tbc.

### 15.30 - 16.00 REFRESHMENT BREAK

### 16.00 - 16.45 MARKETING TRACK

#### “MARKETING AND PROMOTION INITIATIVES”

*Gerald Coniel, Junk Mail, Johannesburg*

Join Gerald Coniel for a live demonstration of audio and visual marketing and promotional initiatives carried out by FAPIA members. Television campaigns from Germany, Belgium, South Africa, Brazil and Finland, radio ads from India, Australia, and Ireland, billboard and bus-board initiatives from Czech Republic, Canada and Germany...the list does not stop there. If you don't want to be left out, you still have time to send in your material to be included in this extra-special session. Gerald promises an energetic and refreshing look into the world of advertising Classified Advertising – you're the judge of what works and what doesn't!

### 19.00-01.00: FAPIA GALA

We invite you to a very special night in the 15th Century Olof Chapel located in Barbizon Palace Hotel. The room will take a complete transformation to become a glitzy showroom for the first ever celebration of the FAPIA Awards recognizing excellence and achievement amongst the members. An international panel of judges will be selecting nominations from the marketing and promotional material sent in for Gerald Coniel's presentation for the FAPIA Marketing Awards. Join us at the FAPIA Gala Dinner to see who will receive top honours!

Dress Code: Black & White. As glamorous or casual as you like, just make sure it's black and white!

There is no official host for the 33rd FAPIA General Meeting. Your party ticket is therefore included in the registration fee. You will need to indicate on the registration form if you are attending the party for food and beverage planning.

If you would like to bring a partner/guest, please tick the additional box on the registration form and specify how many people you will be bringing. Guests/partners must pay an additional fee (details column on right).

## Sunday 28 April

ALL DAY

TOURS AND/OR DEPARTURE OF PARTICIPANTS

## Registration & Fees

Early Bird Registration fee before 28 March € 230  
Regular Registration fee before 19 April € 260  
Late Registration fee after 19 April and onsite € 300  
(All registration fees include party ticket)

Publishers' Meeting fee € 150  
Guest or Partner fee € 100  
(includes party ticket)

All fees are exclusive of BTW (VAT) 19%. This will automatically be charged to your credit card. If you are paying by bank transfer, please add to total amount due.

Registration is only allowed for personnel of FAPIA members, who are directly involved in the publishing of Free Ads Papers and where a membership fee is paid.

### INCLUDED IN THE REGISTRATION FEE:

- Access to all meetings on 25, 26, 27 April (with the exception of the Publishers' Meeting on 26 April)
- Site Visit
- Lunches and refreshment breaks on 25, 26, 27 April
- Welcome Reception on 25 April
- FAPIA Party on 27 April

### NOT INCLUDED IN THE REGISTRATION FEE:

- Travel to and from the meeting venue
- Taxes
- Hotel accommodation

### PARTY REGULATIONS

Persons who are NOT registered for the full General Meeting programme (i.e. partners and other guests) can purchase a ticket to attend the party through an officially registered participant. Please see the registration form in this folder for details. Tickets may be purchased for € 100 per person which includes dinner, drinks and entertainment

### PROCEDURE TO REGISTER:

The completed registration form found in this folder must be sent to FAPIA Head Office - one participant per form (photocopy additional copies if necessary). Payment must be arranged at the same time as registration. Only after receipt of payment is the registration deemed official. The Barbizon Palace Hotel does not require a deposit, only a valid credit card in order to hold your room. Payment for your hotel room must be settled upon check-out following the conference.

Please see the reverse of the registration form for full payment and cancellation details.

Please come to the FAPIA registration desk at the Barbizon Palace Hotel to collect your conference pack. Details of meeting rooms and speaker notes will be included in the Conference Folder.



# The Golden Tulip Barbizon Palace Hotel



WORLDWIDE HOSPITALITY

**GOLDEN TULIP**

BARBIZON PALACE

This unique five-star hotel is situated in the oldest and most unique part of Amsterdam and is partly built behind the restored facades of 19 historic buildings from the 17<sup>th</sup> century. The St. Olof Chapel (our main meeting room) dates from 1425 and is therefore one of the oldest buildings in Amsterdam. The Chapel is connected to the hotel by an underground passage.

The Barbizon Palace is located in the bustling and trendy heart of Amsterdam with the financial district, shops, musea and Royal Palace at Dam square within walking distance. Amsterdam offers a wide variety of entertainment, all of which can be found in the immediate vicinity of the hotel.

The hotel is easily reached by car and public transport. Situated directly across from the hotel is Amsterdam Central Station. Amsterdam Schiphol Airport is only 20 minutes by train (trains leave Central Station every 15 minutes) or 50 minutes by KLM shuttle bus.

With 274 luxurious rooms, including several suites, we will endeavour to reserve as many rooms in the monumental part of the hotel as possible. But don't be expecting a canal view from your bedroom window!!!

The Barbizon Palace Hotel offers the following special rates for FAPIA members:

**Single Room** € 185

**Double Room** € 205

Rates are per room per night and include full American breakfast buffet, VAT and service but exclusive of 5% city tax. The rates listed are only valid for reservations made through FAPIA. Higher rates may apply if booked directly with the hotel.

Hotel requirements are to be indicated on the registration form in this brochure and returned to FAPIA Head Office by the official registration deadline. FAPIA will arrange your booking and confirmation will be sent two weeks before the date of the event (or less depending when you send your registration form). FAPIA will not be responsible for any rooms booked directly with the hotel by the participant. Please read the hotel cancellation and payment policies on the back of the registration form.

## **HOTEL ADDRESS:**

Golden Tulip Barbizon Palace Hotel

Prins Hendrikkade 59-72

1012 AD Amsterdam

The Netherlands

Phone: +31-20-5564564

Fax: +31-20-6243353

URL: [www.goldentuliphotels.nl/gtbpalace](http://www.goldentuliphotels.nl/gtbpalace)

## **ALTERNATIVE HOTELS**

Although FAPIA encourages participants to stay at the official conference hotel, we understand this may not be possible for everyone. If you are interested in securing a hotel in a lower price category, please contact FAPIA Head Office for assistance.

## About Amsterdam

### **A CITY THAT WILL FILL YOU WITH WONDER**

Amsterdam has been dubbed the 'Global Village'. Its historical roots keep it curiously cosmopolitan, yet at the same time it is very relaxed. It's a youthful, cultural city that provides stimulus for creativity, but it is seldom very formal. It stands firmly on its past, yet looks directly at the future.

Amsterdam is home to some of the best art in the world, has more canals than Venice, more bridges than Paris and around 7,000 national monuments in the city centre. But behind historical façades, you'll find cafes, restaurants and a buzzing night life. And there are all sorts of opportunities for trips around the city and out into the countryside.

Skyscrapers and 17<sup>th</sup> century gables, bonerattler bicycles, electric salon boats and Internet terminals on street corners. Amsterdam fuses old and new. Centuries of world trade and international relations have made Amsterdam strongly cosmopolitan. Today, only around half of the city's population is native Dutch. Most people are fluent in at least two languages.

A whole layer of the usual metropolitan stress is simply peeled off as people find more time for cafes, canal walks and casual conversation. Amsterdam offers the combined stimulus and serenity of a city that is big enough, but not too big.

# Fast Facts about Amsterdam

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## **AIRPORT TRANSPORT:**

Schiphol International Airport is approximately 20 minutes from the city centre. You can take a taxi, train or even arrange a limousine service to deliver you direct to the hotel.

## **CLIMATE:**

The weather is usually not so cold in late April although unexpected temperature drops aren't uncommon. Bring a coat and an umbrella!

## **CRIME:**

Amsterdam is one of the safest cities in Europe, and you need have little fear of serious street crime day or night. Pickpocketing and luggage theft can be a problem, especially in crowded areas and places where there are many tourists. So use sensible vigilance – don't carry your wallet in your back pocket or keep your money and credit cards in one place. Keep an eye on your luggage, especially on train platforms and at tram stops.

## **CURRENCY:**

Euro. Major credit cards are generally accepted by larger establishments.

## **DRUGS:**

Drugs are not legal in Holland. People found with hard drugs such as heroin and cocaine can expect swift prosecution. The attitude to soft drugs such as marijuana is the typical Amsterdam stance of tolerance and control. Rather than drive cannabis-smokers underground, an official blind eye is turned to use of the substance in a very few specified "coffeeshops".

## **ELECTRICITY:**

220 volts, 60hz.

## **LANGUAGE:**

Dutch – although English is spoken almost as a second mother-tongue in Amsterdam. Many people command two or three other languages too.



## **PASSPORT/VISA:**

International visitors must have a valid passport and in some cases an entry visa. For more information, contact your nearest Dutch Embassy or High Commission. If you require a letter of invitation to get your visa, please contact FAPIA Head Office to arrange.

## **POPULATION:**

City of Amsterdam is 734,540



## **PUBLIC TRANSPORT:**

Public transport is fast, efficient and inexpensive. Buses, taxis and trams share a special traffic-free central lane, so are seldom affected by congestion... and the canals offer all sorts of novel ways of getting about.

## **SPRING:**

Springtime is bright and colourful in Amsterdam. There are flowers everywhere, and something of a holiday mood sets in. The whole city turns into a merry street market on April 30 for Queen's Day, the official celebration of the Dutch monarch's birthday. In May the World Press Photo Exhibition shows the best newspaper and magazine photography of the previous year, and the RAI congress centre hosts an international modern art fair, the KunstRAI.

## **TIPPING:**

The standard tip in most restaurants is 10-15 per cent.

## **MORE INFORMATION:**

Amsterdam Tourist Office (VVV) is the official information source for everything you want to know to make your stay in Amsterdam truly memorable. Visit them for information about city walks, excursions, canal trips, maps, guide books, public transport tickets, souvenirs, theatre and concert tickets and a lot more.

Some handy website links for you to check out are:

[www.visitamsterdam.nl](http://www.visitamsterdam.nl)

[www.amsterdamtourist.nl](http://www.amsterdamtourist.nl)

[www.amsterdam.nl](http://www.amsterdam.nl)





WORLDWIDE HOSPITALITY

## GOLDEN TULIP

BARBIZON PALACE

## Payment & Cancellation Details

### General Meeting

#### METHOD OF PAYMENT

- Bank Transfer (amount must be net of all commissions) to FAPIA's bank account:  
Account no. 49.00.80.227  
ABN Amro Bank Rembrandtplein  
Amsterdam, The Netherlands
- Credit Card – please fill in ALL details.
- You will automatically be sent a receipt following payment.

#### CANCELLATION

- FAPIA Head Office must be notified in writing of any cancellations. A cancellation fee of € 50.- will be charged for cancellations received before 8 April 2002. After this date, there will be no refund of the registration fee.
- Separate conditions apply for the hotel reservation. Please see right column for details.

### Hotel Reservation

#### METHOD OF PAYMENT

- Upon registration, FAPIA will guarantee your room reservation with The Barbizon Palace Hotel. For this purpose, FAPIA requires a credit card guarantee by each individual participant. Without this, the hotel room cannot be held.
- No deposits or pre-payments are required. Settlement of all charges is to be made directly to the hotel by each individual upon check-out.

#### CANCELLATION

- Individual cancellations will be accepted 24 hours prior to arrival. Any room cancellation received after this time or No Show will be charged one night's guest room rate plus applicable taxes to the credit card used as guarantee.
- If you wish to cancel or change your hotel reservation, please contact FAPIA Head Office to arrange.



### Publishers' Meeting

#### REGULATIONS

- Only senior management (preferably chief executives) of FAPIA member papers and their holding companies\* can register.
- Registration forms must be accompanied by a business card (photocopy acceptable) indicating the person's position.
- Only one participant can register per FAPIA member paper.
- An entrance fee of € 150.- applies.
- Registrations will be handled on a 'first come, first served' basis.

\* Holding companies must have a majority share in or at least one FAPIA member paper.

## Registration Deadline

**Early Bird Registration: Thursday 28 March, 2002**  
**Standard Registration before 19 April, 2002**

Late registrations will be taken after 19 April and onsite

# REGISTRATION FORM

...FAX BACK...FAX BACK...FAX BACK...FAX BACK...FAX BACK...FAX BACK...FAX BACK...FAX BACK...

**FAX: +31 20 638 2371**

EARLY BIRD REGISTRATION: THURSDAY 28 MARCH, 2002

STANDARD REGISTRATION: BEFORE 19 APRIL, 2002

**PLEASE PRINT CLEARLY!** One participant per form, make photocopies if necessary

NAME: ..... M/F  
First name Surname

COMPANY: ..... PAPER NAME: .....

POSITION: .....

ADDRESS: .....

CITY: ..... COUNTRY: .....

PHONE: ..... FAX: ..... E-MAIL: .....

Only tick the following boxes if they apply:

☐ Yes, I would like to bring a guest to the Party on Saturday at the cost of € 100 per person. Number of guests: .....

☐ Yes, I have special dietary requirements. Please specify: .....

Is this the first FAPIA General Meeting you have attended? ☐ Yes ☐ No

Would you like to receive regular updates on FAPIA activities and events in the future? ☐ Yes

## HOTEL REQUIREMENTS

DATE OF ARRIVAL: ..... DATE OF DEPARTURE: .....

Golden Tulip Barbizon Palace Hotel Amsterdam:

☐ Single room: € 185 ☐ Double room: € 205 ☐ Suite (we will contact you with rates)

IF DOUBLE ROOM: NAME OF PERSON WHOM SHARING WITH: .....

Rates are inclusive of full American breakfast buffet, VAT and service but exclusive of 5% city tax

## FAPIA GENERAL MEETING SESSIONS

We need attendance numbers only for the following sessions. Please tick ONE box per time slot

Thursday 25 April 2002	14.00-17.00	<input type="radio"/> Site Visit
Friday 26 April 2002	09.00-13.00	<input type="radio"/> Publishers' Meeting
		<input type="radio"/> Sales Meeting <input type="radio"/> FCP Workshop
	14.00-17.00	<input type="radio"/> Treffen deutscher Verkaufsleiter (German Sales Meeting)
Saturday 27 April 2002	19.00-01.00	<input type="radio"/> FAPIA Gala Night

## PAYMENT OF REGISTRATION FEES AND CREDIT CARD-GUARANTEE

### Registration Fee per person

Registration Fee (€ 230 / € 260 / € 300)

Publishers' Meeting (See backside of this form) € 150

Additional Guests to Party (€ 100 per person)

Fees excl. of BTW 19%. This will be added to your final amount. Total

€  
€  
€  
€

### Method of Payment

☐ Bank transfer

ABN-Amro Bank Amsterdam, Account 49.00.80.227

☐ Credit Card

Charges will be made to the below mentioned credit card.

Complete Credit Card details below for Hotel-Guarantee

Credit Card Guarantee: ☐ Visa ☐ AMEX ☐ MasterCard/EuroCard

CREDIT CARD NUMBER: ..... EXPIRY DATE: .....

CARDHOLDERS NAME: ..... SIGNATURE: .....

You will automatically be sent a receipt. Please note that payments must be net and free of commissions. Registration will NOT be official until full payment has been received. In order to guarantee your hotel reservation, we need to have credit card details. Hotel cancellation fees will be charged to this credit card. See reverse of this brochure for cancellation details. In case payment of Registration fees is made by credit card, these will be charged to this credit card as well.

This form must be signed by either the Publisher or the Chief Executive of a FAPIA member organisation. By signing this form, he/she confirms that the person on this form is currently an employee of the organisation as mentioned above, or one of its subsidiary companies.

Name: ..... Signature: .....