



Free Arts Papers
International
Association

Copenhagen • Denmark

2001

*26-27-28 April, 2001
31st FAPIA General Meeting,*

Copenhagen, Denmark

Host:



“Velkommen FAPIANS”

Back in the old days, mermaids were known to seduce travellers to Denmark. Today they still do and want to invite you to the 31st FAPIA General Meeting in Copenhagen this coming April.

Copenhagen is the perfect place to catch up, not just on FAPIA activities, but on what everyone's been doing since our last get together. You'll find everything close to hand to ensure your trip is relaxing and memorable – museums, shops, canals, restaurants, the famous Tivoli Gardens, the Little Mermaid, historic buildings and plenty of green surroundings.

We wish you a great time in our spectacular city. Don't hesitate to call on us if you need some local advice!

The team at Den Blå Avis.

Copenhagen today

Copenhagen, the capital city of Denmark and geographical centre of the region is a city well known to tourists. But it is an equally busy centre for trade, transport and advanced industry, not just in the energy, environment and medical-health sectors, but also in the design, construction, tourism and leisure sectors. Copenhagen International Airport handles more than 740 take-offs and landings on a daily basis.

More recently, a new bridge linking Copenhagen (Denmark) and Malmö (Sweden) has virtually created a new territory for both countries. The Øresund Link, opened in July 2000, is one of the largest infrastructure projects Scandinavia has seen in modern times. The 16km road and rail link is composed of both a tunnel and a bridge joined in the middle of the straits by a 4km long artificial island. It takes just 18 minutes to get from Copenhagen Airport to Malmö across the link.



Copenhagen – a brief history

Founded in 1167 and capital of Denmark since 1417, Copenhagen is the seat of the nation's government, and home to the Danish royal family. The reigning monarch, Queen Margrethe II can trace her ancestry back to the Viking Age, making Denmark the world's oldest kingdom.

The history of the city can be read clearly in its face. It is still characterized by Christian IV's many magnificent Renaissance buildings. It still harks back to the Swedes' storming of the ramparts in 1659, when the Copenhageners rallied around their king, Frederik III, who declared that he would carry the day or "die in his nest".

The Copenhageners' actions saved the country and as their reward, they were granted special privileges, the only remaining one being the right to fly the swallow-tailed flag from the flagpole of the Town Hall.

The city bears the stamp of the houses and mansions built by the well-to-do citizens of the 1700s and the industrialization of the 1800s. However despite having evolved into a major capital, Copenhagen is still a small city and has a population of approximately 1.7 million people. The medieval town and the new bridge districts, located on the site of Copenhagen's ramparts until the mid-1800s, make up a harmonious whole. And not only is the water essential to the city's prosperity, it also frames the city.

Things to see and do!

Denmark is often thought of as an expensive destination, but in reality, prices are really not that high. To give you an idea, in Copenhagen you can:

- Enjoy a beer for around DKK 20-25 (€ 3)
- A cup of coffee for around DKK 20 (€ 2.7)
- A sandwich for around DKK 35 (€ 5)
- A bus ride around the city for only DKK 12 (€ 1.6)
- Go to a nightclub for around DKK 75 (€ 10)

Shopping is centered round "Strøget" (the main pedestrian street) and its side streets. Here, the biggest department stores in Scandinavia are surrounded by small speciality shops, restaurants and cafés, and a number of up-market boutiques featuring such famous Danish design classics as B&O, Royal Copenhagen and Georg Jensen.

And if you want a keepsake of your stay in Copenhagen, the number of souvenirs are endless. An exclusive Birger Christensen fur coat, a piece of – very costly – Flora Danica porcelain or the instantly recognisable "Egg" chair designed by Arne Jacobsen.



Wednesday 25 April

All day Arrival participants

Thursday 26 April

Morning Arrival participants

09.45 - 12.00

Site Visit to **Den Blå Avis** Office (optional)
Den Blå Avis invites you to visit one of their offices so you can see how they have set up their business. During the site visit, you will be taken on an informative tour around their operations with the chance to get any of your questions answered first-hand.

Then you will be taken across to **Den Blå Avis'** recently acquired Online Auction House run by auctioneers Lauritz Christensen where you can check out some of the goods being auctioned and see for yourself how this service is proving extremely popular AND profitable. Plus if you have time, why not make a bid yourself online! On Friday, Bengt Sundström from Lauritz.com will be joining us to give a special presentation on the Online Auction concept.

10.00 - 17.30 Supplier Exhibits

A number of key suppliers to FAPIA members will be joining us in Copenhagen to participate in a table-top exhibition. Make the time to stop and visit – you don't need to make an appointment. This is your best opportunity to get a first-hand view of what their products can do for your business to improve and drive your publications to their full potential.

12.45 - 14.00 Networking Lunch

14.00 - 17.30

Publishers'/Chief Executives' Meeting

The main topic of this meeting will focus on strategies, ideas and concepts that have been created from within our own industry, the classified advertising market. The value of internal exchange of information in a confidential environment between members is the fundamental purpose of the FAPIA Publishers' Meeting and we would like to return to this concept for the Copenhagen meeting. The first half of the meeting will focus on initiatives from around the world and will be presented by four key FAPIA members. They will each be looking at specific concepts they have been involved in and share some insight into their successes and failures.

Following in the afternoon, publishers will be divided into working groups to take part in more in-depth roundtable discussions focusing on each person's specific region. The topic for discussion will carry over from the earlier presentations looking specifically at examples of 'new print products' and/or 'new vertical Internet sites' from each person's market. Participation will be more valuable if the discussions are based on actual information on what everyone is doing, therefore we would like all attendees to come prepared with examples of their own concepts/ventures for discussion and feedback. All publishers will be required to submit at least one idea (whether it succeeded or failed).

A local facilitator will lead each of these working groups. You will be notified two weeks beforehand of your group. Rob Fetherstonhaugh, Deputy Chairman of Trader.com International, will be chairing this highly interactive meeting which he hopes will give you many new insights and ideas that you can use in your own operations and future business planning.

To maintain the high level of discussion, specific entry regulations and entrance fee apply. Please refer to the Publishers' Meeting regulations at the back of this brochure for further details.

14.00 - 17.30 IT Workshop

"Building Business on the Web -moving from the 4 P's to the 5 I's"

Market-oriented thinking is a necessity in today's competitive world. Some companies are trying to expand the size of the market, but most are competing to enlarge their share of the existing market. As a result, there are winners and losers. The losers are those that bring nothing special to the market. Peter Mørkenborg, Department Leader of dba Intermedia (Den Blå Avis' electronic media department), will be leading this interactive and in-depth workshop focusing on the 5 I's to

combat this winners/losers situation – identification, individualization, integration, inter-activity and integrity.

The purpose of the IT Workshop is to share workable ideas and solutions between all participants in a round-table discussion environment using the 5 I's as part of the agenda. These five subjects will lead to the core of the workshop...**building business on the web!** Focus will be on the activities being used by participants which generate revenue on the web, whether or not users are buying the ads, and how banner ads are being used. The IT Workshop aims to look more at the working conditions participants work in. We hope this will ensure that the concepts and issues discussed can be easily integrated back in the workplace.

14.00 - 17.30 FCP Meeting

This meeting is separate from the FCP Special Training Workshop taking place during the Friday programme. This meeting will be a roundtable discussion so participants can talk on a more productive level with each other about key issues, problems and ideas related to FAPCOM.

Topics on the agenda include: proof of publication procedures; online ad exchange possibilities; the new rules for FAPCOM Conditions of Use and how they will impact the ad exchange and the daily work of the FCP; Help lists and starting up procedures; CD Rom/Online training programmes. Of course, if any other topics are raised before or on the day, every effort will be made to incorporate them as part of the programme. Dorte Eren, Den Blå Avis Copenhagen, is chairing the meeting and will be encouraging as much interaction as possible to ensure maximum value for attendees. This is your chance to be part of the future of the Ad Exchange programme to help make it function on a level that is workable and acceptable. Although this meeting is not compulsory, it is designed for those who can spend an extra day away from the office before the important FCP Training Workshop on the Friday.

19.00 - 20.30 Reception

Join us in the glittering Casino Ballroom for the official welcome to the 31st FAPIA General Meeting. To the background of light entertainment and sparkling décor, you can catch up with old friends, meet new faces and exchange a few ideas and experiences along the way. We'll have drinks and canapés for you to feast on and we'll be sure to finish in plenty of time for you to check out the hotel casino or the bright night lights of Copenhagen itself.

Friday 27 April

09.30 – 17.00 FCP Special Training Workshop

This Workshop is the official FCP training course that all FCP's must complete. Led by Klaus Rogetzer of Infracsoft Vienna, the day will begin with an overview of the FAPCOM system followed by a detailed analysis and demonstration of each component (FAP-DATA, FAPMAIL, FAPICS) to ensure all participants understand its full capacity and functioning in the Ad Exchange Programme.

In the afternoon, participants will be divided into small working groups for a Question & Answer session led by experienced RCC's. Participants will also have the chance to work on the system 'live' at special workstations that will be set up as they follow through the exercises in the course books provided on the day. Participants will receive one-to-one attention during these training sessions in consideration of the different knowledge abilities we expect on the day. If there is still time, a round-table discussion on POP's and how to handle them will be included.

It is essential as many FCP's as possible attend this workshop. It is actually mandatory for any new FCP to receive official FAPCOM training but many current FCP's have simply "learned" the system from their predecessors. These people are not functioning or using the system correctly. FCP behaviour has been monitored and an error log collated over the past few weeks so we can identify those in need more clearly before this meeting. Please specify your participation on the registration form at the back of this brochure.

09.45 – 10.30

"How Online Auctions Can Make You Money" *Bengt Sundström, Lauritz.com*
As a follow-on from Thursday's site visit to Lauritz Christensen Auctions, owner Bengt Sundström joins us to talk about how his dream of lifting the established auctions onto the Internet came to life – and how he's successfully making money from it. Lauritz Christensen Auctions is an established, well reputed auction house in Denmark. Lauritz.com has grown out of their traditional showroom in the centre of Copenhagen and they have opened a new showroom in Herlev (next to *Den Blå Avis*) thereby dividing the auctioned items into different categories of value. Bengt believes the success of Lauritz.com is a combination of a user-friendly online service, the established name of the auction house and the ability to view the items before bidding for them.

10.30 – 11.30

Bluetooth – a future without wires
Frank Vium, Application Business Manager, Nokia Mobile Phones, Denmark
Bluetooth is the latest phenomenon in wireless communications to hit the market – except this technology has the backing of not only some of the world's largest telecommunication and computer companies – Nokia, Ericsson, IBM, Intel and Microsoft to name just a few – but in total more than 2000 companies including industries like automotive, medicine and consumer electronics. The Bluetooth Technology eliminates the need for cable attachments for connecting computers, mobile phones, laptops and handheld devices and allows all your digital devices to communicate spontaneously offering advantages such as voice/data access points, cable replacement and personal ad-hoc networks.

Frank Vium of Nokia will be presenting this new wireless technology, looking at how and where it fits on the map of mobile communications and how it could affect your business.

Frank Vium, Application Business Manager for Nokia has business responsibility for Bluetooth in Nokia's mobile phones and accessories.

11.30 – 12.00 Coffee Break

12.00 – 12.45 Breakout Sessions

Practical breakout sessions designed to give participants extra insight into the online and print medium. Indicate your preference on the registration form at the back of this brochure.

1. SMS – added value for your customers

Matthew Karas, Chief Technology Officer, Talkcast Corporation

Join Matthew Karas for a refreshing look into the exciting world of SMS (Short Message Service). Matthew will be looking at:

- anonymous chat over SMS
- trivia competitions over SMS
- marketing promotions and coupons over SMS
- classified ad matching and alerts over SMS

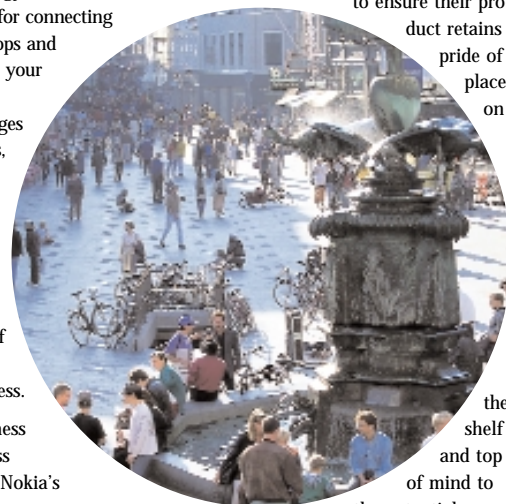
Find out how this quirky feature could easily be integrated into the classified advertising market, both online and print. You could walk away from this session with added-value ideas and features you never even thought of for your own customers! Matthew Karas has an extensive IT background including two prominent positions at BBC, first as Technical Director of BBC

News Online and then as Project Director of BBC News Interactive TV. Previous to this he was Head of Software Development at LineOne and at Delphi Internet.

2. Standing Out From the Crowd

Jill Armer, Director of Operations, Buy & Sell Ireland

With so many publications in each market-place, it is inevitable some will become buried on the newsagents' shelves, and perhaps disappear altogether. It is the role of each publisher's merchandising department



to ensure their product retains pride of place on the shelf and top of mind to the potential purchaser. To this end, *Buy & Sell's* team have devised a range of activities and point of sale material to maintain the growth of copy sales – everything from newsagent incentives to their very own promotional superhero 'Buy & Sell Man'. Jill Armer will review a few past merchandising initiatives and reflect on their success. It is hoped that this session will inspire further ideas for creative merchandising of the printed product which is very much alive and kicking in Ireland.

Prior to her Director of Operations role, Jill Armer was responsible for *Buy & Sell's* circulation and marketing departments and managing *Buy & Sell's* Northern Ireland operation. She has also worked with several other major Northern Irish publishing houses in circulation and sales.

12.45 – 14.00 Networking Lunch

14.00 – 14.45 Breakout Session

1. Bridging the Gap between Call Centres & the Web

Hans Dickerscheid, Senior CRM Consultant, Newtel Essence
Make your call centre work better for you! The focus of this session will be on Customer Experience Management to help

you bridge the gap between your call centre and the Internet. The experience of your customer will dictate its effectiveness as today's customer chooses his/her own channel to communicate. Internet is one of them, a channel we cannot and should not ignore if we want to successfully stay in business.

Hans Dickerscheid will be talking about the new possibilities that multiple communication channels can be used to help increase customer loyalty with your existing customers through increased customer satisfaction as well as strategies to get customer information you didn't have before.

Newtel Essence is a Dutch based company that offers multi-channel management solutions for all possible contact centre activities. Hans Dickerscheid works as a Senior CRM Consultant and has over 22 years experience in implementing solutions for call centres, Customer Relationship Management applications and unified messaging.

2. Get more revenue from your commercial advertisers: a case study - www.Zoom2.co.uk

Mike Schwarz, Bargain Pages, Birmingham, UK
Find out how *Bargain Pages* successfully opened up new markets with existing customers and sourced potential new markets, while at the same time increasing revenue. Mike Schwarz will be using their own online product, Zoom2, a fully searchable 'business-to-consumer' and 'business-to-business' online directory created almost a year ago, as a case study. He will demonstrate the tactics and strategies his team used to get more revenue from their commercial advertisers through extending the existing customer relationships they had. Mike will give an update of where they are now a year down the track, what they would do differently and where they see themselves in the future with this online concept.

14.45 – 16.45 Underage Web Users

Student Panel moderated by Felix Erken, Junk Mail, Johannesburg, South Africa
This session will explore what young people are doing online. A group of 'wired teens' will share with you how they use the Web, where they go and why. They'll tell you their likes and their dislikes, what's cool and what's not, what you're missing and what you should be missing and finally, what you can do to keep them coming back as 'wired teens' now and 'wired adults' in the future. The session will be moderated by Felix Erken from *Junk Mail*, Johannesburg. You will have lots of opportunity to ask all those questions you've always wanted to ask your online customer directly.

15.30 – 16.00 Coffee Break

17.00 – 18.00 Over the Bar

Networking opportunity with fellow participants and exhibitors in the Bus Stop Lobby Bar (cash bar arrangement).

EVENING FREE

Saturday 28 April

07.00 – 09.30 Breakfast

9.30 – 18.00 Supplier Exhibits

10.00 – 17.00 FAPIA 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 Special Training Workshop Report
- Membership applications
- Financial Statement 2000 and vote on financial statement 2000
- Appointment Auditor for 2001
- Articles & Bylaws Voting
- FAPIA Projects
- Committee Elections
- Invitation to Vancouver, November 2001
- Any other matters and closing

19.00 FAPIA Party

Watch out for the Vikings ... that's all our host, *Den Blå Avis* is letting out. Please meet in the hotel reception by no later than 18.50. Buses will be leaving promptly and you must have your party ticket with you to board.

NOTE: We have changed the registration procedure. Your party ticket cost **IS NO LONGER** included in your registration fee. We have separated these costs to provide a more flexible system for members. If you would like to attend the party, tick the box on the registration form at the back of this brochure. If you would like to bring a partner/ guest, there is an additional option box on the registration form where you can specify how many guests and we will charge you accordingly. If you do not tick the box for the party, we will assume you are not attending. You will be issued a party ticket with your name badge which you will receive at your first registered meeting. You must present your ticket as you board the bus for the party. No ticket means NO entrance (and we're serious!)

Sunday 29 April

All Day Tours and/or departure of participants

Registration & Fees

Registration fee	€ 145.-
Publishers' Meeting fee	€ 150.-
Party fee *)	€ 75.-

*) Please note this is for ALL attendees whether you are a registered member or a guest/partner.

Registration is only allowed for personnel of FAPIA members, who are directly involved in the publishing of Free Ads Papers for which at least one UMC is being paid.

Included in the Registration fee:

- Access to all meetings on 26, 27 & 28 April (with the exception of the Publishers' Meeting on 26 April)
- Lunches and coffee breaks on 26, 27 & 28 April
- Reception on 26 April

Not included in the Registration fee:

- Entrance to the party on 28 April
- Travel to and from the meeting venue
- 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 at the back of this brochure.

Tickets may be purchased for € 75.- per person and include:

- Transfers between hotel and venue
- Dinner, drinks and entertainment

Procedure to register:

The completed registration form at the back of this brochure 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 Scandinavia Hotel does not require any deposit as long as you supply us with your credit card details in order to hold your room.

Registration deadline:

Monday 19 March 2001

If you register by Monday 19 March, 2001 you will go into the draw to win a **Free registration**. The winner will be contacted by Email and published in Issue 91 of the FAPIA Newsletter.

See reverse of the registration form for full payment and cancellation details. Hotel details can be found on page 6 of this brochure. Details of meeting rooms and location will be included in the Conference Folder which you will receive on arrival.

Win
a free
registration



Hotel Accommodation

The Radisson SAS Scandinavia Hotel Copenhagen is the queen of hotels in Denmark and that's why we have picked it. With 542 rooms and furnished in a variety of styles including Italian, Chinese, Scandinavian, Hi-Tech, Maritime and Oriental themes, you will get a spectacular view over the city.

They have four restaurants: Mamas & Papas international restaurant, Kyoto featuring Japanese specialties, the Blue Elephant offering Thai cuisine flown in fresh from the Gulf of Siam and Top of Town Wine Bar on the 25th floor where you can dine with Copenhagen at your feet and with views extending as far as Sweden on a clear day! Enjoy music and dancing at the swinging Bus Stop lobby bar or if you're feeling lucky, step into the dazzling Casino Copenhagen for a little game of chance.

The hotel is just a few minutes walk to the center of old Copenhagen, where you'll find tempting shops and restaurants and the enchanted world of Tivoli Gardens.

The Scandinavia Hotel offers the following special rates to FAPIA members:

- Room for Single Use:
DKK 1,295.- (approx. € 175.-)
- Room for Double Use:
DKK 1,495.- (approx. € 200.-)

Rates are per room per night, including international buffet breakfast, taxes and service charges. All staying guests have free entrance to the health club, sauna and swimming pool.

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 enclosed and sent to FAPIA Head Office where we will arrange your booking. Please see the reverse of the registration form for details on hotel cancellation policies and payment options.

Address:
Radisson SAS
Scandinavia Hotel
Amager Boulevard 70
DK-2300 Copenhagen S,
Denmark
Phone: +45 33965000
Fax: +45 33965500
www.radissonsas.com



Casino Copenhagen

Located in the hotel is the Casino Copenhagen which is open from 2pm to 4am daily. Before entering Casino Copenhagen, you must buy a ticket at the reception. For this, you need to provide the following:

- Picture I.D. showing your date of birth (eg. Passport, Drivers licence).
- Entrance fee (a requirement of Danish law)

DKK 80.- daily ticket/DKK 200.- weekly ticket
Dress-code – smart/jacket with shirt. All guests must deposit their hats and coats at the wardrobe. The Casino does reserve the right to refuse admission if guests attire is not appropriate.

Alternative Hotels

Although FAPIA encourages participants to stay in one 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 details.

The Party

On Saturday 28 April, after the close of the Business Meeting, *Den Blå Avis* invite you to a special evening that they promise will be in true 'Danish' style in a not-so-conventional location!

Party tickets are € 75.- and applicable to registered members, their partners and/or guests. If you wish to bring children, please contact Head Office.

(See Party Regulations on Page 5)

Travel Information

Copenhagen International Airport is about 15 minutes from the hotel and will cost you approximately DKK 130.- by taxi.

Alternatively frequent trains and buses connect the airport and the city.

Taxis are plentiful and generally easy to get hold of. They are licensed and operate with a fixed mileage rate and most accept all major credit cards.

As everything is within easy reach of the city center and many sights and shopping facilities are close to each other, walking is a pleasant and safe option, even at night.

Visas

Some non-EU citizens are required to produce a visa in Denmark. Please check with your local embassy if you require such a visa. FAPIA Head Office can arrange letters of invitation but note these should be requested at least 6 weeks in advance.

Language

The national language is Danish, however most Danes communicate in English. French and German are also widely spoken.

Climate

The Danish climate never remains the same for long. The spring months April and May are generally mild, and since Copenhagen is situated in the temperate climate zone, it has a national mean of 8.7 degrees C. So you won't have to pack too heavy!



Currency

Danish krone. Most shops accept Eurocheques drawn in Danish, as well as travellers' cheques and international credit cards.

Tips

Service charges are automatically added to hotel and restaurant bills, so no further tipping is required. Tipping for excellent service is a matter of choice, but certainly not expected. Tips to taxi drivers are included in the fare.

For more information about Copenhagen, and to build the rest of your itinerary, go to www.fapia.portal.dk.

REGISTRATION FORM 31ST FAPIA GENERAL MEETING 26 - 28 APRIL 2001, COPENHAGEN



COMPLETE AND RETURN THIS FORM NO LATER THAN MONDAY 19 MARCH 2001

PLEASE PRINT CLEARLY (one participant per form - make photocopies if necessary)

Name: _____ Gender: M / F

Company: _____ Position: _____

Address: _____

City: _____ Country: _____

Phone: _____ Fax: _____ Email: _____

Please tick only those boxes applicable. If you are registering for the FAPIA General Meeting, you must indicate if you are attending the FAPIA Party. Participants are separate following this:

- ☐ Yes I am a registered participant and would like to attend the FAPIA Party on Saturday 28 April at the cost of € 75.- (for additional guests, see below).
☐ Yes I would like to bring a guest to the FAPIA Party on Saturday 28 April at a cost of € 75.- per guest. Please specify total number of guests you wish to bring: _____. If more than 1 guest, please calculate and add total amount to payment details below.

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

Is this the first FAPIA General Meeting you have attended? ☐ Yes ☐ No - which meeting did you last attend (city): _____

Please complete the following information for the Scandinavia Hotel:

Arrival Date: _____ Arrival Time (if known): _____ Departure Date: _____

Room Type (standard): ☐ Single (DKK 1295/- 175.-) ☐ Double or Twin (1495/- 200.-)

Room Type (business class): ☐ Single (DKK 1495/- 200.-) ☐ Double or Twin (1695/- 230.-) ☐ Suite Single (DKK 1695/- 230.-)

Rates shown per room per night. ☐ Suite Double (DKK 2095/- 290.-)

Junior Suites only available in Business Class.

If sharing, please specify: 1) Name of person sharing with: _____

2) Room type preference: ☐ Twin beds or ☐ Double bed

Please indicate which of the following sessions you wish to participate (please tick only ONE box per time slot):

- 26 April 2001: 09:45 - 12:00 ☐ Site visit to Den Blå Avis, Copenhagen
 14:00 - 17:30 ☐ Publishers' Meeting (Special entrance regulations apply - see reverse of this page for details)
☐ IT Workshop ☐ FCP Meeting
- 27 April 2001: 09:30 - 17:00 ☐ FCP Special Training Workshop
 (Indication only required for simultaneous sessions)
 12:00 - 12:45 ☐ Staff, Matthew Kwan or ☐ Standing out from the Crowd, Jill Armer
 14:00 - 14:45 ☐ Call Centres & the Web, Hans Olschrecked or ☐ Get more revenue from advertisers, Mike Schwarz

Registration Fee per person

Registration Fee (includes your party ticket) € 145.- €

Party Fee (for registered FAPIA member) € 75.- €

Publishers' Meeting Fee (see back of this form) € 150.- €

Additional guests for Party @ € 75.- per person (total) €

Total to be Paid €

Payment of Registration Fees (Indicate preference)

☐ Bank Transfer (ABN Arno Bank, Amsterdam, Account 49.00.00.227).

Please complete credit card details for your hotel guarantee.

☐ Credit card. Complete details in right column which will also be used as your hotel guarantee.

You will automatically be sent a receipt following payment. Please note that payments must be net and free of all commissions. Registration will not be official until full payment has been received. Regulations, payment and cancellation details enclosed.

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

Name: _____ Signature: _____

Fax this form to +31-20-698 2371 by no later than Monday 19 March 2001.

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 at least one FAPIA member paper.*



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 9 April 2001. After this date, there will be no refund of the registration fee.
- Separate conditions apply for the hotel reservation. Please see below for details.

Hotel Reservation

Method of Payment

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

Cancellation

- Any guaranteed reservation cancelled less than 24 hours prior to the date of arrival will be subject to a penalty equal to one night's accommodation.

Registration Deadline

Monday 19 March, 2001

