

First Announcement and Call for Papers



The Fifteenth International Conference of the Israel Society for Quality

Tel-Aviv ❖ November 16 - 18, 2004



Dear Colleague,

The 15th International Conference of the Israel Society for Quality, to be held November 16-18, 2004 in Tel-Aviv, will be both a learning experience and an opportunity for quality professionals from different fields to learn from and network with each other as well as interacting with senior management. However, the emphasis has always been on teaching people how to do it better as well as on "bringing the message" to as many people as possible.

The conference theme, "Quality and Excellence to Serve the Customer", will be emphasized by focusing on the customer as the key to achieving product quality and on quality of service as a lever to improving the competitive ability of companies and organizations.

The conference serves a wide range of professions in both the public and private sectors, some of which are not very aware of the role quality perspectives should be playing in their activities. For the traditional sectors such as manufacturing, development and service, the conference will serve as a way to increase knowledge and keep up to date with cutting edge technologies. For new sectors, the conference serves as a vehicle for bringing an awareness of the quality discipline to professionals in the field of health services, education, human resources and construction. By presenting tracks of one to three full days dealing with these disciplines, we will be able to not only develop awareness, but also to begin and expand the training process itself.

Because the Society has always felt that its conference should also have a strong practical aspect, the program is aimed at helping participants learn and develop new tools and techniques that will improve their companies' product quality and customer service. The main conference tracks include:

- Tools and Methods: 6 sigma, kaizen, lean, cost of non-quality
- Quality of Service in the following sectors: public, education, health, transportation, hotel and banking
- Knowledge management, learning organizations
- Customer Relations Management (CRM), supplier- customer relations
- Integrated Management System (IMS) — quality, safety and environment, new standards
- Quality in the food and wine industries
- Project management, risk management
- Measurement and evaluation
- Software quality and reliability

Several sessions and sometimes several days will be devoted to enable participants to return to their place of work and start implementing new initiatives. In addition to multiple sessions dealing with and teaching these approaches, there are always courses teaching in depth topics ranging from quality for beginners to customer satisfaction surveys to intelligent management.

Colleagues worldwide who work to advance implementation and management of quality and excellence in organizations are invited to submit abstracts which demonstrate innovation, tools or methods in any service or manufacturing industry.

You are invited to take part in the conference, to be an active partner in a challenging and fruitful international endeavor and directly contribute to its success. Joining us at the conference will enable you to not only participate in the stimulating and challenging learning experience, but also to enjoy exploring the land of Israel - from Eilat to the Galilee. Known as the birthplace of three great monotheistic religions, Israel has always been a center of knowledge and continuous learning.

Sincerely,
Chaim Kornfeld
Conference Chair

**Abstract of 500 words should be submitted by
June 1, 2004, preferably by email, to the Secretariat:
ISAS International Seminars
email: confer@isas.co.il
POB 34001, Jerusalem 91340, Israel
Tel: 972-2-6520574; Fax: 972-2-6520558**



General Information

Venue: The conference will take place in Tel-Aviv at the David Inter-Continental Hotel

Date: November 16-18, 2004

Language: The conference will be conducted in English and Hebrew. There will be simultaneous translation in many sessions.

Abstracts: Abstracts of 500 words should be submitted by June 1, 2004, preferably by email, to the Secretariat, *ISAS International Seminars, POB 34001, Jerusalem 91340, Israel.*

Fax: 972-2-6520558, e-mail: confer@isas.co.il. Please attach a short CV. It is understood that this material has not been nor will be presented elsewhere prior to the conference.

Exhibition: A commercial exhibition will take place within the framework of the conference. For further information please contact the Secretariat at: seminars@isas.co.il.

Advertising and Sponsorship: Please contact the Secretariat for space in the conference program and/or sponsorship of speakers, sessions and events.

Certificate of Participation: Will be supplied to participants upon request.

Letters of Invitation: Upon request, the Secretariat will send a personal invitation to participate in the conference. It should be understood that such an invitation is only meant to help visitors raise funds or obtain a visa and does not represent commitment on the part of the organizers to provide financial support.

Welcoming Reception: A welcoming reception will be held Monday evening, November 15, at 19:00.

Gala Banquet: A festive evening will be held on Tuesday, November 16, at 20:00. The evening will include entertainment and dinner.

Night Tour of Tel-Aviv: On Wednesday, November 17, there will be a night tour of Tel-Aviv.

Airport Transportation to Hotel: Ben-Gurion International Airport is located 20 minutes from the Tel-Aviv airport. *Tourbus 222* operates an hourly bus service to the hotel (last stop) 06:00-00:00 for ~\$6. Taxis are also available and should cost ~\$25.

Conference Secretariat:

ISAS International Seminars, POB 34001, Jerusalem 91340, Israel.

Tel: 972-2-6520574, Fax: 972-2-6520558 e-mail: congress@isas.co.il

Website:

Check updates on the conference site:

www.isas.co.il/quality2004

Tours:

Tour #1: Old and New City of Jerusalem - Full Day - Sunday, Nov 14

Highlights: Panoramic view of Jerusalem, the Western Wall and the Jewish Quarter, the recently restored ancient Cardo, the Via Dolorosa (Stations of the Cross) and the Church of the Holy Sepulchre. Yad Vashem- Israel's memorial to the Holocaust, Mt. Zion and Ein Karem.

Price \$48

Tour #2: Nazareth, Tiberias, Capernaum - Full Day - Monday, Nov. 15

Highlights: Nazareth (Church of the Annunciation and the Church of St. Joseph), the ruins at Capernaum, Tabgha and the Church of the Multiplication of the Loaves and the Fishes, Tiberias, and the Baptismal site on the Jordan River.

Price \$60

Tour #3: Caesarea, Haifa, Acre - Full Day - Thursday, Nov. 18

Highlights: Caesarea — the Roman city and port, panoramic view of Haifa and the bay, Rosh Hanikra (on the Lebanese border) and exploring the limestone grottos, Acre — the Crusaders' underground city and crypt.

Price \$70

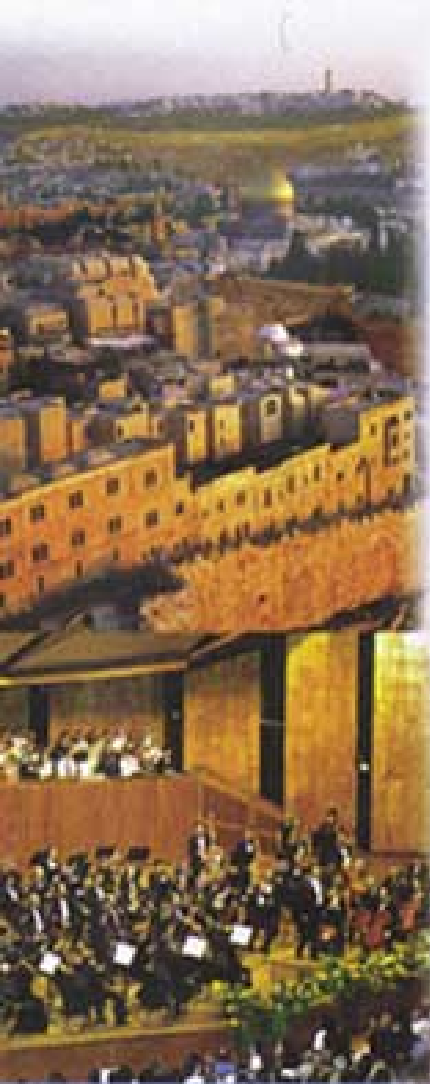
Tour #4: Massada, Dead Sea - Full Day - Friday, Nov. 19

Highlights: Massada (fortress of King Herod and the last stronghold of the Zealots) with its magnificent views and fascinating excavations, Ein Gedi Spa, a dip in the Dead Sea.

Note: Comfortable shoes and head covering are recommended. Bring a swimsuit and towel. Ascent/descent to and from Massada is by cable car.

Price \$70

Note: All tours require a minimum of 15 participants, modest attire and walking shoes. Lunches are not included.



Registration and Accommodation

Registration Fee: The registration fee of \$450 for participants includes participation in all sessions, conference kit, program, proceedings, lunch and coffee breaks, welcoming reception, night tour of Tel-Aviv and gala banquet.

There is a reduced fee of \$250 for presenters (one per paper).

Fees are valid until August 15, 2004, after which there will be an additional charge of \$50.

Accompanying Persons Fee (\$160) includes the welcoming reception, opening ceremony, night tour of Tel-Aviv, day-long tour of Beit Govrin, Jaffa and Tel-Aviv, and gala banquet. Fee does not include attendance in program sessions.

Accommodations: Hotels	Prices (per room)	
	Single	Double
David Inter-Continental (Conference venue hotel)	\$160	\$185
Metropolitan	\$70	\$80

Price includes a full Israeli breakfast and 15% service charge. Reservations must be made by September 15, 2004 and be accompanied by a deposit of one night's charge.

Conference Registration Form Quality - 2004

Please send to: ISAS International Seminars, POB 34001, Jerusalem 91340, Israel; Fax+972-2-6520558; register@isas.co.il

Surname _____ First Name _____ Title _____

Place of Work _____ Mailing Address _____

City _____ Postal Code _____ Country _____

Telephone _____ Fax _____

Email: _____

Please book a single room double room* **at the** David Inter-Continental Metropolitan Hotel
 check-in date _____ check-out date _____ number of nights _____

I will share my room with* _____

*It is the sole responsibility of the participant to find a roommate. In the absence of a roommate single occupancy price will be charged.

Please reserve seats on the following tours:

- #1: Jerusalem seat(s) #2: Nazareth, Tiberias, Capernaum seat(s)
 #3: Caesarea, Haifa, Acre seat(s) #4: Massada, Dead Sea seat(s)

Please itemize payments

Registration fee	\$
Accompanying Person(s)	\$
Accommodations	\$
Tours	\$
Total	\$

I enclose a check or money order payable to ISAS International Seminars.
 Bill my credit card: VISA \ MC \ AMEX \ DINERS
 Number _____
 Exp. Date _____
 Last 3 digits from back of card _____
 Signature _____
 Date _____

