

Conditions for Participation

Applications will be accepted by November 5 (Friday), and payments should be made by check, bank transfer to accounts No.:

- 18358431, CGD/Rossio,
- 23190528/011, BTA/Rua do Ouro, or
- 505/13905495, BPA/Restauradores

or in cash.

Applications will be confirmed upon payment.

Fees, per participant, which includes documentation, lunches and coffees, are:

Members: 80,000\$00
Nonmembers: 75,000\$00
Students and Teachers of Communication Science courses: 60,000\$00

Applicants can enroll:

by telephone: 347 24 37 and 346 58 41 (extension 1512)

by fax: 346 56 55 and 346 31 28

in person or in writing: APCE – Avenida da Liberdade, 24 – 1250 LISBOA

Note: Lunches and coffee breaks will be served at the Meeting's location.

Day 2

November 17, 1999

9:30 – Lecture – Organizational Communication for beyond the customer's
- local community

10:45 – Coffee break

11:15 – What the Public should know about the economic and financial health of
organizations
Debate

13:00 – Lunch

14:30 – Brasmotor* - History of Excellence in Communication
Communication presented by Mr. Rodolfo Guttilla,
Director of Communication of the Brasmotor Group S.A.
Debate

16:00 – Coffee break

16:30 – Closing Session
Announcement of the First Meeting of ACELP – Association of Corporate
Communication of the Portuguese Language, in April 2000, in
Salvador, State of Bahia, Brazil
Award of the 1999 APCE Great Prize
Closing/ Mr. Vitor Baltasar, President of APCE

17:30 – End of work

*Brasmotor S.A. is a holding with 16,000 employees, six plants (in Brazil, Italy, Argentina and China) and businesses all over the world. Accordingly, it is present in the three continents and has had a joint venture with the Whirlpool Corporation, the gigantic American home appliance manufacturer, since the 50s. Compressors became part of its business in 1976 when the group assumed the control of Consul, shareholder of Embraco – Empresa Brasileira de Compressores at the time. Currently, Brasmotor is the majority shareholder of Embraco, considered the second largest manufacturer of hermetic compressors for refrigeration in the world, and of Multibrás, manufacturer of the Brastemp and Consul brands in Brazil, and Whirlpool and Eslabon de Lujo, in Argentina. Brasmotor S.A. is a company which truly invests in communication as a real management strategic tool and was awarded with the following prizes: Company of the Year – Public Opinion Award in 1996, of CONRERP; Company of the Year – ABERJE Award in 1996; Gold Medal – 50 years of Brasmotor Communication Campaign, by Quality Forum; and Company of the Year, ABERJE Award in 1998.

Tenth National Meeting of APCE

November 16 and 17, 1999

in Lisbon

Communication – management strategic tool

SCHEDULE

Day 1

November 16, 1999

9:00 – Reception to Participants

9:30 – Opening Session

Welcome by Mrs. Ana Alice Pereira of the Meeting's Organizing Committee

Opening

Award of the Honor Certificate of FEIEA

Communication – management strategic tool

10:45 – Coffee break

11:15 – Lecture – The Inside Public of Organizations – a forgotten public

13:00 – Lunch (served in the Institute's premises)

14:30 – Lecture – The Customer – Communication and Marketing target
Debate

16:00 – Coffee break

16:30 – Lecture – The Organizations before the *Media*, partnership or conflict?

17:30 - End of work on Day 1