

AGENDA

BMC NATIONAL DEALER CONVENTION—TROCADERO, 28th MARCH, 1962

9.30 a.m.—10.15 a.m.	Reception and Morning Tea.
10.15 a.m.—10.30 a.m.	Assemble Conference Room.
10.30 a.m.—10.45 a.m.	Opening Addresses. Mr. H. J. Graves. Mr. G. W. Harriman, C.B.E.
10.45 a.m.—11.05 a.m.	The Engineering Story—ADO40. Mr. R. L. Abbott.
11.05 a.m.—11.25 a.m.	The Sales Story ADO40. Mr. L. Shimmin.
11.25 a.m.—12.20 p.m.	Presentation of ADO40's Advertising, Promotion and Public Relations Campaign. Mr. I. Milbank.
12.20 p.m.—12.45 p.m.	Inspection of ADO40's.
12.45 p.m.— 2.00 p.m.	Refreshments and Luncheon.
2.00 p.m.— 2.10 p.m.	Reassemble.
2.10 p.m.— 2.15 p.m.	Chairman opens Session.
2.15 p.m.— 2.30 p.m.	The Engineering Story YDO1. Mr. R. L. Abbott.
2.30 p.m.— 2.45 p.m.	The Sales Story YDO1. Mr. L. Shimmin.
2.45 p.m.— 3.20 p.m.	Presentation of YDO1's Advertising, Promotion and Public Relations Campaign. Mr. I. Milbank.
3.20 p.m.— 3.30 p.m.	Intermission.
3.30 p.m.— 3.45 p.m.	Selling Volume. Mr. A. F. Grogan.
3.45 p.m.— 4.00 p.m.	The Parts & Accessories. Mr. V. B. Drew.
4.00 p.m.— 4.15 p.m.	Sign Posts to Service. Mr. N. Prescott.
4.15 p.m.— 4.45 p.m.	Question Time.
4.45 p.m.— 5.00 p.m.	Closing Address. Mr. R. L. Abbott.
5.00 p.m.— 6.30 p.m.	Refreshments & Inspection.
7.00 p.m.	Dinner.

