



Air Traffic Management

Industry Showcase Event

Thursday 8th November 2007

14:00-19:00

British Airports Group Offices, London

An invaluable opportunity to interact with potential customers and partners from across the UK ATM Industry

This event offers a platform for individual UK ATM Industry companies and members of the UK ATM Knowledge Base to present their key skills and capabilities to the rest of the UK ATM Industry.

It is hoped that awareness of the UK Industry's capabilities in terms of commercialisation and growth will be increased and the opportunity for mutually beneficial collaborations will be created as a result of this concentrated information sharing event.

The pace will be fast and presentations limited to 5 minutes per organisation to ensure the maximum opportunity for information exchange is guaranteed. The number of available presentation slots is limited to a maximum of 25 organisations but non-presenting delegates are welcome to attend.

Presenting places are already filling up fast and if you wish to attend please reserve your delegate place now by following the registration instructions below.

There will be ample time for networking during the day and there will be drinks and a buffet in the evening where .

Registration

Registration for this event will be charged per delegate at £65 + VAT (FAC members) and £85 + VAT (non-FAC members). Places are strictly limited and are filling up quickly. If you wish to attend, please contact [Tracy Plews](#) with your name, job title, company, contact details and invoice address.

For presenters, please provide a company logo, photograph and biography - in digital format - along with your 5 minute presentations in MS PowerPoint to [Tracy Plews](#) no later than Thursday 1st November 2007.

More information, including the programme for the day and travel information will be provided along with confirmation of your booking.



INSIDE STORY HEADLINE



Caption describing picture or graphic.

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you

put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.

"To catch the reader's attention, place an interesting sentence or quote from the story here."

INSIDE STORY HEADLINE

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial.

You can also profile new employees or top customers or vendors.

INSIDE STORY HEADLINE



Caption describing picture or graphic.

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images

that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an

image, place it close to the article. Be sure to place the caption of the image near the image.

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S U E

Primary Business Address

Your Address Line 2

Your Address Line 3

Your Address Line 4

Phone: 555-555-5555

Fax: 555-555-5555

E-mail:

someone@example.com



Your business tag line
here.

This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

We're on the Web!
example.com

BACK PAGE STORY HEADLINE



Caption describing picture
or graphic.

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good

way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity

auction.

If space is available, this is a good place to insert a clip art image or some other graphic.