

NEWS RELEASE

Wilfrid Laurier University



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Laurier Institute marks 10th anniversary with workshops

Waterloo (June 30) — The Laurier Institute for Business and Economic Studies will offer workshops on nine topics — from international market research to advertising and strategic training — in Waterloo on Wednesday, Aug. 31 to mark its 10th anniversary.

That same afternoon, Marcel Carrier, president of AT&T Global Information Solutions, will speak about his experiences in change management. Over the last year, NCR Canada was renamed and became an integrated part of the AT&T organization.

The free workshops, to be held in the John Aird Centre at Wilfrid Laurier University, will run concurrently from 2 to 3:15 p.m. Led by faculty members from Laurier's School of Business and Economics, they will include:

- Insights on Successful Change
- The Realities of TQM
- Employee Involvement Strategies
- **Going Global: Questions? Answers!**
- **Enhancing Your Interpersonal Skills**
- Finding Your Profits (finance for the non-financial manager)
- Linking Training With Where You Want to Go
- How to Manage Conflict and Preserve Sanity
- **Advertising for Small and Medium Sized Businesses**

Rosemary Pell, director of the institute, says the sessions will give area business people an excellent opportunity to sample the institute's application-oriented training.

Since 1984, the Laurier Institute has served more than 200 businesses, municipalities, and other organizations through its tailored management programs, intensive training courses, and research-based case studies and surveys. In the past seven years, more than 500 people and 170 companies have benefited from the institute's popular Master Manager and Manufacturing Supervisor programs.

The institute draws on the expertise of Laurier's School of Business and Economics to ensure its regular and customized programs are both practical and relevant in meeting the challenges of business today.

Registration for the event will begin at 1:30 p.m. Admission will be by invitation only but you can receive one by calling the institute at 884-0710 ext. 6997.