

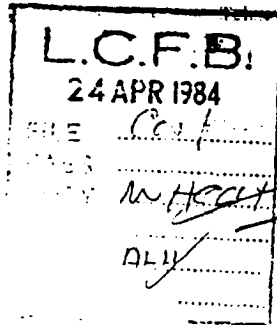
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Imperial Tobacco Limited/Limitée



3810, rue St-Antoine Street
Montréal, P.Q. H4C 1B5
(514) 932-6161
P.O. Box 6500 C.P.
Montréal, P.Q. H3C 3L6
Cable/Câble 'Telimp'
Télex 055-60673

April 12, 1984



Dr. L.C.F. Blackman
British-American Tobacco Co. Ltd.
Westminster House
7 Millbank
London, SW1 P3JE
England

Dear Lionel,

We have now finalized the agenda for the Human Smoking Behaviour Conference, July 9-12, 1984. I have enclosed an information package which includes a condensed agenda and a more detailed schedule outlining the objectives and purposes of each session. You will also find details concerning the location of the conference and the delegates attending. There are sufficient copies for each of your delegates and I would appreciate that you pass them on.

Would you please confirm for us, within the next month, the names of all delegates, especially those who may be speaking, and that your presentations and time allotments, which we have attached, are appropriate for you.


We also require summary notes for each presentation and I would appreciate receipt of these by June 30. Since only 3/4 inch VHS video equipment is available, please ensure that any video presentations are compatible with this system.

I would like to remind you that the purpose of the session concerning Marketing and R & D interactions is to illustrate how Marketing and R & D arrive at actionable plans. The specific topics should be used only as examples of how Marketing/R & D interactions are achieved or could be improved.

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We will also be sending, within the next two weeks, the pre-conference questionnaire. I would appreciate that you complete and return this to us as soon as possible so we may compile it sufficiently in advance of the conference to make the first session as informative and useful as possible. Sometime in June, prior to the conference, you will also receive a copy of the presentation to be given by Graeme Read on the Overview of the Development and Current Status of Human Smoking Behaviour Research. This, together with the questionnaire should provide us all with an excellent background to participate fully in the subsequent conference sessions.

With kind regards,
Yours sincerely,



P.J. Dunn

Original to: Dr. C.I. Ayres

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