

DELEGATES ATTENDING

GR & DC

Dr. C. (Ian) Ayres	Research Manager
Graeme Read	Smoker Behaviour
Rob Ferris	Product Technology and Technical Services (Psychology)
Geoff Brooks	Marketing
Colin Pendry	Marketing

BAT - HAMBURG

Erhard Koehn	Research and Development
Dirk Pangritz	Research and Development
Werner Huelmann	Marketing

BROWN and WILLIAMSON

Bill Deines	Research
Tilford Riehl	Product Development
+ one other	Marketing

AMATIL - AUSTRALIA

Tasman Wilson	Research
+ one other	Marketing

IMPERIAL TOBACCO

Dr. P.J. Dunn	Research and Development - Vice President
Wayne Knox	Director of Marketing
Bill Sanders	Product and Packaging Development (Marketing)
Jim Unjacke	Marketing Research
Stewart Massey	Research Manager
Herb Roubicek	Subjective Evaluation
Catherine McBride	Human Smoking Behaviour

109884245

List of Presentations for: GR & DC

Day : Monday, July 9, 9:45 A.M. - 10:30 A.M.
Presentation: An Overview of the Development and Current Status
of Human Smoking Behaviour Research.
Speaker : G.A. Read

Day : Monday, July 9, 12:45 P.M. - 1:45 P.M.
Presentation: External vs Internal Studies
Speaker : G.A. Read

Day : Monday, July 9, 3:30 P.M. - 4:00 P.M.
Presentation: New Methods in Product/Marketing Research
Speaker : R.P. Ferris

Day : Tuesday, July 10, 1:15 P.M. - 1:30 P.M.
Presentation: The B.A.T. Stance on Compensation
Speaker : Dr. C.I. Ayres

Day : Tuesday, July 10, 3:15 P.M. - 3:45 P.M.
Presentation: Notes from the GR & DC Nicotine Conference
Speaker : Dr. C.I. Ayres

Day : Wednesday, July 11, 9:15 A.M. - 10:00 A.M.
Presentation: The Role of Respiratory Measurements in Product
Acceptability.
Speaker : G.A. Read

109884246

Day : Wednesday, July 11, 11:30 A.M. - 12:00 P.M.
Presentation: Update on GR & DC Studies on the Relationship
Between Subjective Assessment and Objective
Measurement.
Speaker : G.A. Read

Day : Wednesday, July 11, 12:45 P.M. - 1:45 P.M.
Presentation: Some Observations on the Psychological Aspects of
Smoking Behaviour.
Speaker : R.P. Ferris

109884247

Agenda for the Smoking Behaviour Conference July 9-12, 1984

DATE	DAY	TIME	SESSION	PRESENTATION	SPEAKER
Sunday July 8 6:30 P.M. Opening Cocktail Party					
Monday July 9	1	8:30 AM	I- Introductory Review	Opening Remarks	P.J. Dunn
		8:45 AM-9:45 AM		Review of the Pre-Conference Questionnaire and Discussion	all led by ITL
		9:45 AM-10:30 AM		An Overview of the Development and Current Status of Human Smoking Behaviour	GR&DC, G.A. Read
10:30 AM - 11:00 AM coffee break					
		11:00 AM-12:00 PM		ITL's Approach to Marketing/New Product Development, Segmentation, Switching Models	ITL, W. Knox
12:00 PM - 12:45 PM lunch					
		12:45 PM	II-A How Consumer Needs May be Recognized	Opening Remarks	
		12:45 PM-1:45 PM		External vs Internal Studies	GR&DC, G.A. Read
		1:45 PM-2:15 PM		Product Test Methods in Germany	BAT Hamburg, Marketing W. Huelmann
		2:15 PM-3:00 PM		Surreptitious/Non-Invasive Monitoring	B&W, ?
		3:00 PM-3:15 PM		Hamburg's Surreptitious Monitoring Device	BAT-Hamburg, D. Pangritz
3:15 PM - 3:30 PM coffee break					
		3:30 PM-4:00 PM		New Techniques in Marketing Research	GR&DC, RP Ferris
		4:00 PM-4:30 PM		Translating Consumer Test Results into Produce Development Features	Hamburg, E Koehn

109884248

109884249

DATE	DAY	TIME	SESSION	PRESENTATION	SPEAKER
Tuesday July 10	2	8:30 AM	II-B Translating Consumer Needs: Marketing/R&D Interactions	Opening Remarks	
		8:30 AM-9:00 AM		BAT Hamburg's Experience in a Price Sensitive Market	Hamburg
		9:00 AM-9:10 AM		Discussion	
		9:10 AM-9:40 AM		The Effect of Tobacco Weight Taxation in Australia	Australia
		9:40 AM-9:50 AM		Discussion	
		9:50 AM-10:20 AM		Product Test Philosophy and Methods/Roll your own Products	Hamburg, W. Huelmann
		10:20 AM-10:30 AM		Discussion	
10:30 AM - 10:45 AM coffee break					
		10:45 AM-11:15 AM		R&D/Marketing Interactions in the Development of Barclay	B&W, ?
		11:15 AM-11:25 AM		Discussion	
		11:25 AM-12:25 PM		Marketing/R&D Interactions in the Development of Novel Taste Type Products in the Canadian Market/Player's Special Blend	ITL, B. Sanders J. Uniacke
		12:25 PM-12:30 PM		Discussion	

BATCo document for Province of British Columbia 3 November 1999

DATE	DAY	TIME	SESSION	PRE NTATION	SPEAKER
Tuesday July 10	2	1:15 PM	III Current Issues/Future Implications	Opening Remarks	
		1:15 PM-1:30 PM	III-A Update on Compensation	The BAT Stance on Compensation	GR&DC C.I. Ayres
		1:30 PM-2:00 PM		Smoke Elasticity	Hamburg, D. Pangritz
		2:15 PM-3:00 PM		The Effect of the Reduction of Smoke Levels on the Canadian Consumer	ITL, B. Sanders
3:00 PM - 3:15 PM coffee break					
		3:15 PM-3:45PM	III-B Review and Update on the Rôle of Nicotine	Notes from the GR&DC Nicotine Conference	GR&DC C.I. Ayres
		3:45 PM-4:00 PM		The Potential Use of Nicotine Addition to Cigarettes	Hamburg, E Koehn
Wednes. July 11	3	8:30 AM	III-C The Rôle of Smoking Behaviour in Product Development	Opening Remarks	
		8:30 AM-9:15 AM		B&W's Smoking Behaviour Program - Its Needs and Capabilities	B&W, ?
		9:15 AM-10:00 AM		The Rôle of Respiratory Measurements in Product Acceptability	GR&DC, G.A. Read

!09884250

DATE	DAY	TIME	SESSION	PRE V TATION	SPEAKER
Wednes. July 11	3		III-C The Rôle of Smoking Behaviour in Product Development		
10:00 AM - 10:15 AM coffee break					
		10:15 AM-11:30 AM		The Rôle of Smoker-Product Interactions in Subjective Assessment	ITL, C.McBride
		11:30 AM-12:00 PM		Update on GR&DC Studies on the Relationship Between Subjective Assessment and Objective Measurement	GR&DC, G.A. Read
12:00 PM - 12:45 PM lunch					
		12:45 PM-1:45 PM		Some Observations on the Psychological Aspects of Smoking Behaviour	GR&DC, RP Ferris
		1:45 PM	III-D The Applications of Smoking Behaviour Studies to Smoking and Health Issues	Opening Remarks	
		1:45 PM-2:30 PM		Method for Monitoring and Assessment of Consumer Awareness Smoking and Health	ITL, J. Unlacke
		2:30 PM-3:00 PM		Topic To Be Agreed	B&W, ?

109884251

DATE	DAY	TIME	SESSION	PRESENTATION	SPEAKER
Wednes. July 11	3	3:00 PM-	III-D Implications of Smoking Behaviour Studies Cont'd.	Possible Influence of Smoking Behaviour on Relative Biological Activity	ITL, C. McBride
3:30 PM - 3:45 PM coffee break					
		3:45 PM-4:30 PM		Discussion Period	
6:30 PM - Cocktails and Closing Dinner					
Thurs. July 12		8:30 AM-12:00 PM	Summary Discussions and Remarks		all

April 12, 1984

Schedule for the July Smoking Behaviour Conference (July 9-12, 1984)

Sunday July 8 Opening Cocktail Party 6:30 PM

Session I Introductory Review

Day 1 8:30 A.M. - 4:30 P.M.

Day 1 A.M.

Objective: To establish the current focus of each participating country. There should be one delegate from each country who can comment on Marketing/R&D interactions should this be required during the course of the introductory discussions.

In the opening session, the presentations are aimed at providing sufficient general background to enable the two groups of delegates (Marketing and R&D) to participate fully in all the following sessions of the conference.

8:30 A.M. - 8:45 A.M.	<u>Opening Remarks</u> (ITL, PJD)
8:45 A.M. - 9:45 A.M.	<u>Review of the Pre-Conference Questionnaire and Discussion</u> (all led by ITL)
9:45 A.M. - 10:45 A.M.	<u>An Overview of the Development and Current Status of Human Smoking Behaviour Research</u> (GR & DC, GAR))
10:45 A.M. - 11:00 A.M.	coffee break
11:00 A.M. - 12:00 P.M.	<u>ITL's Approach to Marketing/New Product Development, Segmentation, Switching Models</u> (ITL, WK)
12:00 P.M. - 12:45 P.M.	lunch

.../2

109884253

Session II R&D / Marketing Research Methods

Day 1 P.M.

Objective: To communicate the techniques and methodologies used by or available to Marketing and R&D.

A- How Consumer Needs May be Recognized: The Objective Measurement of Subjective Characteristics

- | | |
|------------------------|---|
| 12:45 P.M. | <u>Opening Remarks</u> |
| 12:45 P.M. - 1:45 P.M. | <u>External vs Internal Studies</u>
(GR & DC, GAR) |
| 1:45 P.M. - 2:15 P.M. | <u>Product Test Methods in Germany</u>
(BAT: Hamburg, WH) |
| 2:15 P.M. - 3:00 P.M. | <u>Surreptitious / Non-Invasive Monitoring</u>
(B&W, ?) |
| 3:00 P.M. - 3:15 P.M. | <u>Germany's Instrument for Surreptitious Monitoring in the Field</u>
(BAT-Hamburg, DP) |
| 3:15 P.M. - 3:30 P.M. | coffee break |
| 3:30 P.M. - 4:00 P.M. | <u>New Marketing Research / Surveying Techniques</u> (GR & DC, RPF) |
| 4:00 P.M. - 4:30 P.M. | <u>Translating Consumer Test Results Into Product Development Features</u>
(BAT-Hamburg, EK) |

.../3

109884254

Session II

Day 2 A.M

Day 2 8:30 A.M.-4:00 P.M.

B- Translating Consumer Needs: Anticipating / Recognizing the
Need for (Novel) Products - Marketing / R&D Interactions

8:30 A.M. Opening Remarks

8:30 A.M. -12:30 P.M. Marketing - R&D Interactions: Marketing
Needs / R&D Responses

This session will take the form of a discussion / question and answer period focussing on the individual cases presented by the delegates on the type of approach and interaction necessary to respond to varying industry environments. The discussion will be initiated by a delegate from each country relating the Marketing / R&D interactions in the following areas. It is essential that the Marketing delegates have input at this session. Each case study will be followed by a 10 minute discussion period.

8:30 A.M. - 9:00 A.M. BAT Hamburg's Experience in a Price
Sensitive Market (BAT-Hamburg)

9:10 A.M. - 9:40 A.M. The Effect of Tobacco Weight Taxation in
Australia (Australia)

9:50 A.M. -10:20 A.M. Product Test Philosophy and Methods/Roll
your own Products (BAT-Hamburg)

10:30 A.M. -10:45 A.M. coffee break

10:45 A.M. -11:15 A.M. R&D/Marketing Interactions in the
Development of Barclay
(B & W)

.../4

109884255

- 11:25 A.M. - 12:25 P.M. Marketing/R&D Interactions in the
Development of Novel Taste Type Products
for the Canadian Market
(ITL, B. Sanders,
J. Unlacke)
- 12:30 P.M. - 1:15 P.M. Lunch

Session III Current Issues / Future Implications

Day 2 P.M.

- Objective: 1) To discuss current research and topics which have or
will have an impact on the industry.
2) To inform one another as to our present research and
future plans.
3) To communicate our present and future potential.

A- Update on Compensation

- 1:15 P.M. - 1:30 P.M. The BAT Stance on Compensation
(GR & DC, CIA)
- 1:30 P.M. - 2:00 P.M. Smoke Elasticity (BAT: Hamburg, DP)
- 2:00 P.M. - 3:00 P.M. The Effect of the Reduction of Smoke Levels
on Canadian Consumers
(ITL, B. Sanders)
- 3:00 P.M. - 3:15 P.M. coffee break

B- Review and Update on the Role of Nicotine

- 3:15 P.M. - 3:45 P.M. Notes from the GR & DC Nicotine Conference
(GR & DC, CIA)
- 3:45 P.M. - 4:00 P.M. Potential of Nicotine Addition to
Cigarettes (BAT: Hamburg, EK)

.../5

109884256

Session III

Day 3 8:30 A.M.-4:30 P.M.

Day 3 A.M.

C- The Rôle of Smoking Behaviour in Product Development

8:30 A.M.	<u>Opening Remarks</u>
8:30 A.M. - 9:15 A.M.	<u>B & W's Smoking Behaviour Program - Its Need and Capabilities</u> (B & W, ?)
9:15 A.M. -10:00 A.M.	<u>The Rôle of Respiratory Measurements in Product Acceptability</u> (GR & DC, GAR)
10:00 A.M. -10:15 A.M.	coffee break
10:15 A.M. -11:30 A.M.	<u>The Rôle of Smoker-Product Interactions of Subjective Assessment</u> (ITL, CMB)
11:30 A.M. -12:00 P.M.	<u>Update on GR & DC Studies of the Relationships Between Subjective Assessment and Objective Measurement</u> (GR & DC, GAR)
12:00 P.M. -12:45 P.M.	lunch
12:45 P.M. -	Continuation of Session III C-.
12:45 P.M. - 1:45 P.M.	<u>Some Observations on the Psychological Aspects of Smoking Behaviour</u> (GR & DC, RPF)

.../6

109884257

