At the closing session of this year’s ISoF Las Vegas Conference, the ISoF 2005 London Conference host team announced some of the arrangements that had already been agreed. Just to remind you of some of the basics:

**XIX Annual ISoF Conference - 2005**
Friday, Saturday and Sunday,
20, 21 and 22 May, 2005

University of Westminster,
London, United Kingdom

The Conference will be held in the Chiltern Suite of the Westminster Business School, situated in the Marylebone campus of the University of Westminster. Tea/Coffee breaks and lunches will be in the Café West, which is part of the Chiltern Suite.

The most appropriate hotel to use is:

Sherlock Holmes Hotel,
Baker Street,
London, W1M 2LJ

Tel: (Intl.)-44-20-7486.6161
Fax: (Intl.)-44-20-7486.0884
e-mail: groupres@parkplazahotels.co.uk
Website: www.sherlockholmeshotel.com

This hotel, which many of the ISoF members have used before, is situated only 250 yards from the University Marylebone Campus and has recently been completely renovated and upgraded to four star status.

To allow for your extra days before, and/or after, the Conference, the University of Westminster has agreed a special rate with the hotel for the complete, calendar month of May, 2005.
This rate (in pounds sterling, not US$) is now confirmed as:

£125 per night for a twin-bedded or double room (single occupancy) - exclusive of breakfast but inclusive of VAT @ 17.5% and service.

(For your information, the current, 2004 rate for these rooms is about £250 per night.)

Extra person in room will be charged at £15 per night. However, children under 12 years old will be complimentary.

For £30 per night extra you may upgrade to an 'executive' room. The main difference is that these have a larger floor area than the 'superior' rooms.

All bedrooms in the hotel have internet connection points.

Please make your own booking directly with the hotel, quoting 'ISoF' to obtain the special rate.

e-mail: groupres@parkplazahotels.co.uk - Contact: Jonny Amos.

For the record, it would make sense to send a copy of your e-mail hotel booking to: brodies@westminster.ac.uk

For those of you who wish to use alternative accommodation, we suggest you contact your local travel agent, or 'surf the net'. Unfortunately, we are unable to offer the use of any of the University student accommodation.

Other useful links for your visit to London will be found at our Conference web-site. This is at:

www.wmin.ac.uk/IFRC/ISoF2005.htm (note the lower case 'o' in 'ISoF')

ISoF Conference - Registration Fee: will remain at US$300 per person and, as usual, will be invoiced by, and payable to, ISoF, through Cheryl Babcock at Nova Southeastern University.

There may have to be additional charges for the two, 'special', extra-mural evening activities on Friday and Saturday. In total, these charges will not exceed US$100 and will be collected, in cash, in London. PS: Currently, we are working hard to bring this figure down to US$75, or even less.

To facilitate more of our European colleagues attending the Conference, it was agreed to re-align the timing of the daily sessions.
These are now:

**Friday, 20 May, 2005**

10.00 to 11.30 – Registration and photo-call for ID ‘swipe’ cards
12.00 – Buses from University of Westminster to House of Lords
12.30 – ISoF 2005 Conference - Champagne Reception
13.00 – ISoF 2005 Conference - Gala Lunch (Gentlemen: Jacket and tie required)
   (Note: Whereas spouses and partners may attend at an economic rate, still to be
   confirmed – please note that children under 18 are not permitted to be included)
14.30 – Buses to University of Westminster
15.30 - Welcome and Opening Conference Session
16.30 - Break - Café West
16.50 - Conference Session
18.15 - Close
Evening - FREE to explore the excitement of London’s night-life

**Saturday, 21 May, 2005**

08.00 - Breakfast - Café West
09.00 - Conference
10.30 - Break - Café West
11.00 - Conference
12.30 - Lunch - Café West
13.45 - Group Photograph
14.00 - Conference
15.15 - Break - Café West
15.35 - Conference
17.00 - Close
18.30 - Buses to ‘London Eye’
19.00 - Flight on ‘London Eye’ - Visit the websites: www.londoneye.com
   and www.camvista.com/england/london/bale.php3
20.00 - FREE in London

**Sunday, 22 May, 2005**

08.00 - Breakfast - Café West
09.00 - Conference
10.30 - Break - Café West
10.50 - Final Conference Session
12.15 - Business Meeting and ISoF 2006 Conference
12.30 - Farewell Lunch and Awards - Café West

As we are planning for an event that is over a year away, all details and
arrangements regarding the extra-mural functions may be subject to change.
The 'Call for Papers' and 'Response Form' have already been published and are available on the ISoF 2005 Conference web-site at:

www.wmin.ac.uk/IFRC/ISoF2005.htm

and also the ISoF web-site at:

www.huizenga.nova.edu/franchise - click on 'ISoF'

The Chiltern Suite is equipped with data projection and overhead projection. This means that presentations can be made using Powerpoint, or acetate overheads. Additionally, we are planning to set-up a dedicated ISoF business centre in the Chiltern Suite with internet-access computers and printers.

If this will be your first visit to Britain, we would remind you that our advice is just to stay in London. If you are happy, please come back and visit other parts of our country. Britain is a small, heavily populated island. Psychologically, culturally and emotionally, the distance between Glasgow and Edinburgh (42 miles) is the same as Los Angeles to New York (3,000 miles). Remember that our travel facilities (rail and air) do not compare favourably with North America and continental Europe.

Please forward this newsletter to any other person/institution not on the mailing list and whom you think may be interested in attending. At the same time, please copy me and I will add those new addresses to our master list for future mailings.

Equally, if you do not wish to receive further mailings regarding the ISoF Conference 2005 in London, please let me know and I will remove your name from this mailing list.

The UK host team, committed to ensuring you have a great time in London, is:

John Stanworth - University of Westminster
Brian Smart - British Franchise Association
David Purdy - University of Westminster
Anna Watson - University of Surrey
Simon Healeas - University of Westminster
Beverley Porter-Blake - University of Westminster
Stewart Brodie - University of Westminster

Your contact at the University of Westminster:

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e-mail: brodies@westminster.ac.uk
Direct Tel: (Int'l)-44-(0)20-8868.3051
Fax: (Int'l)-44-(0)20-7911.5839
Website: www.wmin.ac.uk/IFRC/ISoF2005.htm