



## 21<sup>st</sup> Service Workshop

Harrow Business School and The Academy of Marketing  
Westminster Service Research Centre  
University of Westminster, 309 Regent Street, London W1B 2UW  
15, 16 & 17 November 2007

### REGISTRATION FORM

Name \_\_\_\_\_ State / Province \_\_\_\_\_  
Institution \_\_\_\_\_ Zip / Postal Code \_\_\_\_\_  
Address \_\_\_\_\_ Country \_\_\_\_\_  
City \_\_\_\_\_ Email / Phone \_\_\_\_\_

#### Registration Fees

Indicate the sessions you would like to attend (days include coffee, tea, lunch; wine reception and buffet 15 November; buffet dinner and wine on 16 November; reception, conference dinner and wine 17 November, and all Workshop Materials).

	<b>3 Days</b> 15-17 Nov	<b>2 Days</b> 15 & 16 or 16 & 17 Nov		<b>1 Day</b> 16 Nov or 17 Nov	
<b>FULL FEE</b>	<input type="checkbox"/> £ 299	<input type="checkbox"/> £289	<input type="checkbox"/> £289	<input type="checkbox"/> £150	<input type="checkbox"/> £150
<b>PhD STUDENT</b>	<input type="checkbox"/> £ 265	<input type="checkbox"/> £255	<input type="checkbox"/> £255	<input type="checkbox"/> £140	<input type="checkbox"/> £150

If claiming student rate, state institution name and registration number

#### Payment Method

**PLEASE NOTE WE CANNOT ACCEPT CASH PAYMENTS ON CONFERENCE DAYS**

Cheque payable to the University of Westminster     Credit Card (Visa/Mastercard/Switch)

Cardholder's name as on card:

Card Number:

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Cardholder's address (where statements are sent):

Exp. Date (mm/yy):

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Start Date (if applicable):

Phone no:

Issue Number (if applicable):

Signature

Security Code (last 3 digits on signature strip):

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Please return this form with payment to Helen Cohen (cohenhe@wmin.ac.uk), Conference Administrator, University of Westminster, Northwick Park, Watford Road, Harrow, Middlesex HA1 3TP or by FAX: +44 (0) 207 911 5922 or by PHONE to +44 (0) 207 911 5000 #4298. Refunds carry £25 admin charge; no refunds after 1 November 2007.

For further information contact: [www.academyofmarketing.info/sigservice.cfm](http://www.academyofmarketing.info/sigservice.cfm); Katherine Tyler, [tylerk@wmin.ac.uk](mailto:tylerk@wmin.ac.uk); Professor Charles L. Martin, [charles.martin@wichita.edu](mailto:charles.martin@wichita.edu); Professor Lloyd Harris, [lloyd.harris@wbs.ac.uk](mailto:lloyd.harris@wbs.ac.uk)