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5601 South Broadway
Littleton, Colorado 80121





"How to Conduct Business Meetings by Telephone"

A Teleconference Workshop Offered
by the Kellogg Telephone
Conferencing Service

Subsidiary Corporations

Kellogg Development
Kellogg Rockymountain
Kellogg Resources
Pacific Kellogg
Kellogg Midwest
Kellogg Communications

Offices

Littleton, Colorado
Minneapolis, Minnesota
Los Angeles, California
San Diego, California
Sacramento, California
Bellevue, Washington

KELLOGG CORPORATION
5601 South Broadway
Littleton, Colorado 80121
303/794/1818

For information please contact

Virginia A. Ostendorf



Yes, I want to sign up for the workshop. Please call me.

Telephone: (_____) _____

Name: _____

Title: _____

Organization: _____

Address: _____

City, State, Zip Code: _____

Virginia A. Ostendorf
Kellogg Corporation
5601 South Broadway
Littleton, CO 80121

The Need

High travel costs and limited time have given rise to a new kind of meeting — the telephone conference.

The Problem

Progressive companies want to conduct business meetings by telephone. Although manufacturers have provided the hardware, until now, no one has systematically taught the step-by-step process.

The Solution

Kellogg, a leader in teleconferencing services to the business community, has the answer. "How to Conduct Business Meetings by Telephone" is a special workshop designed for the busy executive. Conducted entirely by telephone, the course covers all aspects of corporate teleconferencing.

The Content

Group discussion and activities will explore the following:

- Conducting a meeting
- Planning
- Corporate applications
- Small group/large group considerations
- Hardware
- Activities
- Visuals/audiovisuals
- Pitfalls
- Cost justification

The Instructor

Teleconferencing services manager Virginia (Gini) Ostendorf designed and teaches the workshop. She is well-qualified, having developed and managed an administrative telenetwork of 141 sites in Iowa. In three years, she logged more than 1,500 hours of teleconferencing experience and personally trained 500 managers in teleconferencing techniques. Gini is in demand nationally as a speaker and consultant on corporate teleconferencing.

The Details

"How to Conduct Business Meetings by Telephone" is offered monthly. The teleconference is 2½ hours in length. Class size is limited. The workshop fee is \$200 per person. (Fee does not include long distance charges.) A private workshop for your organization can be arranged at a group rate.