

Tuesday, 20 July 1999

Jeff Davidson
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Dear Jeff,

Re: EphMRA Conference, Paris June 22-25

Firstly, many thanks for such an entertaining and though-provoking presentation during the conference - I, for one, was in need of waking up!

Seriously, I did find a lot to think about as you were talking (I say 'you' as we are a rather reserved bunch in Europe!) and took more notes whilst you were speaking than during any of the other presentations.

Of course, like many others in the room, I was inspired by the clear sense in much of what you were saying. But like everyone else, I have returned to a relatively messy desk, full in-tray, 76 unread e-mails (despite my Out of Office Assistant!) and am in danger of slipping back into my old ways.

I have learnt the lesson of your 'delivery boy' story and I now know what everyone else here is up to - so easy to do but so easy not to bother! I have shared tips - though people *are* stubborn at accepting help at times. I'll persevere! And I'll mentor wherever I can. I have persuaded others in the office to invest in themselves with the example of your typewriter story - one colleague has just bought herself a mobile phone so she can be contacted abroad and I'm finally learning to touch type!

Basically, I learnt a lot in a very short space of time. Many thanks and I look forward to hearing from you.

Wishing you continued success,



Grant Rattray
(Direct line: 0181 246 4682)

