MATRIX MANAGEMENT
The organizational style for now... and the future!

A one-day executive conference February 7, 1978

Who should attend?
This program is designed for top and middle-level managers who are interested in improving the effectiveness of their managers by adopting one of the increasingly popular approaches to organizational styles and structures.

Program Schedule
Tuesday, February 7,
9:00 a.m.-12:00 noon: morning session
12:00 noon-1:00 p.m.: lunch
1:00-4:00 p.m.: afternoon session

Program Outline
- Matrix management—implications for future management
- What is matrix management?
- How it differs from traditional organizational approaches
- Matrix vs. the hierarchy
- Why organizational flexibility is necessary
- When to use matrix management
- How it works
- Special considerations when using matrix
- Matrix management in action
- Case studies: matrix management in the pharmaceutical and aerospace industries

In conformance with guidelines established by the National Task Force on the Continuing Education Unit, this program is authorized for 0.6 Continuing Education Units (CEU).

MAIL TO:
Management Institute Reservations
The Wisconsin Center
702 Langdon Street
Madison, Wisconsin 53706

OR CALL:
608/262-8891 now for advance reservations.

Discussion Leaders
John F. Mee—Mead Johnson Professor of Management, Graduate School of Business, Indiana University. Professor Mee is regarded as the “father of matrix management.” A distinguished scholar, Dr. Mee has a unique ability to anticipate major changes in management thinking and to help managers successfully apply new concepts. A widely published author, he has served as a consultant to many well-known corporations and organizations.

Dale D. McConkey—professor of management, Management Institute, Department of Business and Management, University of Wisconsin—Extension, Madison. Professor McConkey’s extensive top management experience includes: president of his own management consulting firm, group vice president of United Fruit Company, and vice president of Beech-Nut Life Savers, Inc. He holds both graduate and undergraduate degrees in industrial management from New York University. He is recognized generally as one of the pioneers in the development of management by objectives as a system.

Enroll now: We urge you to reserve your place now since most enrollments are limited to assure maximum opportunity for participation and exchange of ideas. If your plans or budgets change, you may cancel your reservation up to seven calendar days prior to program start without incurring a fee or cancellation charge. Our policy of limited enrollments makes it necessary, however, to charge a $25 handling fee for withdrawal during the final seven days. Enrolees who fail to attend without properly cancelling will be liable for the total program fee.

Fees: The program fee of $65 includes notebook and all program materials, luncheon and refreshments during breaks. You may include payment with your enrollment form (please make check payable to University Extension) or request billing to your company.

Overnight: Lodging and parking information is sent with enrollment confirmation.

Sponsors: This Management Institute is sponsored by University of Wisconsin—Extension, Department of Business and Management with 33 years of experience in providing professional management education for business and industry. For further information call 608/262-2155 and ask for Miss Mary A. Vance, secretary to Prof. Dale McConkey, program director.

To promote a free exchange of information, recordings of these sessions are not permitted.

Registration Information
Location: This Management Institute is held at The Wisconsin Center, 702 Langdon Street in Madison. The Center, conveniently located near parking and overnight accommodations, is on the University of Wisconsin campus overlooking beautiful Lake Mendota.

Reservation Form
☐ YES! I want to know more about the organizational style for now... and the future! Please reserve a place for me in MATRIX MANAGEMENT, February 7, 1978, in Madison, Wisconsin. Fee: $65

Name: ________________________________
Title: ________________________________ Soc. Sec. No.: ________________
Company: ______________________________
Address: ______________________________
City: __________________ State: _______ Zip: _________
Telephone (please include area code) ____________________________

(Not mandatory—used only to assure identification, accessibility, and accuracy of your education record.) 12500-7M7639-77