



WORLD ASSOCIATION FOR CASE METHOD RESEARCH & APPLICATION

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Conference Delegates:

May 12, 2008

Attached are revised program pages. Below you will find updated travel and logistical information for the 25th International Conference on Case Method Research and Application hosted by Napier University Business School, Edinburgh, Scotland, June 29 – July 2, 2008. Please acknowledge receipt of this message by email to Denise Smith at smithdmwacra@triad.rr.com

In a few days you may also access the attached information on the WACRA website www.wacra.org

To assist you in preparing your professional presentation, we have posted on the WACRA website '*Presentation Guidelines*' for your convenience and use. David Stevenson has informed us that all rooms are equipped with overhead projectors and PowerPoint beamers. For other special needs contact Clare Sayers **today** c.sayers@napier.ac.uk with a copy to smithdmwacra@triad.rr.com

Conference hotel is the Novotel in Edinburgh. Make your reservation using the link to the Edinburgh Convention Bureau on the WACRA web site. You will find the link immediately below the photo with the 'sheep'.

Edinburgh is a town to be explored on foot. Ask for a map at the front desk of the Hotel and set out to explore the town on your own.

The Saturday, June 28, 2008 optional Dinner for registered participants is a short walk from the Novotel at the 'Spirit of Thai' restaurant on 44 Grindlay Street, Tel. 228-9333 (18.00 – 20.00). **Fully booked!**

The optional WACRA Interactive Case Sessions (WICS - *Case Colloquium* and *Poverty Alleviation and Education*) on Sunday, June 29, 2008 are scheduled from 9.30 – 17.00 at the Craiglockhart Campus of Napier University. From the Novotel take the **Public city bus #23** or **#27** at 9.00. Refer to detailed directions below. Registration for Sunday WICS participants will take place at the Craiglockhart Campus 9.30 – 10.00.

The conference begins on Sunday evening at the Craiglockhart Campus. The '**WACRA conference bus**' will leave the Novotel at 17.45 for the Craiglockhart Campus and leave the Campus at 21.30 at the conclusion of the dinner to return to the Novotel. Registration for all delegates and partners/spouses will also take place on Sunday, June 29, 2008 at the Craiglockhart Campus from 18.00 – 19.00. To gain admission to conference events (including meals and all conference activities) you need the official conference nametag and the appropriate tickets, which are all part of the registration package you receive at registration at Craiglockhart Campus on Sunday, June 29, 2008.

On Sunday, after you have registered for the conference, you are invited to a narrated WAR Poet exhibit at the Craiglockhart Campus from 18:00-18:30 or from 18:30 to 19:00.

For other details and the presentation schedule please refer to the "Program at a Glance". We will post further conference information on the WACRA website as it becomes available. Visit the WACRA website for up-dates or contact us.

Post Conference tour, Thursday, July 3 through July 6, 2008

The bus leaves for the post conference tour from the Novotel on Thursday, July 3, 2008 at 9.00. Bring your suitcase to the hotel lobby at 8.00.

Bus Information to the Craiglockhart Campus (Napier University)

Directions to the Bus Stop:

Come out of the Novotel Edinburgh Centre and cross the road. Then walk left. The bus stop is clearly visible on your left. It is straight across the road from the Edinburgh College of Art. The bus journey will take approximately 15 minutes depending on traffic.

Bus Fare

The bus fare is £1.10 for a single ticket, or £2.50 for an unlimited day ticket. The unlimited day ticket can be used all day on any Lothian bus apart from airport buses and tour buses.

Buses to Catch:

There are a number of different buses you can catch to the Craiglockhart Campus; however the No. 23 is the best option as it stops on campus:

- Every 20 minutes
- Bus route: Hanover Street, The Mound, Tollcross, Brunstfield, Morningside and Craighouse.
- The final destination for this bus will be either Craiglockhart Campus or Green bank.
- When catching this bus from the campus back into town, the final destination on the bus will be trinity.
- The first bus to catch in the morning from the hotel bus stop will be at approximately 7.02am.
- The last bus to catch from the campus back into town will be at approximately 23.04 pm

You can also take the No. 10 Bus. When you come out of the Novotel, turn right and walk down the hill. This takes you to TOLLCROSS. This is a large junction with a modern building on the right as you are walking down (although you would be better off on the other side of the road). You then cross the road and go to a bus stop showing **LRT** and **No. 10**. This is on the side of the road with the shops and NOT the Lapdancing place, which is on the other side of the road! The walking time from the Hotel to the Bus stop is approximately 4 mins for Europeans – 5-20 mins for USA residents. The destination sign on the bus should say *Bonaly* or *Torphin*.

You get off the bus on the 6th stop – *Craiglockhart Campus*. Once you pass *Craiglockhart Sports Centre*, on your left (some shops and Alfa Romeo garage on the right) you can start getting ready to get off the bus. The bus will go through a set of traffic lights and you will be able to see Napier University on the corner. The bus stop is a bit past this. If you are unsure, ask the driver.

Get off the bus and walk up to the side entrance. Follow the path up to the car park and walk straight on and under the 'egg' to the main entrance. Don't be tempted to turn right at the car park and go to the old entrance, you won't get in.

You can also take the No. 27 Bus. When you come out of the Novotel, cross the road (do not forget to look right) and go to the nearest bus stop on the left. The No 27 will take you to the campus, getting off at the same stop as the No 10.

Confused? Look for a familiar face (board member) in the Hotel lobby and follow this person discreetly to Craiglockhart.

Transport from the Airport

There are a number of transport links from the airport to the city centre

Bus

Public bus services stop outside the UK Arrivals doors on the terminal forecourt.

Airlink 100 to city centre

An express bus service operates frequently to Edinburgh city centre.

- First departure from the airport: 04:45
- First departure from Waverley Bridge: 04:20
- Frequency: Every 10 minutes from early morning until after midnight.
- The ticket cost is £3 single, £5 return.
- Tickets can be brought from the information desk at International arrivals, from a desk at the bus stop or on the bus itself.
- The journey takes approximately 25 minutes and terminates at Waverley Bridge, near to the main railway station and bus station and is just off the city's main street, Princes Street.

This service runs every 15 minutes Monday to Saturday daytime and every 30 minutes evenings and Sundays. Standard Fares are available from the driver, for example Adult Single Fare is only £1.

Timetables are also available from the onward travel desk in the UK arrivals hall and the information desk in the international arrivals area.

Shuttle bus

Edinburgh Shuttle provides a fleet of spacious seven seat mini-coaches and runs every 15 minutes between the airport and Edinburgh Shuttle's City zone with pick up and drop off at any address - home, hotel, business or conference venue.

Vehicles arrive and depart from outside the terminal building at UK Arrivals next to the Edinburgh Shuttle sales kiosk. Passengers without reservations are accepted subject to availability.

Fares are fixed at £9 one way for an individual, door to door, with reduced rates for passengers traveling together to the same destination.

By Taxi

Three taxi ranks are in operation at Edinburgh Airport. The fleet of airport private vehicle taxis operate from the eastern end of the terminal building with the city 'black cab' taxi rank available adjacent to the coach park. The third rank is located on the ground floor of the short stay multi storey car park and is available for taxis that have been pre booked.

A typical journey time to the city centre takes around 25 minutes and fares vary according to the distance traveled. Many of the taxis are wheelchair accessible. Taxis arrangements are managed by Executive Onward Travel, please telephone +44 (0)131 333 2255.

Transport from Edinburgh Waverly to the Novotel Edinburgh Centre

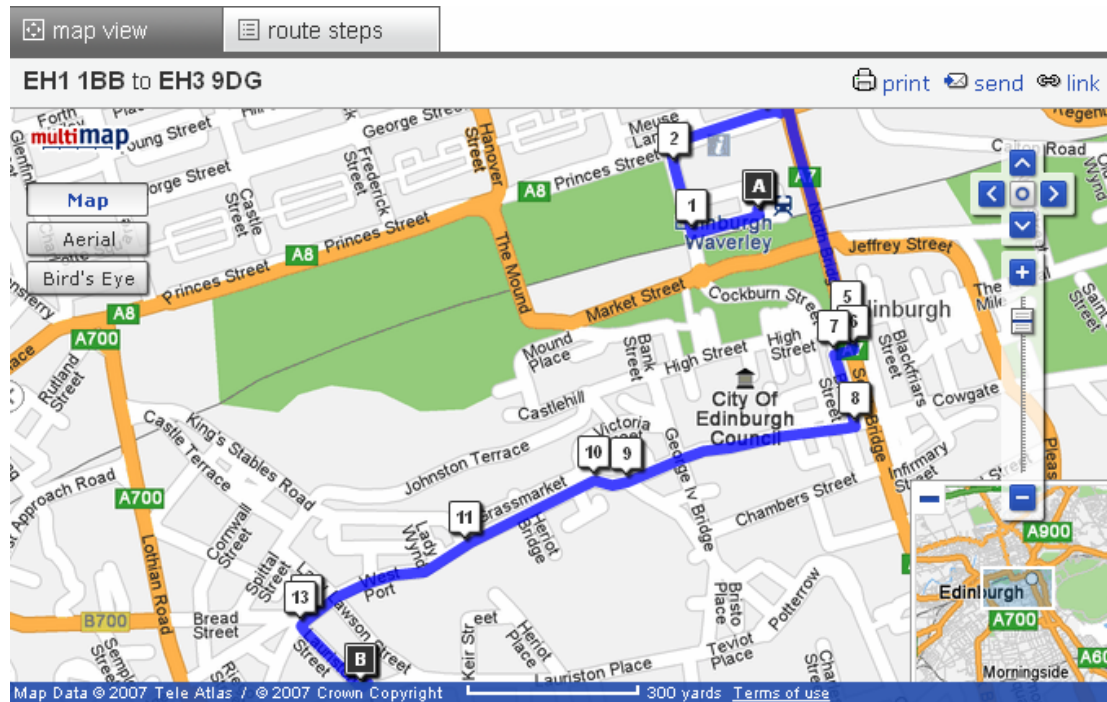
Edinburgh Waverly train station is the main train station in Edinburgh, and is located in the city centre, just off of Princes Street.

The easiest and quickest way would be by taxi

The taxi rank is located adjacent to platform 10. Many cabs are wheelchair accessible.

The journey will take approximately 5 minutes depending on traffic. The fare would be depending on traffic also but should be no more than £10.

A map detailing the route from the Waverly station to the hotel can be found below:

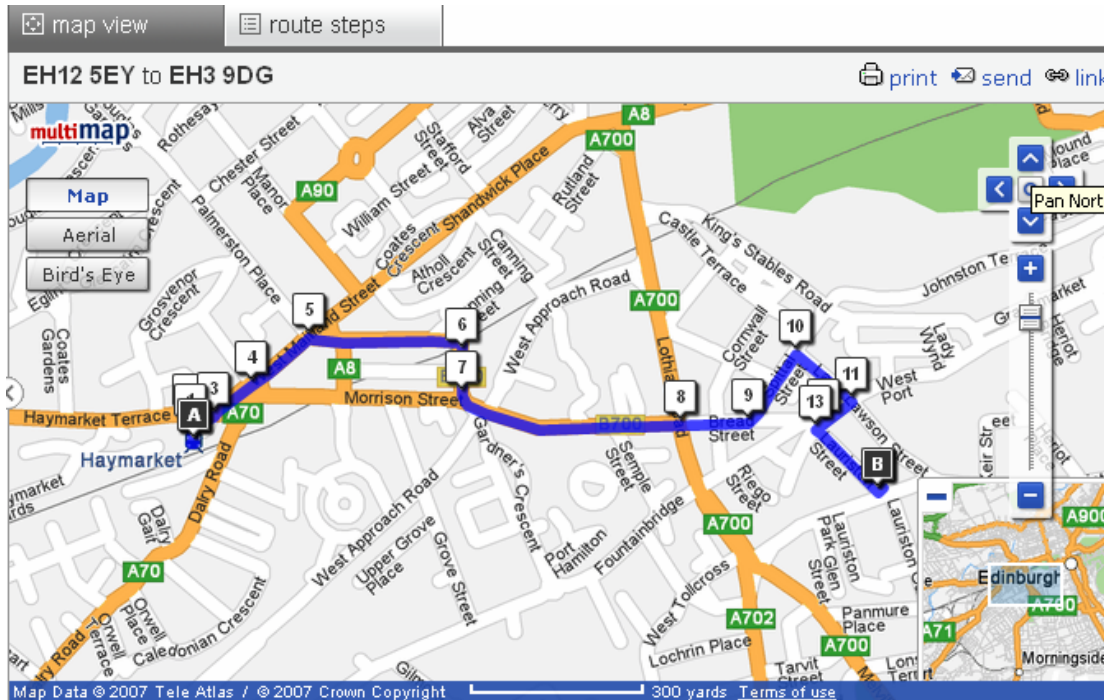


Transport from Haymarket to the Novotel Edinburgh Centre

There is also a smaller train station in Edinburgh called Haymarket. This is located in the west end, and is closer to the Novotel Edinburgh Centre.

There is a taxi rank directly outside of the station. The journey will take approximately 3 – 5 minutes depending on traffic. The fare would be depending on traffic also but should be no more than £10.

A map detailing the route from the Haymarket station to the hotel can be found below:



How to contact us during the summer:

The WACRA office NEEDHAM (BOSTON) is **closed from June 2 through August 11, 2008**
Contact via email wacra@rcn.com

The WACRA conference office in North Carolina is **closed from July 1 - August 31, 2008**
Tel. +336-404-6256 email smithdmwacra@triad.rr.com

Napier University

Contact: Rob Wilkinson r.wilkinson@napier.ac.uk
David Stevenson d.stevenson@napier.ac.uk

We expect conference delegates from all corners of the globe: Asia, New Zealand, the Americas, the Middle East, Eastern, Central and Western Europe. WACRA 2008 builds on previous conferences and provides an important multi-lingual forum for managing change in multi-cultural settings and in promoting a cross cultural and interdisciplinary dialogue on creative, interactive teaching and learning.

Travel safely, buen viaje, bon voyage, gute Reise.

WACRA TEAM

Hans E. Klein, Denise M. Smith, Stan Stanczewski, Marsha Richmond, Rob Wilkinson, David Stevenson, Eduardo Rosker, Amelia Klein, Al Rosenbloom, Jim Gallagher

W A C R A[®]

The World Association for Case Method Research & Application

Twenty-Fifth International Conference

June 29 – July 2, 2008

Conference Site:

Napier University

Craiglockhart Campus

EDINBURGH, SCOTLAND EH14 1DJ

CONFERENCE LOCATION & HOTELS

Napier University

Craiglockhart Campus

EDINBURGH, SCOTLAND EH14 1DJ

Tel: +44-131-455-4300

Fax +44-131-455-4540

Website: <http://www.napier.ac.uk>

Emergency contact information:

Rob Wilkinson – Contact

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Craiglockhart Campus – Room 2/49

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Email: r.wilkinson@napier.ac.uk

Novotel Edinburgh Centre

(Emily Young – Contact at Edinburgh Convention Bureau)

80 Lauriston Place

EH3 9DE EDINBURGH, SCOTLAND, UK

Tel: +44-131-656-3500

Fax: +44-131-656-3510

Email: Emily.Young@conventionedinburgh.com

<http://www.novotel.com/>

Post Conference Tour Hotels

Premier Inn Elmbank – July 3, 2008

10 Elmbank Gardens

GLASGOW

Tel: +44-(0)141-221-1000

Loch Ness Lodge – July 4, 2008

DRUMNADROCHIT

Tel: +44(0)1456-450-342

Aberdeen Douglas Hotel – July 5, 2008

43-45 Market Street

ABERDEEN

Tel. +44(0)870-701-4444

Express by Holiday Inn – July 6, 2008

1 Picardy Place

EDINBURGH

Tel. 44-(0)131-558-2300