

First Announcement and Call for Papers

# The 20th International Conference of the Israel Society for Quality



David InterContinental Hotel  
Tel Aviv, Israel  
November 18-20, 2014

2014



ISRAEL  
SOCIETY FOR  
QUALITY

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**Jacob Laor**, C-Point  
**Dr. Moria Levy**, ROM Knowledgeware  
**Shlomo Lichtenstein**, Consultant  
**Amnon Margalit**, Motorola Solutions Israel  
**Liat Milo**, Milo  
**Dr. Sigalit Mudahi**  
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**Izik Ravivi**, IDF  
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**Lt. Col. Yoram Tassa**, IAF  
**Joel Weill**, M&S - Management and Sustainability  
**David Weinreb**, Motorola Solutions Israel  
**Mirit Ziman-Shomer**, Management and Quality Advising and Training

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## Topics

Quality Audits / Reliability / Innovation and Excellence Management / Quality Management in Global Organizations / Risk Management / Change Management / Knowledge Management / Cost of Quality / Supply Chain Quality / Product Quality / Software Quality / Quality Metrics / Standardization / Customer-Centric Service / Public Sector Quality / Review and Lessons Learned Processes / Contribution of the Human Resource to Quality / Environmental quality / Energy Management / Test Laboratories / Quality and Risk Management in Financial Services / Quality Engineering in Development / Quality Engineering in Production and Testing

## Dear Colleague,

It is my pleasure and privilege to invite you to participate in the 20th International Conference of the Israel Society for Quality, which will take place on November 18-20, 2014 at the David InterContinental Hotel, in Tel Aviv, Israel.

Tel Aviv, located on the Israeli Mediterranean coastline, is Israel's financial capital and a major performing arts and business center. It is known as the city that never sleeps and a "party capital" due to its thriving nightlife, young atmosphere and famous 24-hour culture. Tel Aviv's White City, designated a UNESCO World Heritage Site in 2003, comprises the world's largest concentration of Bauhaus buildings.

The theme of this conference is **"Creating Customer Centric Culture"**. It will focus on how our customers view us, how they rank us, what we should do in order to increase their loyalty, what results are they looking for, what metrics are important to them and especially what they expect from us - the Quality Professionals - the Customers' Advocates.

We will engage customers in conference sessions, either from the global/local business sector or various representatives of government customers - we, the citizens. We will evaluate the level of service that we are getting from the public education system, the public health system, in public transportation and from various government agencies and municipalities.

This year we are highlighting a "Posters Path" and encouraging participants to present their work as posters. The Posters Path will be centrally positioned and time will be allotted to public review of the posters. In addition, prizes will be awarded in several categories and the winners have the opportunity to present their work in an interactive session.

We will also explore new territories such as quality in military intelligence evaluation, women in quality, quality in financial services, quality in the start-up world, quality in hi-tech, service quality in industrial and service organizations, creativity, innovation and excellence.

This year Motorola Solutions Israel, a major sponsor, will celebrate its 50th anniversary. We will recognize this event in a "WOW" conference....

I would like to see each of you as an interested and active partner who will contribute to the success of the conference. I therefore request your help in suggesting new ideas and topics of interest, distributing the conference announcement, soliciting abstracts and submitting papers and posters to be presented at the conference.

Visit our site: [www.quality2014.com](http://www.quality2014.com)

I look forward to greeting you in Israel,

Avi Peled, Conference Chair

## Abstracts

Abstracts of 200-300 words should be submitted in WORD format to the Secretariat at [confer@isas.co.il](mailto:confer@isas.co.il) or ISAS International Seminars, POB 34001, Jerusalem 9134001, Israel.

Abstract submission deadline: June 30, 2014

It is understood that this material has not been nor will be presented elsewhere prior to the conference.

## General Information

**Venue:** The conference will take place at the David InterContinental Hotel in Tel Aviv.

**Date:** November 18-20, 2014

**Program:** The conference will consist of two days of sessions and a third day with a choice of industrial tours or tutorials.

**Language:** The conference will be conducted in English and Hebrew. There will be simultaneous translation in many sessions.

**Welcoming Reception:** A welcoming reception will be held Monday evening, November 17th at 19:00.

**Gala Banquet:** A festive evening will be held on Tuesday, November 18th at 20:00. The evening will include entertainment and dinner.

**Night Tour:** On Wednesday evening, November 19th, there will be a walking tour of old Jaffa.

**Abstracts** of 200-300 words should be submitted in WORD format by June 30, 2014 to the Secretariat: [confer@isas.co.il](mailto:confer@isas.co.il)

**Exhibition:** A commercial exhibition will take place within the framework of the conference. For further information please contact the Secretariat at [meetings@isas.co.il](mailto:meetings@isas.co.il)

**Advertising and Sponsorship:** Please contact the Secretariat for space in the conference program and/or sponsorship of speakers, sessions and events.

**Certificate of Participation:** Will be supplied to participants upon request.

**Letters of Invitation:** Upon request, the Secretariat will send a personal invitation to participate in the conference. It should be understood that such an invitation is only meant to help visitors raise funds or obtain a visa and does not represent commitment on the part of the organizers to provide financial support.

**Registration Fee:** The registration fee of \$875 for participants includes participation in all sessions, tutorials and industrial tours, conference kit, program, proceedings, lunch and coffee breaks, welcoming reception, gala banquet and night tour of old Jaffa. There is a reduced fee of \$650 for presenters (only one presenter per paper). Fees are valid until September 18, 2014, after which there will be a surcharge of \$50.

**Note:** Special discount fees for groups can be arranged. Please contact [congress@isas.co.il](mailto:congress@isas.co.il)

**Accompanying Persons'** fee of \$350 includes the welcoming reception, opening ceremony, gala banquet, night tour of old Jaffa and a daylong tour of Jerusalem. The fee does not include attendance in program sessions.

**Cancellation Policy:** Registration cancellations received by October 20, 2014 will be fully refunded less a \$60 processing charge. There will be a 50% refund for cancellations received between October 21 and November 12, 2014. No refunds for cancellations received after November 12, 2014.



Conference Secretariat:  
ISAS International Seminars  
POB 34001, Jerusalem 9134001, Israel  
Tel: +972-2-6520574, Fax: +972-2-6520558  
Email: [confer@isas.co.il](mailto:confer@isas.co.il)  
Check updates on the conference site:  
[www.quality2014.com](http://www.quality2014.com)

## Accommodations and Tours

### Organized by Eshet Incoming

for details and registration: [www.quality2014.com/hotels-tours](http://www.quality2014.com/hotels-tours)

email: [congresses@eshetincoming.com](mailto:congresses@eshetincoming.com)



### Accommodations

Rooms are available at the following Tel Aviv hotels:

David InterContinental / Dan Panorama / Mercure / Metropolitan

### Tours

#### Jerusalem



#### Masada & Dead Sea



#### Biblical Highlights in Nazareth and North / Western Coast



#### Heritage Tours / Bethlehem & Jericho



## Registration Form Quality 2014

Please send to: ISAS International Seminars  
POB 34001, Jerusalem 9134001, Israel  
Tel: +972-2-6520574, Fax: +972-2-6520558  
Email: register@isas.co.il

Surname

First Name

Email

Place of Work

Mailing Address (please check:  Work  Home)

City

Postal Code

Country

Telephone

Fax

Accompanying Person(s):

### Please itemize payments

Registration fee \$

Accompanying person(s) \$

Total \$

I enclose a check or money order payable to ISAS International Seminars

Bill my credit card: VISA / MC / AMEX / DINERS

Number

Exp. Date

3-4 Digit Security Code

**Bank transfer to:** ISAS International Seminars Ltd.

Bank Leumi Branch #780

19 King David St., Jerusalem, Israel

Account Number 9400/87

SWIFT Account: LUMIILIT

IBAN Code: IL 690107800000000940087

Please email/fax a copy of the bank transfer instructions to the Secretariat.

Signature

Date