



ESTONIAN  
ASSOCIATION  
FOR QUALITY



**57th EOQ Congress**  
**Quality Renaissance –**  
**Co-creating a Viable Future**  
June 17-20, 2013  
Tallinn, Estonia



## Welcome to Estonia – Country of Midnight Sun!

On behalf of Estonian Association for Quality (EAQ) and European Organization for Quality (EOQ) I am very happy to invite you to Estonia to attend the 57th EOQ Congress on June 17-20, 2013 in Tallinn.

### **The theme of the Congress is Quality Renaissance – Co-creating a Viable Future.**

Our world is in an era of transition, big changes and shifts are happening. Quality renaissance gives an opportunity to get through turbulent times, transformation and renewal.

We are looking for solutions how Quality & Excellence thinking, creative and innovative application of traditional as well as brand new tools, systems and approaches can contribute to the new reality of a high level

of complexity and uncertainty. Integrating the best of current knowledge and wisdom from a diversity of experience with cutting edge research gives an opportunity for new paradigms to emerge. Our common aim is a vibrant and sustainable future for people, organizations and society, better quality of life for all.

We would like to offer an inspirational platform for sharing experience as well as new ideas, a collaborative meeting place with participants from all over Europe and beyond, nurturing environment for some-

thing new to emerge and making co-creation possible.

The Congress takes place in midsummer, a magical time with the longest days and white nights, time of paradoxes when you can see the midnight sun and anything is possible.

We are looking forward to seeing you in Tallinn!

**Tiia Tammaru**  
*Chairman of the Board  
Estonian Association  
for Quality*

## Pre-congress June 17th, 2013 - learn from the best practises of qua- lity assurance in higher education

We are happy to invite you to participate in the pre-congress 'Quality Renaissance in Higher Education?' hosted by Estonian Assosiation for Quality, European Organization for Quality and Programme Primus on the 17th of June 2013 in Tallinn, Estonia.

The aim of the pre-congress is to provide an opportunity for the higher education and quality assurance (QA) communities to share experiences and best practices in quality of higher education and its management. The pre-congress day focuses on new or well-proven practices in QA and management field presented and discussed by the specialists in their field.

The main topics are:

- New quality approaches in higher education.
- Best practices in higher education quality management.
- Best practices in cooperation between higher education institutions, enterprises.
- Innovation and quality in study process.
- Innovation in leadership of higher education institutions.
- Possibilities and difficulties in benchmarking and higher education.
- Accreditation and quality management in higher education.
- Evolution of quality thinking in higher education.
- Excellence in higher education.

The pre-congress 'Quality Renaissance in Higher Education?' provides a platform for discussion, professional development and exchange of wisdom, passion, experiences and knowledge among the stakeholders in quality assurance in higher education. Specifically, the congress will be of interest to rectors, vice-rectors and deans responsible for QA, QA officers in higher education institutions and researchers working on higher education or the QA field.

The pre-congress is part of the 57th EOQ Congress 'Quality Renaissance - Co-creating a Viable Future' taking place on the 17th-20th of June 2013 in Tallinn, Estonia. More info: <http://www.quality2013.eu/>  
**Participation at the pre-congress on June 17th, 2013 is FREE**



Primus

ARCHIMEDES



# EOQ2013 Congress Program June 18-19th, 2013

The program of the 57th EOQ Congress “Quality Renaissance – Co-creating a Viable Future” focuses on new, but also well-proven approaches ensuring sustainable future for organizations and society.

**The Program Committee received many interesting, co-creating, future focused and viable abstracts. The authors represented 22 different countries worldwide – from Europe, Asia, Africa, North America and South America.**

The abstracts covered topics from process management to leadership and human resource management; from empirical studies to practical cases; from the reminder of the origin of quality management to the vision of sustainable future.

Hereby I would like to express my gratitude to all the authors who sent their papers! The Congress Program will be many faceted with several parallel sessions providing interesting topics to listen or workshops to participate. The Quality Innovation Award winners will share their experiences, the European Quality Leaders will tell their stories, and there will be plenty of opportunities for networking. Visual harvesting aka graphic recording can be observed in action.

For those who want more than 2 days can encompass, there

will be possibility to visit Finland – the program with presentations and company visits is prepared by Excellence Finland.

The first day keynote speaker is John Timmermann, Vice President, Global Guest Experience and Rooms Operations, Marriott International (USA) who will explore the topic of service innovation in Tallinn. John has global responsibility for rooms, spa, and online retail for all Marriott brands. Before joining Marriott, he was working 10 years at Ritz-Carlton Hotel Company. He is a certified Hotel

Administrator by The American Hotel & Lodging Association. John is the current Chair-elect for the American Society for Quality (ASQ), recipient of the ASQ Ishikawa Medal for his contributions to the human aspects of quality, and received The Gallup Organization Leadership Award.

John is a member of the Conference Board Customer Experience Council, served as a Senior Examiner for the Malcolm Baldrige National Quality Award (2005 – 2008), and has actively supported healthcare improvement with organizations such

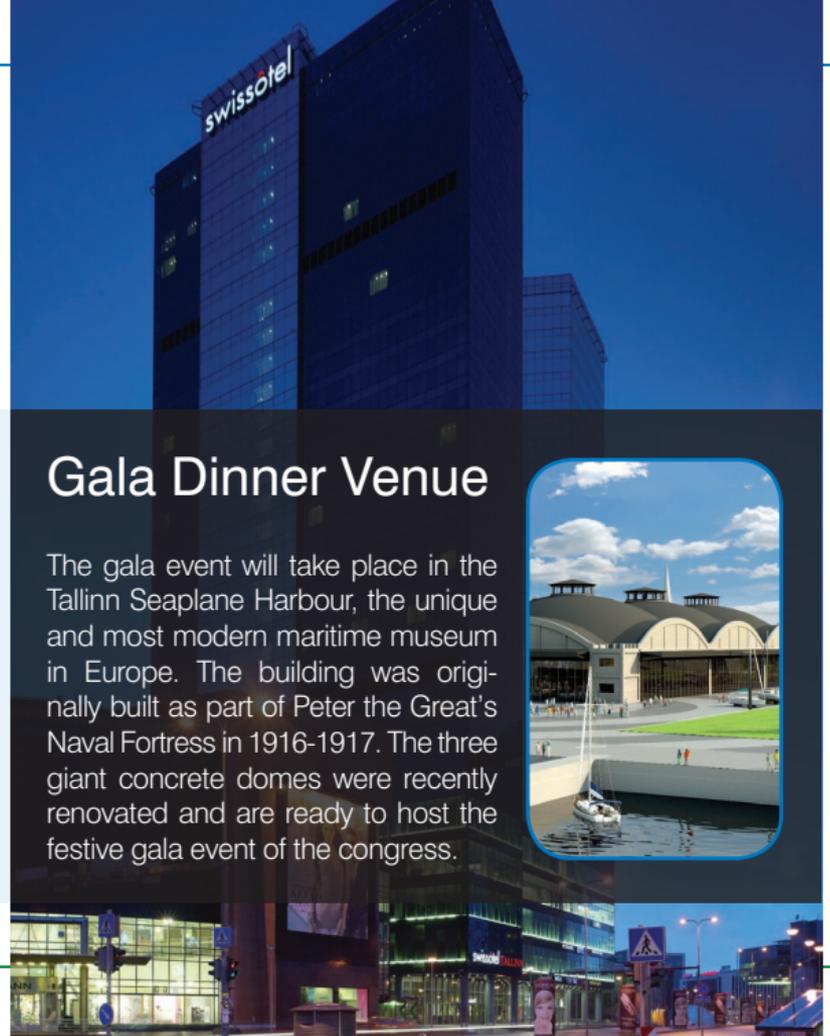
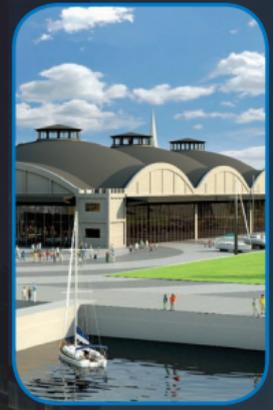
as the Institute for Healthcare Improvement and Cleveland Clinic Foundation. The second day keynote speaker will be announced soon.

## Congress Venue

Congress will be held in Swissôtel Tallinn which towers all over the city. This 5-star hotel is located in the business area, 10 minutes walk to the Old Town and just 10 minutes drive from the Airport.

## Gala Dinner Venue

The gala event will take place in the Tallinn Seaplane Harbour, the unique and most modern maritime museum in Europe. The building was originally built as part of Peter the Great's Naval Fortress in 1916-1917. The three giant concrete domes were recently renovated and are ready to host the festive gala event of the congress.



## Post-Congress - Day in Finland, June 20th, 2013

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- 08.00 - 10.30 Trip to Helsinki, Finland on Viking Line including two seminar sessions on the ferry
- 11.00 - 15.00 Visit to Arabia factory\* and Fiskars\*\*
- 16.30 - 18.30 Trip back to Tallinn by Tallink Silja (optional)
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\* The home of Arabia is in the Arabia region of Helsinki. It is quite extraordinary for an industrial plant so close to the centre of the capital to have remained in the same place since 1873. Even today, thousands of ceramic objects are fired in the long tunnel kilns of the Arabia ceramics factory owned by Fiskars Corporation.

\*\* Fiskars is a leading global supplier of branded consumer products for the home, garden and outdoors. Fiskars products are renowned worldwide for their functionality and cutting-edge design. Founded in 1649, Fiskars celebrated 360 years of operations in 2009 as Finland's oldest company.

**Price for post-congress day in Finland organized by Laatukeskus Excellence Finland: 300 EUR**

Price includes ferry tickets, seminar, factory visit and 20% VAT.

Laatukeskus Excellence Finland welcomes You.



LAATUKESKUS  
EXCELLENCE FINLAND



## Location: Tallinn, Estonia

### **The congress will be hosted by Tallinn, the capital of Estonian Republic.**

Estonia lies on the eastern shores of the Baltic Sea, south of Finland, bordering Russia to the east and Latvia to the south. Geographically, Estonia is on the north-eastern

edge of the European Union. It is a country of many facets with a rich history and diverse culture, rooted in centuries of tradition, much of which is still in evidence today.

Despite its compact size each region of Estonia has its own distinctive character. Visitors will find fens and forests, virgin bogs, over 1,400 lakes, 3794 kilometres of coastline marked by bays and straits. The country has around 1,500 islands and islets, numerous rivers and streams and an unspoilt

landscape characterised by colourful cities, historic villages and towns, dotted with manor houses, castles and traditional thatched dwellings.

Estonia is a country of contrasts. A large proportion of the land is designated as natural protection areas. At the same time, Estonia is on the vanguard of technological development and it has one of the most advanced e-societies in the whole world.



## Tallinn welcomes you

The capital of Estonia Tallinn is situated in the northern border of Estonia on the coast. There are about 400 000 people living in the city.

After arriving in Tallinn, it doesn't matter which direction is turned — exciting places, adventures and experiences are everywhere. Although Tallinn is very old, it's always new. Right next to the UNESCO-listed authentic and romantic medieval Old Town stands a new, modern city of glass.

Value for money is remarkable in Estonia when compared to other European countries. Try to find elsewhere the great price-quality ratio available here. Estonia offers Scandinavian quality at Eastern European prices.

### Here are few examples of price level in Tallinn:

**Taxi fare from airport/harbour to the city:** 8-10 EUR

**Local beer (0,5 l) at downtown bars:** 2-3 EUR

**Day card for Tallinn public transport:** 4 EUR

**Coffee at downtown cafes:** 2 EUR

**Ticket to the Estonian National Art Museum (KUMU):** 5.50 EUR



## Tours

We offer you also a variety of different pre and post tours while you are attending the 57th EOQ Congress. Here are two examples of our selection. More information on our website [www.quality2013.eu](http://www.quality2013.eu)

Saint-Petersburg is considered to be one of the most beautiful cities in the world. It is here where splendid palaces, cathedrals and monuments are built, museums with the richest collections such as the Hermitage and the Russian museum, the

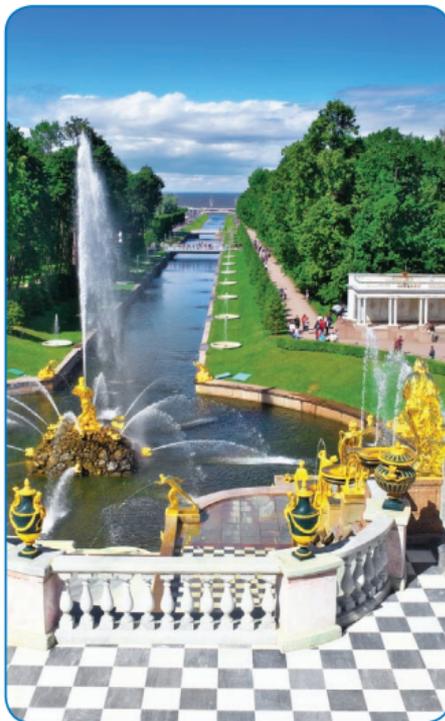
## Pre-conference tour to AMAZING CITY OF TSARS ST. PETERSBURG!

famous Mariinsky Theatre have been constructed. Join the tour and you see them all.

**3 day trip on June 14-16th, 2013 includes city tour, visit of St. Isaac's Cathedral, Peterhof and Hermitage**

Tour includes accommodation in Radisson Blu Sonya\*\*\*\*, lunch and dinners

**Package prices per person:**  
EUR 595,00  
**Single supplement:**  
EUR 195,00 per person



Including accommodation for 2 overnights at Radisson Sonya Hotel in double occupancy, program and entrance fees (Peterhof and Hermitage), 1 x 3-course lunch and 2 x 3-course dinner at restaurants with, tour-escort (guide) services throughout the program and 1st class coach services for transfers and sightseeing and for the guided transfer from St. Petersburg to Tallinn.

## Tours

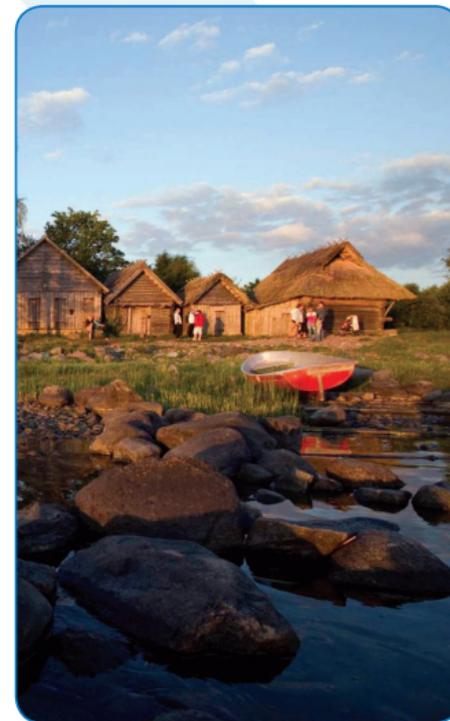
### Estonian countryside full-day sightseeing tour in Northern-Estonia



A good opportunity to discover Estonia's most popular nature reserve with its jagged coasts, vast forests, wetlands, and the manors.

**Full day trip on June 20th, 2013**  
**Package price per person:**  
EUR 99,00

Including program and entrance fees, surprise picnic, 3-course lunch with 1 drink included at "Altja Tavern", tour with postcard & snaps at Vihula, local guide services for sightseeing tour and 1st class coach services for transfers and sightseeing.



## Registration fees

Early Bird fee (up to February 1st 2013)*	900 EUR
Regular fee (as of February 2nd 2013)*	1020 EUR
Fee for PhD students, university representative and academics**	375 EUR
Early Bird Fee for EAQ (Estonian Association for Quality) members (up to February 1st 2013)	480 EUR
Regular fee for EAQ (Estonian Association for Quality) members (as of February 2nd 2013)	600 EUR
Gala dinner fee for accompanying person	180 EUR
Gala dinner fee for accompanying person for EOQ Representative, EAQ member, PhD students, university representatives, academics	120 EUR

\* 50% reduction of the price applies for one EOQ Representative from a member organization

\*\* Only applies to PhD students, university representatives and academics that must provide a letter from their supervisor or university confirming their status at the same time as their registration.

**All prices include 20% VAT.**

### Congress fee covers:

- participation at the congress
- participation at the pre-congress
- handout materials and information package
- coffee/tea breaks throughout the congress
- congress lunches
- welcome reception
- Gala Dinner (except PhD students, university representatives, academics)

### Cancellation policy:

**Cancellations made by March 15th 2013:**  
reimbursement of 50% of the conference fee

**Cancellations made after March 15th 2013:**  
no reimbursement



## Contact

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For more information about the 57th EOQ Congress  
visit our website [www.quality2013.eu](http://www.quality2013.eu)