



Draft Conference Report
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1. Introduction

The 10th of April 2010 marked a significant milestone in the history of the newly formed African division of the BBT. After months of planning the African division of the BBT hosted its first conference on book distribution on the African continent. The Graduate School of Business at the University of Kwa-Zulu Natal served as the venue for the conference. After an intensive day of critical and thoughtful discussion, a number of resolutions were adopted.

2. Conference Resolution

Figure 1 is the critical success factors mind map that was generated from the conference (participants comments were noted as well as 60 questionnaires). Based on this mind map the following resolutions were adopted (resolutions are linked to the factors that were identified):

2.1. Cultural Factors

- a. To have a culture sensitive, afro-centric approach to book distribution

2.2. Communication

- b. To form a communication committee involving BBT, temple authorities and congregational leaders

2.3. Distribution

- c. To provide training for sankirtana devotees
- d. To investigate and implement a BBT travelling sankirtana party
- e. To resurrect Srila Prabhupada's December book marathon

2.4. The Future

- f. To develop a succession plan for the future of BBT

3. Conclusion

The conference organizers are thankful to all of the participants. BBT Africa is committed to serving the resolutions of this conference.

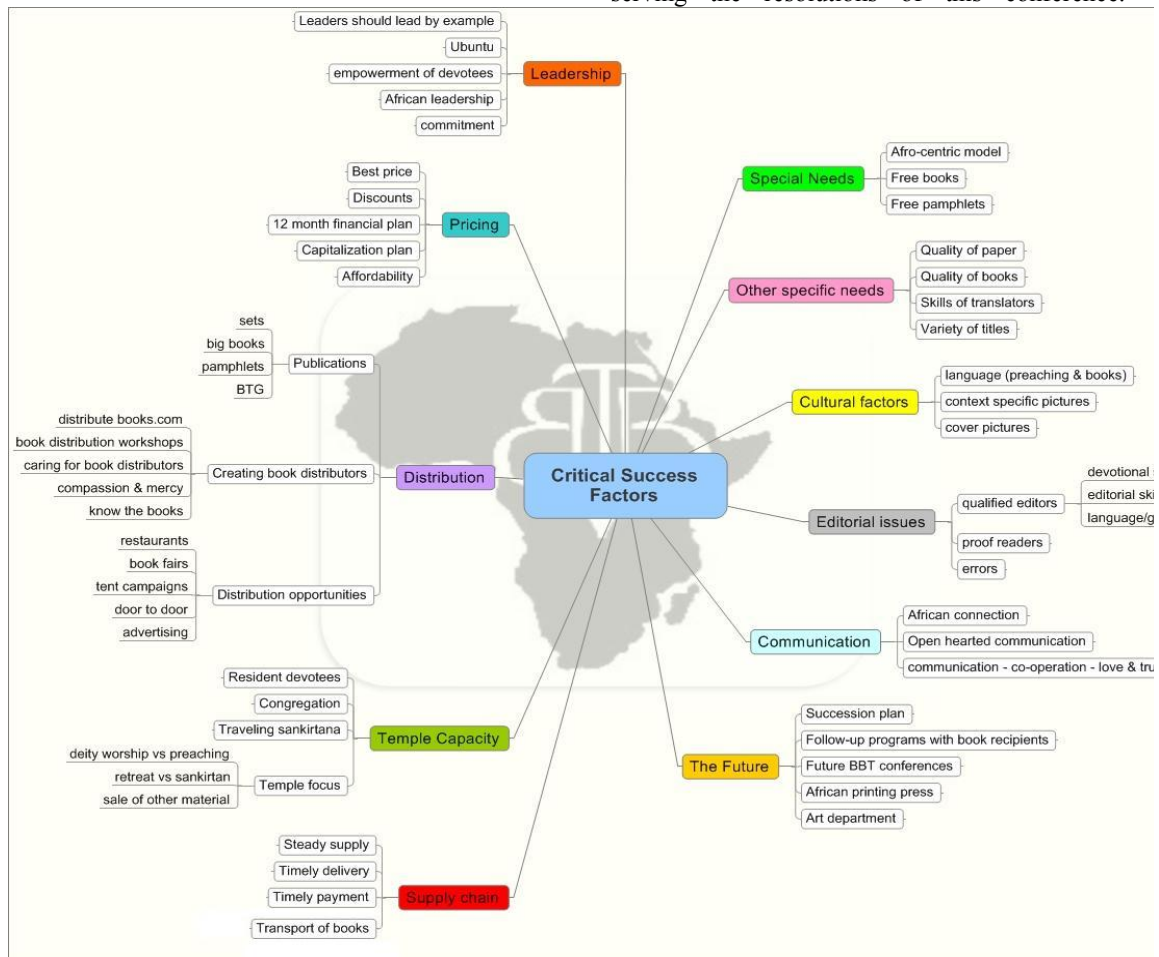


Figure 1. Critical Success Factors Mind Map