

How To Maximise Profits From New Products

Best Practices in Stage-Gate Innovation, Generating Great Ideas and Managing Your Development Portfolio

DR. ROBERT COOPER

➔ **AUCKLAND** // SKY CITY CONVENTION CENTRE // 15-16 MARCH 2010

“Excellent event. Excellent speaker. Material presented was directly relevant to understanding the process and how we can improve as a company.”

John Ikin
Lockwood Security Products Australia

Innovation empowered...

2010 Prodex Innovation Masterclass Series

Facilitated by Dr. Robert Cooper

**HOW TO
MAXIMISE
PROFITS FROM
NEW PRODUCTS**

AUCKLAND
15-16 MARCH 2010



**OPTIMISING
YOUR NEW
PRODUCT
PORTFOLIO**

SYDNEY
18-19 MARCH 2010



**BREAKTHROUGH
IDEAS & GREAT
NEW PRODUCTS**

MELBOURNE
22-23 MARCH 2010

Realisation of the potential that the next decade 2010 has to offer means doing more than paying lip service to Product Innovation.

These 3 Masterclass workshops have been created to empower you and your innovation team. Facilitated by the World's #1 innovation scholar, the substantive best practice content will give you and your team the awareness, the understanding and the conviction to drive your new products to success.

We are excited to present Dr. Robert Cooper as the facilitator for the 2010 Prodex Innovation Masterclass. We hope you can join us in March.

Gerard Ryan Managing Director, Prodex Systems

About Prodex

Prodex Systems is a specialist provider of consulting, training and software implementation services which facilitate best practice management of new product development. Our consulting approach is closely aligned to Dr. Robert Cooper's methodologies and our consulting assignments include the implementation of idea, Stage-Gate and Product Portfolio Management systems.

“Bob Cooper provides a clear roadmap for new product success. Figuring out the smartest, most consistent way to create winning products can be the key to long term success. Bob Cooper lays out a clear yet flexible blueprint for managing new product development.”

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A Message from Dr Robert Cooper

“Innovate or die” is the battle cry of the business world. Innovation is the key to prosperity and growth as the global financial crisis draws to an end. In five short years, approximately half of most companies will attribute their sales and profits to products that are yet to exist. This means that in order to grow and prosper, companies must launch new products at a rapidly increasing rate and launch them quickly and successfully.

Despite the need to continue to invest in new product development, many companies do not implement the necessary methods, systems and practices needed to succeed at product innovation. Only a handful of companies consistently and effectively deliver winning products to market. This workshop presents strategies and tactics to help your company consistently develop timely and effective new products. Join me to find out how to maximise your profits from new products.

About the Presenter

Dr. Robert Cooper is a noted international expert in the field of new product management. Bob is the creator of the Stage-Gate® process, now widely used by leading firms around the world to drive new products to market. He has assisted a number of leading corporations to design and implement his Stage-Gate® new products process. Companies such as Procter & Gamble, Lego, Carlsberg, Swarovski, Reckitt-Benkizer and Emerson Electric have deployed his methods to enhance their processes for developing and launching new products.

As a thought-leader in the field of production innovation management, Dr. Cooper has published more than 100 articles in leading journals on new product management. Many of these have been leading edge articles that have had a profound impact on product innovation practice. In addition, Bob has written 7 books on new product management, including the popular “Winning at New Products: Accelerating the Process from Idea to Launch”. With over 16,000 copies sold globally, it has become the Bible for corporations wanting to overhaul the way they conceive, develop and launch new products. In 2007, Bob Cooper was recognised by the Product Development Management Association (PDMA) as the World’s No. 1 innovation management scholar.

Are You Winning at New Products?

Do you:

- Find it difficult to pick the best new ideas and development projects to invest in?
- Struggle to meet the needs of your customers?
- Have a NPD process that is underperforming?
- Lack an effective, systematic and professional portfolio or project selection method?
- Develop new products that flop due to faulty market information?

Learning Outcomes

- Understand the critical role of product innovation in business and its impact on sales revenue and profits
- Learn about the top 10 tried-and-proven drivers that separate the winners from the losers
- Learn about the Stage-Gate new product system
- Gain insight into portfolio management best practices
- Develop unique, superior products with a compelling value proposition
- Generate and capture breakthrough new product ideas
- Maximise the value of your development portfolio

Who Should Attend?

The workshops are designed for executives, directors and senior management. Each workshop is strongly recommended for -

- CEOs & Directors
- Senior Management
- Innovation Champions
- R&D Personnel
- Marketing Personnel
- Researchers
- Project Managers
- Brand Managers
- Designers

Benefits of Attending

1 Achieve Superior Product Innovation Performance Results

- Learn how to conceive and develop unique, superior and differentiated new products
- Better understand the unmet and unspoken needs of your customers, including how you can build in the Voice of the Customer
- Use benchmarking to evaluate your company's innovation performance results

2 Discover benchmarking best practices in NPD

- Effectively manage the "fuzzy front end" of development projects and learn the importance of doing your homework!
- Learn strategic best NPD practices and how to organise for new products, achieve focus, define management roles and allocate resources effectively
- Discover the benefits of a Stage-Gate system and how implementation could effectively drive your new products from ideas to market

3 Implement Best Practices in Portfolio Management

- Learn how to pick the best new product projects and how effective portfolio management impacts profit performance
- Establish portfolio management goals for your company and achieve balance, alignment and the right project mix
- Use Strategic Buckets, scorecards, real options and productivity index to help you effectively prioritise your projects

Agenda: How to Maximise Profits from New Products

TEN BEST PRACTICES THAT DISTINGUISH THE TOP PERFORMING COMPANIES

- 08:30 **Registration and Coffee**
- 09:00 **Achieving Superior Product Innovation Performance Results**
Learn about benchmarking best practices and the use of metrics in measuring NPD performance. Discover what separates best performers from the rest and gain insight into the most powerful drivers of new product profitability.
- 10:15 **Problem Detection**
Delegates have the opportunity to voice their NPD issues.
- 10:45 **Morning Tea**
- 11:00 **Teams Present Discussion of Problems**
Delegates present their main issues and a discussion is held to seek solutions to the issues raised.
- 11:15 **Effectively Managing the “Fuzzy Front End” of Development Projects**
Learn about the practices employed by top performers that produce winners consistently. We focus particularly on the early stages of project development, including doing the necessary up-front homework, defining products and projects, and building an international orientation.
- 12:30 **Networking Lunch**
- 13:30 **Strategic Best Practices and How to Organise for New Products**
This session highlights the final 5 best NPD practices. Improve NPD organisation using cross-functional teams; achieve focus and pick the winners; define senior management roles to improve innovation efforts; leverage core-competencies; effectively allocate project resources.
- 15:00 **Networking Break**
- 15:20 **Your Idea-to-Launch NPD Process (A Stage-Gate System for Your Business)**
The majority of top performing companies have designed and implemented effective Stage-Gate processes that drive new products from idea to market. Many companies underperform due to poorly constructed NPD processes. This session will help you re-evaluate your NPD process and progress towards a best-in-class Stage-Gate System.
- 17:00 **Questions and Answers**
- 17:15 **End of Day 1 - Networking Reception (1 hr)**

GENERATING GREAT IDEAS & MANAGING THE DEVELOPMENT PORTFOLIO

- 07:30 **Sponsor Presentation (optional attendance):
Automating Idea, Stage-Gate & Portfolio Management - Sopheon**
- 08:15 **Issues from Day One**
Delegates have the opportunity to raise any queries or issues from Day 1.
- 08:45 **Picking New Products – Best Practices in Portfolio Management**
Product innovation success is contingent on making the right investment decisions. We discuss the best ways to select and prioritise new product projects, perfect the balance and mix of right projects, and maximise the value of your development portfolio.
- 10:15 **Morning Tea**
- 10:30 **Exercise: Challenges and Issues in Project Selection and Prioritisation**
Discussion and presentation of key project selection challenges.
- 10:45 **Developing a Portfolio Management System for your Business**
This session focuses on best practices for picking new products and focusing resources on development projects that will best serve your business.
- 12:00 **Networking Lunch**
- 12:45 **Generating Breakthrough New Product Ideas**
Managing the discovery phase of the NPD process is critical to new product success. We discuss the best methods for generating, capturing and handling great new product ideas.
- 14:00 **Networking Break**
- 14:15 **Team Exercise**
An opportunity to discuss and develop an “action list” list for your company.
- 14:45 **Doing Up-Front Homework and Building in the Voice of the Customer**
More new products fail due to faulty market information than any other cause. Discover the importance of up-front homework and learn how to construct a factual business case before progressing into a development project.
- 15:45 **Questions and Answers**
An excellent opportunity to discuss any NPD and Stage-Gate questions that need further refinement.
- 16:00 **Close of Masterclass**

Registration: How To Maximise Profits From New Products

Attendee Details

Salutation: _____ Name: _____

Position: _____

Organisation: _____

Email: _____

Address: _____

City: _____ State: _____ Postcode: _____

Tel: () _____ Fax: () _____

I have read and accept the terms and conditions of this agreement. Attendee Signature: _____

(Registrations will not be accepted without signature)

Method of Payment

Please note that payment must be received before the event. Payment is required within 5 working days on receipt of invoice.

- Cheque: Made Payable to Prodex Training
- Bank Transfer: Commonwealth Bank Australia
BSB 064121 Account No. 1021 0325
Please quote organisation name as reference

Please debit my

- VISA MasterCard American Express

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Cardholders Name: _____

Signature: _____ Exp. Date: _____

Additional forms can be downloaded from www.prodex.com.au/masterclass

Sky City Auckland

15th & 16th March 2010

NZ\$3500 + GST

Super Early Bird discount - 20%
(Offer Expires 31/12/09)

Early Bird discount - 15%
(Offer Expires 31/1/10)

Early Bird Team discount - 20%
(For Teams of 3 or more - Offer Expires 31/1/10)

PDMA Member discount - 10%

NB: Only one discount available per booking

Price includes all lunches, refreshments and training materials

You can register for our event in any one of the following ways:

Online

Visit our website for an online form at:
www.prodex.com.au/masterclass

Phone

Call our operators on:
+61 7 3369 9350

Fax

Fax the completed form below to:
+61 7 3369 9242

Mail

Send the completed form below to:
Prodex Training
P.O. Box 1953, Toowong QLD 4066, Australia

Terms & Conditions

Payment Terms: A feature of Prodex Training events is our restriction on the number of attendees to enhance the quality of your training experience. To avoid disappointment we encourage your early registration and payment. No booking will be guaranteed until payment is received in full.

Substitution: You may substitute your attendance with an alternate delegate at any time. We request written notification in advance of the event to allow alteration to delegate lists and name tags.

Confirmation: Once you have registered and paid for this event your position will be confirmed. We will prioritise registrations on a "first in first served" basis and cannot reserve or hold positions at this event without full payment. Receipt of your payment and registration shall constitute "Confirmation" without a requirement for Prodex Systems to issue a separate notification of confirmation.

Cancellation: All registrations carry a 50% cancellation liability upon receipt by Prodex Systems of a signed registration contract or your electronic acceptance of these terms and conditions. Cancellations must be received in writing by mail or fax six (6) weeks before the specific event is to be held in order to obtain a credit voucher to the value of 50% of the total fee paid which may be used at any Prodex Systems training event which is held within 18 months. No cancellation can be made within 6 weeks of the event and the full event registration fee is payable and non refundable. Payment terms are seven days and payment must be made prior to the event. Non-payment or non-attendance does not constitute cancellation.

Acknowledgement: The registrant agrees by the signing this contract, that in the event of cancellation of this event that Prodex Systems has no responsibility for travel, accommodation or other costs which may be incurred by the registrant. In the event of cancellation by either party, the event fee will not be refunded but can be credited toward a future event. The event content is subject to change without notice. Prodex systems shall make every reasonable effort to conduct this event as advertised however reserves the right to change event dates, locations or content if required. In these situations no refunds will be made. In the circumstance that Prodex Systems permanently cancels this event including but not limited to any force majeure incident and providing that this event is not postponed to a later date, the registrant shall receive a credit note for the amount paid to allow registration at a future Prodex Systems event which is held within 18 months.

Privacy: Personal information is collected, stored and used by Prodex Systems in accordance with Privacy legislation. You have requested to receive marketing information from Prodex Systems and in so doing, agree to Prodex Systems retaining this personal information on the Prodex Systems database to be used by Prodex Systems and passed to selected third parties to assist in communicating information by any means about products and services which may be of interest. To stop receiving information, please contact Prodex Systems at: prodex@prodex.com.au Prodex Systems Pty Ltd, PO Box 1953 Toowong 4066 Brisbane Telephone +61 7 33699350.

Governing law: This agreement shall be governed in accordance with the law of Queensland and the parties submit to the exclusive jurisdiction of the Courts in Brisbane.

Free Book Offer

All delegates received a complimentary copy of Dr. Cooper's best selling book, **'Winning at New Products'**.

