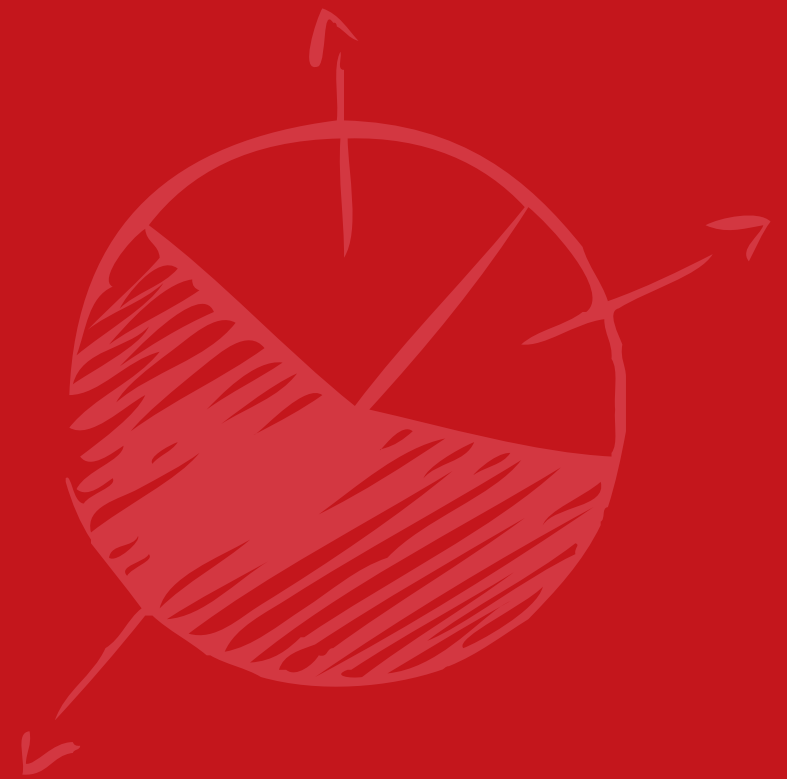


Optimising Your New Product Portfolio

Making Strategic Choices & Picking Winners



DR. ROBERT COOPER

➔ **SYDNEY** // SYDNEY HARBOUR MARRIOTT // 18-19 MARCH 2010

“This seminar was outstanding. Unlike other training where I’ve picked up various metrics or best practices, I have learned an industry agnostic methodology.”

Carl Mc-Gowan
Portfolio Manager
Hewlett Packard Co.

Innovation empowered...

2010 Prodex Innovation Masterclass Series

Facilitated by Dr. Robert Cooper



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.

“Dr. Robert Cooper is the definitive authority on Stage-Gate® and Portfolio Management, two processes which drive product innovation. When I introduce new employees to these critical processes, I send them to Bob because I only want my people trained by the best”.

James H. Godsey, PhD, Senior Vice President, R&D
Digene Corporation

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A Message from Dr Robert Cooper

Maximising the return on product innovation investments relies entirely on the organisation's ability to consistently choose the right development projects, technologies and investment platforms. This is no easy task. New Product Portfolio Management, in conjunction with clearly defined Product Innovation Strategy, is fast becoming the most effective way to simplify what can be a very complex process.

Your company can drive more value and productivity into your product innovation portfolio. Attend this workshop and learn how to double the value of your portfolio simply by incorporating productivity metrics for project selection and project resource allocation. Discover how to link your new product portfolio to your company's strengths to generate meaningful competitive advantages.

Join me for this workshop and learn how to improve the allocation of scarce resources to meritorious and strategic projects in a bid to optimise your company's new product portfolio.

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.

Portfolio Challenges?

- Do you struggle to link your New Product Portfolio to your company's strategies?
- Are you unsure of which markets, technologies and products are most valuable to your company?
- Are you ready to make the move from effective project management to multi-project portfolio management?
- Are you struggling to reduce the number of incremental innovation projects?
- Are your best projects lost in a poorly managed or "cluttered" Product Portfolio

Learning Outcomes

Maximise the Value and Importance of Your New Product Portfolio

- Create strategically-driven new product ideas
- Improve the quality of ideas using proven Voice-of-Customer methods
- Use strategic approaches to develop strategic innovation ideas
- Promote a creative environment that stimulates out-of-the-box thinking
- Tap into external idea sources and employ Open Innovation

Yield a High-Value, Balanced Portfolio that Optimises Resources

- Learn how to use meaningful metrics and charts to optimise your portfolio value
- Understand why top performers rely heavily on Strategic Buckets and Product Roadmaps
- Implement techniques for 'cleansing' your new product portfolio and selecting the 'best' projects

Accelerate Adoption of Portfolio Management Best Practices

- Facilitate effective, successful project selections and develop a governance model with clearly defined key roles
- Uncover the 5 goals in Portfolio Management and discover the best ways to achieve them
- Enhance accountability and ownership
- Discover the best metrics, charts and dashboards for decision-making

Benefits of Attending

1 Develop a Product Innovation Strategy that is consistent with your company's strategic priorities

- Understand the importance of strategy and portfolio management
- Identify the measurable impact of having a clearly articulated Product Innovation Strategy
- Recognise which strategic platforms and elements are best for your company

2 Make your Product Innovation Strategy a Reality

- Understand the link between a product innovation strategy and portfolio management
- Set realistic goals for product innovation
- Incorporate the Strategic Bucket method and Strategic Product Roadmaps to capture value

3 Optimise your New Product Portfolio by implementing best practices

- Learn how to select high-value products using metrics, charts and techniques
- Forecast the potential value of your portfolio
- Implement techniques for allocating resources to maximise value

4 Learn how to implement a successful Portfolio Management System for your company

- Learn about executive frameworks to guide your efforts
- Better understand the strategic and tactical considerations necessary for designing a portfolio review process
- Gain understanding of how to measure success, value risky projections, use metrics, and design portfolios for diverse organisation structures

Agenda: Optimising Your New Product Portfolio

DEVELOPING A PRODUCT INNOVATION & TECHNOLOGY STRATEGY FOR YOUR BUSINESS

- 08:00 **Registration and Coffee**
- 08:30 **Impact of a Product Innovation Strategy**
This is an introductory session highlighting the importance of strategy and portfolio management. It also uncovers the benefits associated with a clearly articulated Product Innovation Strategy.
- 09:30 **Team Exercise: Identifying the Major Challenges to Product Development**
- 10:00 **Networking Break**
- 10:15 **A Best-in-Class Product Innovation and Technology Strategy**
This session introduces key elements and necessary steps to craft an effective Product Innovation Strategy. It also introduces strategic platforms and offers insight into which platform is best for your company.
- 12:00 **Networking Lunch**
- 12:45 **How to Develop a Product Innovation Strategy**
Many companies find it difficult to set realistic goals for product innovation. They also have difficulty deciding which strategic areas to focus R&D efforts. Discover how to set realistic goals, implement attack plans and execute successful entry strategies.
- 14:15 **Networking Break**
- 14:45 **Team Exercise: Developing an Innovation Strategy in Your Business**
- 15:00 **Making Your Product Innovation Strategy a Reality**
Understanding the link between a product innovation strategy and portfolio management is key to successful product management. This session discusses strategic Bucket Methods and Product Roadmaps and explains how they can add value to your company.
- 17:00 **Questions and Answers**
- 17:30 **End of Day 1 - Networking Reception**
- 18:30 **Close**

PORTFOLIO MANAGEMENT: MAKING THE RIGHT NEW PRODUCT INVESTMENT DECISIONS

- 07:30 **Sponsor Presentation (optional attendance):
Automating Idea, Stage-Gate & Portfolio Management - Sopheon**
- 08:15 **Linking Portfolio Management to Your Idea-to-Launch Process**
This session discusses the pre-requisites for effective portfolio management
- 09:30 **Impact of New Product Portfolio Management**
An effective portfolio management system can provide positive outcomes for your company. Here we discuss the 5 goals of portfolio management and how they are linked to better performance.
- 10:15 **Networking Break**
- 10:30 **Team Exercise: Identifying the Major Challenges to Product Development in Your Business**
- 11:00 **New Product Portfolio Best Practices**
Metrics, charts and best practice techniques are very important for the selection of high-value projects. This session will focus on achieving a balanced portfolio, forecasting the potential value of your portfolio, and allocating resources to maximise value.
- 12:30 **Networking Lunch**
- 13:30 **A Portfolio Management System for Your Business**
This session discusses frameworks for successful portfolio management systems and explores the strategic and tactical considerations necessary for designing your portfolio review process. It touches upon frequent portfolio challenges, including valuing high risk projects, measuring success, and portfolio design for diverse organisational structures.
- 14:25 **Networking Break**
- 15:00 **Implementing Portfolio Management**
- 15:45 **Team Exercise: Getting Started**
- 16:15 **Questions and Wrap-Up**
- 16:30 **End of Masterclass**

Registration: Optimising Your New Product Portfolio

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

Credit Card No:

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American Express Security Code:

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Cardholders Name: _____

Signature: _____ Exp. Date: _____

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

Sydney Harbour Marriott 18th & 19th March 2010

\$3500 + GST

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

Early Bird discount - 15%
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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, '**Product Innovation and Technology Strategy**'

