Winning at New Products:
Creating & Launching Superior
New Products in the Food Industry

What Industry Leaders say...

- “Bob is a dynamic and entertaining presenter who provided us with the latest thinking and best practices in new product development. ... This is a must attend…”
  —Dr. Kati Fritz-Jung, Vice President of Research and Development, The Schwan Food Company, USA

- “This is one manual you will not leave on the shelf ... a must for anyone...”
  —Marie Relihan, Manager of NPD, Kerry Foods, Ireland

- “… exceeded my expectations.”
  —Dan Sauder, Vice President, Product & Process Engineering, Sauder Inc., USA

Sponsored by

Food in Canada
New Product Development Institute & Food In Canada

Dr. Bob Cooper
Author of
Winning at New Products

Internationally Respected Speaker

June 22-23, 2006
GFTC, Guelph, Ontario
Why You Should Attend

Are your new products profitable? Are they getting to market fast enough? Are there enough significant innovations and blockbuster new products in your pipeline?

New product innovation is a key point of competitive advantage. Research shows that the top 20 per cent of companies have a new product success rate of 80 per cent, compared to 38 per cent for the bottom 20 per cent of companies. Furthermore, the profitability of these top new product offerings are two or more times higher than their counterparts in the bottom 20 per cent.

In this two-day workshop, you will discover how the best performing, most innovative companies are "winning with new products". Dr. Robert Cooper, one of the world's most recognized experts on the management of product innovation, will lead you through a "hands-on" journey to help you assess your company's performance, understand "best practices," and apply tools to develop an action plan for the road ahead.

Who Will Attend

- Executives and Senior Managers responsible for maximizing the returns of their innovation efforts
- Vice Presidents of R&D, Engineering, Manufacturing, Marketing, New Business Development, and Product Innovation
- Process Owners and Process Managers who play a significant role in making the new product development process work
- Directors and Managers of R&D and Product Development

Product Development: Vital to Your Business

"Innovate or die" is the new battle cry of the business world. Around the world, the message is out: either you succeed at new product development and launch, or face a slow downward spiral into oblivion. In developed countries, in five short years, half of most companies' sales and profits will come from products and services that don't yet exist. In some industries, the forecast is 100 per cent of sales from new products.

This means: to grow and prosper, companies must launch new products at an ever...
increasing rate … and launch them successfully. But that’s not so easy, as many would-be innovators are discovering.

Learn about the secrets to new product success. Cooper’s strategies and tactics presented in this seminar/workshop show you how to develop new products fast and effectively. Come and hear from the world innovation expert, consultant and advisor to over 100 Fortune 500 companies. Cooper’s new product methods and his Stage-Gate® approach have been adopted by almost 75 per cent of U.S. product developers, according to a recent APQC survey.

Day Two

Generating Great New Product Ideas
- Capturing and handling new product ideas
- The customer as a source of superb ideas
- Creativity methods for idea generation
- Benchmarking competitors and competitive products for ideas

Team Exercise: Identifying the Major Challenges to Getting the Up-Front Homework Done

Doing the Up-Front Assessment or “Front-End Homework”
- Preliminary business assessment
- Market research and building in the voice of the customer
- Competitive analysis and market analysis
- Technical assessment
- Concept testing and ensuring purchase intent
- Building the business case

Picking the Winners: Project Selection
- Financial tools for evaluating new product projects
- Using the Productivity Index to rate development projects
- Effective balanced scorecards and scoring methods
- An introduction to portfolio management
- Which methods give the best results

Team Exercise: Implementing Project Selection Methods in Your Business

Planning the Market Launch
- The elements of a solid market launch plan
- Setting goals for the new product in the marketplace
- Defining the target market (segmentation analysis)
- The fundamental strategy
- The supporting elements of the marketing mix

Location & Lunch

Guelph Food Technology Centre (GFTC)
88 McGilvray St., Guelph, ON, N1G 2W1
Tel: (519) 821-1246
Map & Directions on www.gftc.ca

Lunch on both days is included in your registration. This will be a great opportunity to network with speakers and fellow participants.

Featured Speaker

Dr. Robert G. Cooper has combined practical consulting with groundbreaking research for many years. Besides his best-selling books, Winning at New Products and Portfolio Management for New Products, he has published 100 articles on new products, R&D and innovation management.

Dr. Cooper is Professor of Industrial Marketing and Technology Management at McMaster University (Canada). He is also the founder and President of the Product Development Institute, offering innovation know-how and support around the world. Many companies in North America, Europe and Asia have introduced his methods, such as leading consumer good firms including: Procter & Gamble, Kraft Foods, Reckitt Benckiser, Lego, Carlsberg, Diageo and Guinness, Schwann Foods, Kerry Foods, Swarovski, and many more.

The Product Development Institute is dedicated to helping companies improve their approach to new product development and portfolio management. PDI has conducted some of the world’s most comprehensive research and best practices discoveries in New Product Development, such as the Stage-Gate® process, the NewProd™ studies, and the concept of Portfolio Management for new products.

Bonus

Winning at New Products:
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Yes! Please reserve a place for me and my colleagues!

About You

Company: __________________________________________________________________________________
Address: __________________________________________________________________________________
City: _________________________________ Prov/State: _______________ Postal/Zip Code: ________________
Tel: (_______) _________________________ ext. _____________ Fax: (_______) _______________________
E-mail: ___________________________________ Web: _____________________________________
1. Name: ___________________________________ Title: _____________________________________
2. Name: ___________________________________ Title: _____________________________________
3. Name: ___________________________________ Title: _____________________________________

Registration Fee (per person)

Note: Discounts are subject to verification by GFTC. All fees are subject to 7% GST.

☐ Regular Rate: $1523 Payment must be received by the course date or you will not be admitted.
☐ Early Bird Rate: $1450 Payment must be received by April 22, 2006; otherwise the Regular rate applies.
☐ Team Rate: $1432 Minimum 3 people from one company. Payment must be received by April 22, 2006; otherwise the Regular rate applies.
☐ Member Rate: $1371 Payment must be received by the course date or you will not be admitted.

To guarantee your place, please ensure payment reaches us by April 22, 2006. Your Member Number: ____________________

Payment Method

Note: Payment must be received before the course or you will not be admitted.

☐ Cheque Attached (Please make payable to Guelph Food Technology Centre)
☐ Please charge my: ☐ American Express ☐ MasterCard ☐ Visa
Card Number: ____________________________ Exp. ____________________________
Name on Card: ____________________________ Signature: ____________________________

Note: U.S. and International Registrants: Fees are in CDN$. Your credit card company will handle the conversion of your currency.

Cancellation Policy

Substitutions (in writing) are welcome anytime, but please notify us as soon as possible. Early cancellation (in writing, more than two weeks prior to the course date): We will refund your fee, less a 25% administrative charge. Late cancellation (less than two weeks prior to the course date): Refunds cannot be issued for late cancellations. Program Cancellation: If, for any reason, the course should be cancelled, your entire fee will be refunded, or you will receive a credit toward a future GFTC program (to be applied in the year of cancellation). GFTC reserves the right to change the date, location, speakers and content of any program. We strictly adhere to this policy.