



# INNOVATIONS IN NEW PRODUCT DEVELOPMENT AND MARKETING

Winning Strategies for Product Launches and to Increase Profitability

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27-28 February 2008 \* JW Marriott Hotel, Kuala Lumpur, Malaysia

Considerable amounts of time, money and resources are spent by companies in developing and launching new products. The questions are: How successful are these campaigns? Are the real potentials being maximised? How do you measure the performance? What do your customers think? And how do your competitors counter your move?

The secret for success in launching new product innovations lies in sound planning and adopting a systematic approach from the beginning to the end. This includes choosing the right people in building the development team, to implementing the marketing research ideas and knowing how to effectively manage the product innovation and development.

This 2-day intensive training course provides proven techniques and strategies to help you increase the success of your new product development and to avoid pitfalls. Your course leader Barry Feig, who is an expert on product and services marketing, will share his wealth of experience on how to map out your innovation plan and build an effective innovation team. Discover new marketing research ideas, explore the innovation metrics of different companies, and use simple yet effective marketing strategies for different product cycles to achieve your marketing success.

At this practical and comprehensive course, you will not only learn the methodologies and techniques in successfully planning and developing your new product innovations and development but also learn how to integrate them into your marketing strategies in order to attain successful launch and product commercialisation of your new products.

**Sign up for this course today to enhance your customer satisfaction and ensure success in your product launches and new innovations!**

Strictly limited seating to ensure value added to all participants - so book early! Comprehensive course materials will be provided.

Delegates who successfully complete this course will receive the **Asia Pacific Centre for Continuing and Professional Development Certificate for Participation**

# INNOVATIONS IN NEW PRODUCT

## WHAT YOU CAN GAIN FROM THIS COURSE

Through this course, participants will learn how to:

- ✓ **IDENTIFY** the market for a new product/service
- ✓ **BUILD** an innovative team
- ✓ **IMPLEMENT** a user-oriented innovation process
- ✓ **Use** voice-of-customer research and techniques that yield new ideas
- ✓ **DELINEATE** the art of positioning a new product
- ✓ **DEFINE** the best methods to generate and evaluate new product ideas
- ✓ **IDENTIFY** the best and speediest new product development process to follow
- ✓ **EVALUATE** and select markets for the new product
- ✓ **UTILISE** the seventeen motivations that drive all purchasing behaviours

## WHO SHOULD ATTEND

This course is particularly useful for Senior Management, Heads of Departments and Specialists who are involved in:

- **Product Planning**
- **Product Development**
- **Brand Management**
- **Marketing Planning**
- **Marketing Research**
- **Strategic Marketing**
- **Sales & Marketing**
- **Business Development**
- **Market Research**
- **Strategic Planning**
- **Product and Technology**

This programme is designed for business professionals in any organisation who want to be industry leaders and learn innovative techniques of bringing new products to the market successfully.

## PROGRAMME AGENDA

27-28 February 200

### SESSION 1 CREATING A CLIMATE FOR INNOVATION

- Ten truths in product innovation
- Planned proprietary products
- Building your innovation team as you would for a soccer team
- Hands on exercise: How to choose the right people for the right tasks
- The backwards approach to new product innovation. Most innovate the wrong way!
- Adopt and adapt: New ideas, new research, prior and ongoing failures, even serendipitous events can be managed, planned and built upon
- Who you should adapt and adopt from
- Jumping to the next curve to create new revenue streams
- New product hits and misses – The ten most successful innovation in the past few years – And ten that flopped

### SESSION 2 GROUNDBREAKING MARKETING RESEARCH IDEAS TO SET THE STAGE FOR INNOVATION

Successful innovation means developing new ideas and adopting new product design and production methods that drive significant improvement along the main parameters of customer value.

In this session, you will learn:

- The marketing story behind MTS Mobile, the leading mobile phone provider in Russia. They actually have researchers live with their customers to learn usage patterns
- The questioning approach to reveal unmet needs
- The 16 hot buttons you need to know for success
- Heartfelt segmentation. Don't only segment by demographics. Segment through emotion. Letting the ultimate consumer drive the process
- Examples of successful innovations that you can build on
- How you should train your mind for innovation (Hands-on)

### SESSION 3 MAPPING IT OUT - THE INNOVATION PLAN

Techniques you will learn:

- Developing the product concept and strategy statement as a roadmap to success early-on
- Innovation metrics from different companies will be explored
- Marketing and R&D. Creating the optimum synergism.
- Making teams cross functional
- Why new products fail and keys to success
- Securing more and better ideas
- Preliminary evaluation of new product ideas
- Discerning the impact of your innovation – For the buyer and the sponsoring company

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## SESSION 4 BRAINSTORMING SESSION

Participants will learn techniques and new ideas through this brainstorming session.

- How to develop the extraordinary new product innovation ideas
- Proven brainstorming techniques
- Opening your mind to the big idea
- Eliminating the "Product Built by Committee" syndrome. It benefits no one, and usually succeeds in eliciting yawns instead of sales from the consumer
- This is a very hands-on session. It includes the actual development of a product concept

## SESSION 5 MARKETING IDEAS AND THE PRODUCT LIFECYCLE

- Managing the new product innovations
- Changing your "paper" ideas into a physical product
- Keeping the product and its marketing simple
- Keeping your product fresh and lively when your competitors try to knock you off
- When to plan for and add those important "bells and whistles"

## STRATEGIC INNOVATION: ROUNDUP AND RECAP

Product roadmaps define new product and service initiatives within a market or technology context. They embody a large percentage of the corporate strategy and provide a degree of tangibility that helps bring together other choices in direction, technology, marketing and so forth to the surface. Furthermore, starting with product roadmaps forces people to be explicit about how their ideas translate into new products or services. It is vital for developing product roadmaps to discover assumptions beneath the selection of products.

**ACT NOW! REGISTER TODAY!**

**CALL (603) 2070 3299 OR FAX (603) 2070 3369 OR  
LOGONTO [www.abf-asia.com](http://www.abf-asia.com)**

### TIMETABLE

8:00am (Day 1)	Registration and Coffee/Tea
8:30am (Day 2)	Coffee/Tea
9:00am	Programme Commences
10:30am to 10:45am	Morning Refreshment
12:30pm to 1:30pm	Lunch
3:00pm to 3:15pm	Afternoon Refreshment
5:00pm	End of Programme

## ABOUT YOUR WORKSHOP LEADER



**Barry Feig** has been troubleshooting for product and service companies for over twenty years, developing new marketing strategies and positioning, products and marketing opportunities for clients such as

American Express, First Brands, Colgate-Palmolive, American Cyanamid, PepsiCo, etc. In 1986 he founded the Center for Product Success (formerly New Products Workshop), where he guides companies through the labyrinth of developing and marketing successful products, using his un-traditional "the consumer drives the market" approach.

The products and strategies he has created have generated sales in excess of \$3 billion and include such familiar products as: Glad Lock Storage Bags, Colgate Baking Soda with Peroxide, Colgate Junior Toothpaste, American Express' Gift Cheques and Membership Saving's Programme, Arm & Hammer Dryer Sheets, Ralston-Purina's Kibbles & Chunks and Lucky Dog's dog foods, R.T. French's Vive La Dijon, and Deli Singles. He has also created a medical glove that is revolutionizing burn treatments in hospitals across the country. He has just opened up an internet division offering help on website development and website promotion.

Barry, an expert on product and service marketing, has authored more than fifty articles, for publications such as Advertising Age, Executive Female, American Demographics, and Marketing and Sales Management. He writes a monthly column on marketing strategy for Food & Beverage Marketing and other trade magazines besides penning marketing books.

Prior to founding the Center for Product Success, Feig owned two advertising agencies, Ad Ventures and Feig Communications, both in New York. Specialising in the automotive, packaged goods and high technology fields, his clients included IBM, Schenley Distillers, and Curtis Instruments. Feig has taught M.B.A. level courses in Strategic Marketing at the University of New Mexico.

## KEY POINTS ABOUT THIS COURSE

This 2-day course is ideal for managers in every industry – Anyone who needs to learn to develop techniques of innovative new product development. Today, breakthrough innovation is a key driver of competitive advantage and the determining factor in driving revenue growth across the organisation.

This course provides insights for success in the new product development and marketing through innovative methods, which in turn will improve profitability, increase competitiveness and promote teamwork throughout the entire organisation.