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Emploi Quebec may finance up to 50% of the cost of this course. Contact your local office or call 1 888 367-5647. The registration fees for this activity may also qualify for an income tax credit under the *Quebec Act to Foster the Development of Labour Force Training*. Furthermore, you can also take advantage of the 30% income tax credit for training expenses, including the participant's salary, as part of the measures set up by the Government of Quebec to help manufacturers. For more information or to find out if your company is eligible, call Revenu Quebec at 1 800 567-4692.

The Institute for Product Development (IDP) is an association of industrialists whose purpose is to promote the best practices in product development and thereby contribute to making Québec's manufacturing companies more competitive.



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Registration form

Register now! Participation is limited.

Registration:
by phone: **514-383-3209** by fax: **514-383-3266**

Fees (including material, lunches and coffee breaks—taxes not included):

- | | |
|--|--|
| <input type="checkbox"/> IDP member
\$1,495
(\$1,295 per additional person from the same company) | <input type="checkbox"/> Non-member
\$1,695
(\$1,495 per additional person from the same company) |
|--|--|

Indicate preferred method of payment:

- Cheque Visa MasterCard

Credit card no: _____

Expiration date (month and year): _____

Signature: _____

First and last name of first participant: _____

Title: _____

E-mail: _____

First and last name of second participant: _____

Title: _____

E-mail: _____

Company name: _____

Address: _____

City/town: _____ Postal code: _____

Tel.: _____ Fax: _____

Once we receive this form, we will send you an invoice by e-mail. Registration fees must be paid the day of the first meeting, at the latest.

Conditions for cancellation and reimbursement:

Any cancellation must be confirmed in writing as soon as possible.

Full registration fees will be required or withheld should a cancellation be made the last business day before or on the first day of the course.

Participant substitutions will be permitted at no extra charge at any time prior to the beginning of the course.

IDP reserves the right to postpone this activity in order to better satisfy the needs of participants

THIS TWO-DAY WORKSHOP WILL BE CONDUCTED IN ENGLISH.

IDP's activities receive financial support from :



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Make Your New Product Launch a Winner!

Strategies and tactics to propel innovation!

The launch strategy is the final step in product development — one that makes all the difference between value creation (generating the expected returns) and commercial failure.



Find the key to superior strategies adapted to your business context that will enable you to achieve, and even surpass, your objectives.

Instructor

Ken Westray,



experienced practitioner of the art of product development, certified New Product Development Professional (NPDP) trainer, member of the NPDP Certification Committee of the PDMA and president of NP Learning, he has been sharing his insights on how to meet the many challenges related to product innovation for more than 10 years.

- ▶ March 30 and 31, 2010
Alt Hotel, Quartier DIX30
Brossard
(English workshop)

For manufacturing and service companies



We will help you achieve the following:

- Identify the “diamond feature” of your new product
- Determine the best window of opportunity
- Learn to create your unique selling proposition
- Manage the naming process for maximum impact
- Manage “feature creep” at launch, that is, how to avoid straying from the purpose of your product (what it is supposed to do for the customer) along the way
- Create successful pricing strategies
- Develop reliable sales forecasts
- Understand and leverage market channels
- Create a new product launch plan

About the instructor Ken Westray, Eng., NPDP



Professional engineer, Certified New Product Development Professional (NPDP), and member of the NPDP Certification Committee of the Product Development and Management Association (PDMA)

Ken Westray has an exceptional track record when it comes to creating value and profits through introducing new products and developing new markets. Ken has been involved in the successful launch in both domestic and international markets of over 60 new products from companies of every size. In over 80% of these cases, the new products not only achieved market leadership, but also maintained their positions for an average of five years, generating gross margins of 55% or more.

Ken's education and professional affiliations have prepared him exceptionally well to understand the technical and human complexities of new product development. He holds a Master's degree in Engineering Management from the University of Missouri and a Bachelor's in Chemical Engineering from the Missouri School of Mines, and is a member of the PDMA's Innovation Network, the Commercial Development Association (CDA), the Planning Forum and the Society of Competitive Intelligence Professionals (SCIP). Ken has given numerous presentations to many company executives on the organizational, technical and financial challenges of new product development. His measurably positive impact on the organizations he has worked with stems from his ability to perfect complicated processes and develop organizational strategies that enable them to launch products successfully.

Why should you be there?

- ✓ Create maximum value and profits by finding the key to an impactful launch in both B2B and B2C contexts.
- ✓ Make sure your target customers (B2B or B2C) fully understand your product's value proposition. Learn to speak their language!
- ✓ Improve your market and business knowledge quickly so you can run your next product launches like clockwork.
- ✓ Discover real world new product launch templates and understand what to do, how to do it and when.
- ✓ Create the plan for your next product launch and take advantage of an expert's guidance!
- ✓ Benefit from personalized coaching, since the number of participants will be limited.

"25% of product development failures are due to a lack of effort at the launch phase."

(Source: study by APQC)

Who should attend?

Since a product launch involves a team effort, we suggest that two or three people from your company holding the following positions be present:

- ✓ Product Development Professionals
- ✓ Managers
- ✓ Product and Project Managers
- ✓ Engineers
- ✓ Market Researchers
- ✓ Communications Specialists
- ✓ Sales Professionals

Workshop Program

(This workshop is conducted in English.)

Day 1 — March 30, 2010

Day 2 — March 31, 2010

8:00–9:00 a.m.

Welcome — coffee and croissants

9:00 a.m.–12:00 p.m.

The Road to Launch

Market Overview

Answer the key questions: Is there a market? Will people buy it? What are the key trends? Is there data? Who are my typical customers?

Window of Opportunity

How do you determine the key date for a launch? Why is it important? What is your competition doing?

Launch Risks

What are the main risks? Why is it important to consider them? How do you create a risk matrix? What are your mitigation plans?

12:00–1:00 p.m.

Lunch

1:00–5:00 p.m.

Buyers and Buying Motivations

What are the different types of buyers? How does buyer motivation affect your launch plan? How do you adjust your launch plan?

Understanding the Competition

Identifying your competition and creating a competitive matrix. How can you anticipate the actions of your competitors and then turn them to your advantage?

Features vs. Benefits

Identifying all your product's features. Developing a feature matrix. Discovering the difference between "must have" and "would be nice." How does the customer value each feature and the overall value proposition? Learning how to control unprofitable "feature creep."

8:00–9:00 a.m.

Welcome — coffee and croissants

9:00 a.m.–12:00 p.m.

Winning the Journey

The Communication Plan

Know your product better than anyone else! Find out what makes a great communication plan. Learn how to develop suitable, affordable and impactful strategies.

New Product Descriptions

Writing for maximum impact and controlling product communications (25, 50, 100, and 250 words).

Position Statement and Tagline

Why are they important? How are they different? What are "pain points"? Five key words that make all the difference!

12:00–1:00 p.m.

Lunch

1:00–5:00 p.m.

Communication Mix

What are your communications objectives? What are the media and methods you can use? How can you succeed every time? How do you match the message to your sales or distribution channel? How do you measure its impact?

Pricing Strategies and Tactics

Why is price so important? Understanding the possible choices to make your product stand out. If price is your only option, how do you win?

Placement and Sales Channels

How have purchasing methods changed? What are your best sales and distribution channels? Do you need to change them for this product? How do you prioritize the various channels?

Less is More

Maintaining focus is the key to success! How to avoid last-minute, very expensive changes.

Note: the proposed agenda may change depending on discussions, questions and comments.