

Winning at New Products: Achieving New Product Success with Best Practices

Dates: April 22, 2008 • Tampa, FL

November 18, 2008 • Clearwater, FL



Dr. Robert G. Cooper
Leading Authority on
Product Innovation

- **Named The World's Top Innovation Management Scholar** (JPIM, May 2007)
- Sought-after consultant and keynote speaker having worked with hundreds of companies worldwide
- Co-founder of Product Development Institute and President of Stage-Gate Inc.
- Creator of the Stage-Gate® innovation system, now widely used by leading firms around the world to drive new products to market
- Pioneered the field of Portfolio Management of New Products with co-founding partner Dr. Scott Edgett
- Published more than 100 academic articles and seven books on product innovation
- Professor at the DeGroote School of Business, McMaster University, Ontario, Canada

What Is Your Challenge?

"Our new product process or idea-to-launch system is not working well."

"Our CEO wants more projects with higher value to our company."

"We have trouble saying NO...and end up with too many projects, ultimately getting us nowhere."

"Winning is everything. There are two ways to win at new products; one is to do projects right - the other is by doing the right projects."

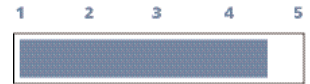
– Dr. Robert Cooper
Internationally acclaimed expert in Product Innovation

Compelling one-day seminar focused on best practices and the critical success factors that drive successful product innovation

Why attend a Stage-Gate® Inc. Innovation Seminar?

- Seminar leaders are the founders of the Stage-Gate® process and the world's most credible and trusted source on product innovation
- Unbiased, professional speakers
- In-depth methodology frameworks and explanations using real-world case studies
- Samples, illustrations and "how-to" tips
- Smaller class size so more interaction and group discussions

Stage-Gate Inc. Innovation Seminars always score a rating of 4.5 or higher on a scale of 1 to 5



"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, SVP
Digene Corporation

Enroll Today!

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Succeed at Product Innovation or Fail as a Business

Seminar Leader

A Message from Dr. Robert Cooper

Achieving a steady stream of successful new products and reducing times-to-market remain elusive goals for many organizations.

Benchmarking studies have shown that a high quality new product process increases new product success rates by almost 40% and the meeting of profit objectives by 88%. Studies have also proven that merely having a formal process in place has no impact whatsoever; it is the nature of the process – the ingredients built-in - that makes the difference.

Join me for this insightful seminar and discover these ingredients, the 10 critical success factors to winning at product innovation.

*Best regards
Bob Cooper*

The Top 3 Benefits of Attending

1. Winning at new products

- ✓ Learn the key role product development plays in your organization
- ✓ Build-in voice of customer resulting in superior new product development
- ✓ Map out your new product process from idea through to launch

2. The Critical Success Factors in New Product Development (NPD)

- ✓ Learn what drives successful product innovation
- ✓ Leverage your company's core competencies and know-how to resource projects more accurately
- ✓ Focus your development efforts in organizing NPD with proper project selection and effective project teams

3. How Stage-Gate® plays a vital role in NPD

- ✓ What a Stage-Gate system is and how it can be applied to your organization
- ✓ Map out new product process from idea-to-Launch
- ✓ How gates work and the role of gatekeepers

"Bob has a great delivery style – just the right mix of theory and fundamentals, practical applications and 'real life' examples."

– Rob Reale, Director Technology and Solutions
Direct Energy Business Services

"Bob Cooper is an academic with a 'hard hat' – his concepts are thoroughly research-based and yet his experience is practical and implementation focused."

– Scott R. Foust, SVP
First Data Corporation

Free Book

Delegates receive a complimentary copy of Dr. Cooper's best selling book: **Winning at New Products: Accelerating the Process from Idea to Launch (Third Edition)**



Inside This One-Day Event:

A compelling one-day seminar focused on best practices and the critical success factors that drive successful product innovation

- ✓ Interactive participation, including question-and-answer and discussion opportunities
- ✓ Networking opportunities
- ✓ Numerous case studies, illustrations, and examples from other companies
- ✓ Templates, roadmaps, guidelines and checklists
- ✓ Take-away seminar binder of presentation materials full of tips and hints

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AGENDA - Morning

8:00 Registration and Continental Breakfast

8:30 Introduction and Purpose

8:45 Winning at New Products – The Critical Success Factors

- ✓ The key role of product development in your business
- ✓ The first five critical success factors – why winners win
- ✓ Developing superior new products
- ✓ Building in the voice of the customer
- ✓ Doing the up-front homework
- ✓ Sharp, early, fact-based product definition
- ✓ Building in an international orientation

10:15 Networking Break

10:30 Team Exercise: Identifying the major challenges to product development in your businesses

11:00 Critical Success Factors in NPD

- ✓ Five more critical success factors in NPD
- ✓ How to organize for NPD – making NPD project teams effective
- ✓ Project selection – focusing your development efforts
- ✓ And more...

12:00 Networking Lunch

AGENDA - Afternoon

1:00 Critical Success Factors (continued)

- ✓ Leveraging your core competencies and know-how
- ✓ Resourcing projects properly
- ✓ The role of senior management

2:00 Networking Break

2:15 Team Exercise: Implementing these critical success factors in your businesses

2:45 Streamlining Your New Product Process: Stage-Gate®

- ✓ Mapping out the new product process from idea through to launch
- ✓ What a Stage-Gate® system is and how it works
- ✓ Defining the stages
- ✓ Defining the gates

3:30 Networking Break

3:45 A Detailed Look at a Stage-Gate® System

- ✓ A detailed walk-through a typical Stage-Gate® system
- ✓ How gates work and who are the gatekeepers
- ✓ Results achieved by implementing a Stage-Gate® system
- ✓ Challenges in implementation

4:45 Questions + Answers

5:00 End of Seminar – Beginning of Implementation

6:00-7:00 Networking Reception

Build Better Innovation Capabilities

Who Should Attend

This seminar is designed for executives and senior managers responsible for maximizing the returns on their product innovation efforts in the fields of business strategy, R&D, new products, marketing and operations management.

Previous Seminar Attendees



Network and Mingle

Special opportunity to meet with the world's authority on product innovation – Dr. Robert Cooper – and other delegates from various leading organizations.

The Cost of Inaction

- ✓ Have your business objectives changed? What action have you taken to meet your new objectives?
- ✓ Doing what you have always done will not take you where you want to go.
- ✓ Do you want to be a game-changer? Let us show you how.

"In 2007, I have attended three Stage-Gate Inc. seminars. In all seminars, the entire team is very knowledgeable, professional, passionate and best-in-class in everything they do! The materials are well-organized and extremely informative."

– Wally Slone, SVP Business Solutions,
Fresenius Product and Hospital Group

About Stage-Gate Inc.

Stage-Gate Inc. helps companies achieve growth through successful product innovation. Our access to the best practices, databases and research of internationally recognized thought leaders, Dr. Robert G. Cooper and Dr. Scott J. Edgett, enables us to create high quality products and services designed to achieve substantial business impact. We offer proven solutions to the most complex problems in all aspects of product innovation through our widely recognized and implemented products, our highly regarded and trusted consulting services, our award-winning research papers, best-selling books and first-rate seminars. We also conduct unbiased, expert evaluation and certification of 3rd party innovation enabling tools through our Stage-Gate Alliance Program.

For information visit www.stage-gate.com

Do You Have Questions?

- ♦ Not sure if this seminar is right for you?
- ♦ Want to accelerate your results by bringing your team?
- ♦ Want to bring this seminar onsite to your company?
- ♦ Unable to find a seminar topic that matches your needs?



Valerie Sather

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Registration Form

To Register

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New Product Development Professional (NPDP) Re-Certification through the Product Development Management Association (PDMA): this Seminar provides Professional Development Hours (PDH's) for NPDP certification.

YOUR INFORMATION

Name _____

Position _____

Organization _____

Industry _____

Address _____

City _____ State/Province _____

Zip/Postal Code _____ Country _____

Phone _____ Email _____

Additional Delegate Information

Name Delegate #2 _____

Position _____

Phone _____ Email _____

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**Please visit www.stage-gate.com
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Yes! I would like to register

Winning at New Products: Achieving New Product Success with Best Practices

Date: April 22, 2008 - Tampa November 18, 2008 - Clearwater
1st Delegate \$995 US Funds – 2nd Delegate \$895 US Funds

Hotel Reservations: For reservations to all our events, please visit the 'Seminar' area of our website at www.stage-gate.com where you can book your accommodations online. Hurry, a special group rate is available for a limited time.

Other Innovation Events

Stage-Gate® Innovation Summit '08

Date: February 26-27, 2008 in Clearwater, FL
\$1,995 US Funds

Developing a Product Innovation Strategy and Deciding Your New Product Portfolio

Date: March 18-19, 2008 in Clearwater, FL, or
 September 23-24, 2008 in Washington, DC (Alexandria)
1st Delegate \$1,995 US Funds – 2nd Delegate \$1,895 US Funds

Successfully Designing and Implementing the Stage-Gate Process

Date: April 22-24, 2008 in Tampa, FL, or
 November 18-20, 2008 in Clearwater, FL
1st Delegate \$2,995 US Funds – 2nd Delegate \$2,795 US Funds

Generating Breakthrough New Product Ideas: Feeding the Innovation Funnel

Date: June 10-11, 2008 in Philadelphia, PA
1st Delegate \$995 US Funds – 2nd Delegate \$895 US Funds

Stage-Gate Innovation: Accelerating the New Product Process for Maximum Productivity

Date: May 21-22, 2008 in Washington, DC (Alexandria)
\$1,995 US Funds – 2nd Delegate \$1,895 US Funds

Technology Development, Platforms and Fundamental Research

Date: June 12, 2008 in Philadelphia, PA
1st Delegate \$995 US Funds – 2nd Delegate \$895 US Funds

Making Stage-Gate Stick: Successfully Implementing the Stage-Gate Process

Date: July 16-17, 2008 in Washington, DC (Alexandria)
1st Delegate \$1,995 US Funds - 2nd Delegate \$1,895 US Funds

Cancellation/Substitutions

If you are unable to attend for any reason, please inform us in writing no later than ten business days prior to seminar start date for a credit voucher for the full amount. If you prefer, a full refund less a \$195 US non-refundable fee will be issued. You may send a substitute attendee in your place with no penalty- just inform us in advance. No-shows are liable for the full fee.

Your Satisfaction Guaranteed

At Stage-Gate Inc., we guarantee the quality of our Innovation Seminars. More than 97% of our participants say they would recommend the seminar to their colleagues. Your satisfaction is 100% guaranteed- money back or credit given. It's that simple.

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Our Seminars Attract High Caliber Product Innovation Leaders

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Abbott Laboratories
Advanced Elastomer Systems
AFB International
Air Products & Chemical Inc.
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Alcan Corporation
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Allstate
Allvac
American Education Services
American Home Products
American Trim
AMETEK, Inc.
AMEX
AMEX Canada Inc.
Ampacet Corp.
Andrew Corporation
Ansell Healthcare Products Inc.
A.O. Smith
Aramark Uniform & Career Apparel Inc.
Aristech Acrylics
Arizona Chemical
Arrow International, Inc.
AstraZeneca
AstraZeneca (Japan)
Auto Meter Products, Inc.
Ball Corporation
Baltimore Aircoil Company Inc.
Bank of Nova Scotia
Barksdale Controls
Barrick Gold Corporation
BASF Corporation
Baxter International Inc.
Bay Tek
BC Lottery Corporation
BEHR Process Corporation
Belkin Corporation
Better Baked Foods
Binney & Smith Inc.
Biofilm Co.
Biogen Idec Inc.
Biovail Corporation
Board of Church Extension
Bostik Inc.
Boston Scientific Corporation
BSN Jobst Inc.
C.R.Bard, Inc.
Cadbury Schweppes
CAE, Inc.
California State Automobile Association
Canada Post Borderfree
Canadian Bank Note Co., Ltd.
Cargill, Inc.
Cascades Tissue Group
Case New Holland
Cendant
Central New Mexico Community College
Centric Software
Checkpoint Systems
China Textile Institute
Church & Dwight Co., Inc.
CIBA Vision Inc.
CIBC
Classic Accessories
Clorox Company
CNH America LLC
College Center for Library Automation
Columbia Flooring
Columbus McKinnon Corporation
Comcast Cable Communications
Management
Compañía De Galletas Noel S.A.
CompX Waterloo
ConocoPhillips
Continental Disc Corporation
Cook Inc.
Corning Incorporated
Delta Faucet Company
Direct Energy
Divestco, Inc.

DocuTech Corporation
Dofasco Inc.
Domtar Industries
Donaldson Company
Dormont Manufacturing Company
Dow Reichhold
Dspfactory Ltd.
Dura Automotive Systems, Inc.
Dynasol Elastomeros, S.A. de C.V.
E.I. Dupont Canada
Eastman Chemical Co.
Eaton Corporation
Educational Testing Services
Electrical Research Institute
Elkay Manufacturing Company
EnPro Industries, Inc.
ESAB Welding & Cutting Products
Estee Lauder
Evangelical Christian Credit Union
EXFO Inc.
Exxon Mobil Chemical Company
Fantech
Fasco Residential & Commercial
FedEx Services Corporation
Ferraz Shawmut
FHRS
Fidelity Investments
Firmenich
First Data Corporation Inc.
First Data Merchant Services
First Franklin Financial
FLSmith Inc.
Fonterra Co-operative Group Limited
Fort Dearborn Co.
Foster-Miller, Inc.
Fox River Paper
Freddie Mac
Frito Lay
FTS Systems
Future Think LLC
GAF Materials Corporation
Gary Jonas Computing
GD Canada
Georgia Tech
Gerber Scientific, Inc.
GlaxoSmithKline Inc.
Globe Motors
GOJO Industries, Inc.
GrafTech International Ltd.
Greene, Tweed and Company
Gretchen Eichinger
Grundfos Pumps Corporation
Halla Climate Control Canada Inc.
Hallmark Cards, Inc.
Head Sport AG
Heatcraft Inc.
Heil Environmental Industries
Henkel Corporation
Hewlett Packard
HNI Technologies
Hollister Incorporated
Home Design Products
Hon Industries
Honeywell Defense & Space
Honeywell International
Household Corp.
Hughes Christensen Company
IGT
ILC Dover
Imerys
IMMI
IMP
Inco Special Products
Infiltrator Systems
Ingersoll Rand
Intier Automotive Closures
Intrieve
Irish Dairy Board
ISS
ITG
ITT Industries
J & J Consumer & Personal Products Co.
JELD-WEN, Inc.

Johnson & Johnson
Johnsonville Sausages
Jotun Powder Coatings
JSP International
Kellogg Company
Kennametal
Key Bank
Keystone Foods LLC
Kimberly-Clark Corporation
Kinetics Thermal System / FTS
Kofax Image Products
Kraton
Laird Technologies
Lambert Technologies
La-Z-Boy Incorporated
Live Devices, Ltd.
LK Limited
Loheed Martin
Loewen Enterprises Ltd.
Logexsoft
Lord Corporation
Lorillard Tobacco Co.
Los Alamos National Laboratory
Lund International
Luxfer
Lydall Inc.
M.K. Morse Company
M/A-COM Inc.
Magna Closures
Malden Mills Industries
Mannington Mills Inc.
Manulife Financial
Markel Insurance Company of Canada
Markem Corporation
Marriott
Marriott Vacation Club International
Masco Corporation
MasterCard International
Matheson Tri-Gas
Matrix Polymers Ltd.
McCain Foods Limited
McKesson
McLaughlin Gormley King Company
McNeil Nutritionals
Mead Johnson Nutritionals
MED-TEC
Meggitt Electronics
Merillat Industries, LLC
Merisant, Inc.
Michael Foods, Inc.
Microsoft Corporation
Milgard Manufacturing
Milwaukee Electric Tool, Corp.
Molson Coors Company
Monadnock Paper Mills, Inc.
Motorola, Inc.
Nalco Company
National Gypsum Company
National Oilwell
National Starch & Chemical
Natrel
Novar Controls Corporation
Nutrimental S.A.
Oatey Company
Old Mutual Financial Network
OM Group Inc.
Ornova Solutions
Owens Corning
PacifiCare Health Systems
Para Pigmentos S.A.
Parker Aerospace
Parker Hannifin Corporation
Parmalat
Pentair, Inc.
PepsiCo
Perrigo Company
Petrobras
Petroferm Inc.
Philip Morris International
Philip Morris USA
Polaris Industries Inc.
Porter Cable
PPG Industries Inc.

Press Ganey Associates
Principal Financial Group
Printpack
Procter & Gamble Company
Progress Energy Inc.
Pyrotek
Quality Ingredients
R.L. Polk & Co.
RBC Financial Group
RCI
Red Spot Paint and Varnish Co.
Regeneration Technologies, Inc.
Rich Products Corporation
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Runzheimer International
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Tyson Foods, Inc.
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