

Achieving New Product Launch Success

Applying best practice principles and processes to minimize launch risk and ensure market success for new products

Courtyard by Marriott Hotel Shanghai Pudong

April 10-11 2006

Featuring an International Keynote Presentation and Workshop by:

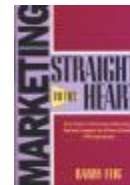
**Mr. Barry Feig, President
Centre for Product Success (NYC, USA)**

*Author of **The New Products Workshop***

Published by McGraw-Hill, allows the reader to tap into breakthrough techniques to conceive, develop and market successful products -- or to revitalize existing ones.

*Author of **Marketing Straight to the Heart***

*Published by Amacom (the publishing arm of the American Management Association) tells how to create and build business opportunities by appealing to consumers' hearts as well as their heads. **Recently translated into German and Chinese.***



BENEFITS OF ATTENDING THIS WORKSHOP

- Learn from the world-leading consultant's experience
- Share international successful case studies
- Expanding your marketing vision at a strategic level
- Implementing a user-oriented product development process
- Recognizing new product types that stand the best chance of success
- Delineating the art of positioning a new product
- Defining the best methods to generate and evaluate new product ideas
- Analyzing the best and speediest new product development process to follow
- Finding the perfect name and build a brand
- Maintaining the brand you have built
- Pricing products to maximize profits
- Utilizing the **SEVENTEEN MOTIVATIONS** that drive all purchasing behavior (**exclusive for this workshop**)

WHO SHOULD ATTEND

- VP / GM
- Marketing Directors / Managers
- Sales Directors / Managers
- New Business Development Directors / Managers
- Brand Directors / Managers
- Product Promotion Directors / Managers
- Package Design Directors / Managers
- Consumer Marketing Directors / Managers

FROM FOLLOWING INDUSTRIES:

- Technology & Hi-Tech
- Consumer Goods & Consumer Packaged Goods
- Automotive/Transportation
- Electronics
- Telecommunications
- Industrial/Manufacturing
- Pharmaceuticals & Healthcare

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WORKSHOP DAY ONE & DAY TWO ● APRIL 10-11,2006

Day One - Monday April 10 2006

New Product Strategies

How the marketing and sales department work together to study more competitiveness of new products and ensure the success of the new product marketing strategy

- How to develop new products faster than ever;
- What is a new product and the types of new products that stand the best chance of success;
- Determine the right marketing strategy for the right target market when launching new products;
- Insure profitable growth and predict the product's success and adoption potential once in the market;
- Position or reposition the product from consumer feedback;
- Innovative marketing strategies;
- Difference advertising approaches;
- Leveraging brand loyalty;

Establishing & Maintaining Your Brand

Brand-centered product development – integrating and aligning the branding process with the NPD process to increase the likelihood of launch process

- Aligning and integrating your NPD process with your brand strategy;
- Creating momentum for the new brand/product;
- Capturing customers – using branding methods and messages to attract support;

Integrated brand communications – aligning and integrating brand messages, communication strategies, PR, promotion and delivery channels

- Finding the right message and delivery channel – achieving coherent communications in an ever-changing business world.
- Hitting your target - shaping and customizing brand messages, promotion and delivery channels to dominate your category
- Making sure your promotional, advertising, sponsorship and brand communications strategies deliver the goods
- Innovating to cut through the clutter and capture the attention of your target demographic

Day Two - Tuesday April 11 2006

Winning Pricing Strategies

How to use “Power Pricing”

Today, the whole business world is faced with pressure of price cut. For many companies or even the whole industry, price cut has become a main or even the only means of competing for marketing differentiation. The discount-driven market is bringing financial crises to many companies. Companies have to learn the ways to maximize the marketing effectiveness and look for new marketing & sales techniques to avoid price cut and win the market.

- New product pricing in an existing market;
- Product pricing in a new market;
- Price wars in a discount-driven market;

Pricing Strategies and Tactics

- The price band
- Price as communication
- Importance of the price matrix
- Switching behaviors around price
- Competitive bidding model
- Checklists of pricing strategy;

Positioning & Re-positioning

Positioning is your competitive strategy. What's the one thing you do best? What's unique about your product or service? Identify your strongest Strength and use it to position your product.

- What positioning is and is not
- Product positioning made simple—defining your space in the marketplace
- Signs of ineffective positioning
- Strategy checklist: is your organization ready to position your product
- Seeing the problem and your product from the customer's eyes
- Repositioning an underperforming product or brand



The 17 motivations that drive all consumer purchasing behavior

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WE'VE GOT RESEARCH

Achieving New Product Launch Success

Why should attend?

A study from Fortune Magazine has indicated that "the single strongest predictor of investment value is the 'degree of innovativeness' in the company" – a view that has gained widespread acceptance in the business world. Yet for many companies, the actual experience of developing and launching innovative new products and brands has all too often been less rewarding than they had hoped for.

Expert estimate that as many as 75% of all new products fail within two years of their launch. Many factors contribute to this high failure rate, including the creation of production that simply do not match consumers needs or meet with unforeseen and unprepared competitive countermoves.

Considering the amount of time and resources spend on new product development and the short purchase lifecycle of many products, new innovations have a surprisingly small window of opportunity in which their fates are sealed. In many cases, they have only six months to prove themselves in the marketplace, making the launch process a fundamental determinant of success for new product or brand innovations.

This **Achieving New Product Launch Success** training will be comprised of local and international best practice case studies, interactive discussion panel showcasing award winning local launch success and a groundbreaking workshop on how to design and implement a launch process roadmap. By galvanise your new product launch strategies, tactics and process, and align them with local and global best practices to increase the likelihood of success.

Timetable Day 1 & 2

0830	Registration
0900	Course Begins
1030	Morning Tea
1100	Course re-commences
1230	Luncheon
1400	Course re-commences
1530	Afternoon Tea
1600	Course re-commences
1700	End

About your workshop Leader: Mr. Barry Feig

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 corporate giants such as 3M, American Express, First Brands, Colgate-Palmolive, American Cyanamid, Pepsico, etc. In 1986 he founded Barry Feig's Center for Product Success (formerly New Products Workshop), where he guides companies through the labyrinth of developing and marketing successful products, using his untraditional "the consumer drives the market" approach.

The products and strategies he has created have generated sales in excess of \$5 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 Program, Arm & Hammer Dryer Sheets, Ralston-Purina's Kibbles & Chunks and Lucky Dog 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.

Feig, an expert on product and service marketing, has authored more than one hundred articles, for such publications 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.

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