



### Workshop Overview

By applying a framework to the development of a product, its potential for success is maximised. This course looks at the development of products from conception to launch, covering topics such as idea generation, market research, marketing and sales.



### Benefits

Participants attending this two day workshop will be able to write an effective strategy for the development of products and successfully implement a product development plan. They will be exposed to creative thinking techniques and will learn the most effective ways to Improve the performance of products.

### Outcomes & Content

- ✓ Adopt a product development framework
- ✓ Use strategic steps in the NPD process
- ✓ Understand the product life cycle
- ✓ Stages of the life cycle
- ✓ Develop Insights
- ✓ Harness idea generation
- ✓ Maximising idea sources
- ✓ Creative thinking, research and market testing
- ✓ Conception and development
- ✓ Turning ideas into tangible designs
- ✓ Managing risk to meet timescales and budget
- ✓ Sales forecasting
- ✓ Launching strategies



### Who should attend ?

This course is for those involved in the product development process from idea generation to implementation; specifically marketing professionals, product managers, research & development managers and those responsible for generating new product ideas.

