



NEW PRODUCT DEVELOPMENT WORKSHOPS

WORKSHOPS: NEW PRODUCT DEVELOPMENT

A series of four half-day workshops offering training and tools to help your organisation develop new products and service. The series will develop easily applied concepts which can be transferred and embedded to your organisation to improve your product development process.

Ⓞ Innovation Creativity and Ideas

Understand how to create product/service concepts using tools and techniques which can be easily applied to your organisation. Develop expertise to validate ideas through effective research and establish methods of selecting and delivering the right innovative new product or service.

Ⓞ Intellectual Property Protection and New Product Development Funding

Learn about IP, ways to protect your ideas and innovations and what you should do before you speak with anyone else. Identify potential sources of funding to commercialise your concept including how to scope what it will take to bring your product to market.

Ⓞ Paper to Prototype

Consider how to take your product or service from a concept to reality. What to think about and how to do it, what are the key design requirements and how do you ensure your concept hits your customers requirements.

Ⓞ Project Management and Commercialisation

Develop techniques for the effective project management of new product development. Learn about potential routes to market and options to commercialise your new products and services.

Problem

Innovation is not just about great ideas. It's about taking the ability to generate great ideas, evaluate and develop them and to launch them into the market. For this to take place successfully a business needs to have innovation at its core.

Solution

Our New Product Development Workshops aim to stimulate and encourage innovation. They offer you an opportunity to learn about tools and techniques that can be applied to your own situation to enable you to be more innovative and to grow your business on the back of exciting new products and services or major upgrades to your current product or service offering.

The series of 4 half day workshops covering the innovation process from idea generation through to market launch. The interactive workshops use case studies, brainstorming and other innovation techniques to teach you how to turn ideas into tangible business results.

Outcomes

By attending this workshop you will learn;

- Ⓞ To become more innovative
- Ⓞ How other successful companies do it and
- Ⓞ How to use proven tools and techniques

Over 90% of delegates highly rated the content and presentation of this series

"The NPD workshops were excellent in terms the context and relevance to our current business position."

SHAUN MCDOUGALL, RFL GROUP

"I have learnt something new in all sessions. It has challenged my way of thinking."

SUSAN ORD, LAND & SEA