



pdma · new york · new jersey

*A Community of Product Development
and Marketing Professionals*



Delivering new product concepts to gate zero

Join us to get a great understanding of the new product development process, selecting tools, techniques and processes that get to the really important stuff at the **front end of innovation** that help inspire deep understanding and meaningful innovation.

Anne and André will share their experiences and present an overview of processes for development of concept portfolios for new product/service development and pathways with platforms and concepts for new businesses. The talk will include discussion around tools and techniques developed by **Focus Innovation** and will be illustrated with case studies that identified new product concepts for **WD40** and new business platforms for **Leap Frog**.

Event Logistics

Presenter(s): **Anne Orban, M.Ed., NPDP & Andre Csapo, M.S**

Date & Time: 6:30 – 9 PM, Nov 14, 2007

Location: Stevens Institute of Technology, McLean Hall, Room 414,
Hoboken, New Jersey

Cost: Until Nov 7th, 2007: \$25 – PDMA Member, \$35 - Non-Member, and \$10 – Student
From Nov 8th, 2007: \$ 30 – PDMA Member, \$ 40 - Non-Member, and \$15 – Student

Format: Networking & Deli Buffet / Presentation / Networking

To Register: <http://www.pdma.org/nynj>

PDH: 2 PDH

*****PDMA Members: If you bring someone, who is not a yet a PDMA member, who registers at the above listed price, your attendance fee will be waived!*****

Anne Orban, M.Ed., NPDP is Director of Discovery & Development with Innovation Focus. She is committed to helping clients innovate all along the value chain. At I.F. she combines her experience in process design and delivery with a commitment to helping clients grow by releasing the creative potential of their people. Anne is the Co-Chair of the PDMA Annual International Conference on New Product Innovation.

Andre Csapo, M.S. is Associate Director of Discovery & Innovation with Innovation Focus. He is responsible for the strategic development of innovation services through the continuous reinvention of the tools, processes, and techniques that help clients research consumer needs and trends, create new products, discover new business opportunities, and build organizational innovation capability.

Please forward this flier to any interested party