

NOT JUST ANOTHER MARKET RESEARCH EVENT

A  pdma &  Co-Sponsored Best in Class Event  
Conducting Research Without

10th Annual

# Voice of the Customer

Customer Insight as the Driver of **Breakthrough** & **Incremental** Innovation in the *Fuzzy Front End*

- Celebrate a Decade of VoC Strategies that Enable Growth -

## Keynote Appearances by:



**Gerald Zaltman**

Joseph C. Wilson Professor of Business Administration, Emeritus – Harvard Business School & Best-Selling Author of “How Customers Think” & his forthcoming book “Think Deep: Navigating the Unconscious Mind”



**Darrin Caddes**

Vice President of Corporate Design – Plantronics



**Bob Carter**

Senior Consultant, Six Sigma for Innovation & Growth – Raytheon



**Abbie Griffin**

Royal L. Garff Presidential Chair in Marketing, David Eccles School of Business – University of Utah



**Heather Kluter**

Manager, Consumer Insights & Product Strategy – Hyundai Motor America

## Featured Case Study:



**Anthony Pichnarcik**

Global VoC & Pricing Leader – Honeywell Building Solutions

**The Original Conference on VoC Best Practices, Tools & Techniques as dictated by the PDMA Body of Knowledge Framework**

**Be among the first 100 to register and your name will automatically be entered to win the CS70N™ Professional Wireless Headset or the Plantronics Discovery™ 665 Bluetooth Headset – courtesy of:**



See details inside on pg. 10

## Other Presenting Companies:

ACC Capital Holdings • Alliance Data • Applied Marketing Science • Boston Scientific • Covidien Ltd • Innovare • Intel Corporation • MEDRAD • National Qualpec • National Starch & Chemical Company • Philips Design • Product Development Consulting • PRTM • SolidWorks • Synectics • Thrivent Financial for Lutherans • Whirlpool Corporation

December 3-5, 2007 • The FireSky Resort & Spa • Scottsdale, AZ

To Register, Call: 888-670-8200 • Fax: 941-365-2507 • E-mail: register@iirusa.com

**w w w . i i r u s a . c o m / v o c**

# "80% of Companies Sponsor Either Formal or Informal VoC Activities"

"How Voice of the Customer Got Its Groove Back", Phelon Group/MarketingProfs VoC Survey, June 2006

For years, we've embraced customer insight as the springboard for product and service design, yet we continue to face challenges...

"Are there established best practices for applying innovative tools and methods for gathering and acting on "the voice" and if so, how to best use this vital information in on-going ideation, conceptual, and actual physical product development?"

Much of this event's success over the years has been achieved by clearly defining the meaning of the term "Voice of the Customer", as dictated by the **PDMA Body of Knowledge Framework**. This conference focuses on the true meaning of what Voice of the Customer is, how the organization should embrace it, and what it can do to enhance discovery and innovation in **YOUR** company. We've said it before and it's become the industry's mantra, **this is not just another market research event**.

The 10th Annual has a new focus and we're tackling the controversy head on.

Does VoC hinder or promote innovation...and what is the role that Six Sigma plays in mining breakthrough vs. incremental innovations. The Six Sigma world gives lip service to VoC, but rarely do they know what it truly is or how to perform it properly. Six Sigma is based on numbers, provability and reducing variability. Innovation wants and needs to have variability. So while Six Sigma is working to decrease risk, innovators need to take risk. A catch 22? We know.

**Tell us what best practices you want to take back with you.** Before coming to the event, log on to our web site and complete the content-based survey on "Exploring Customer Value Areas", which was created, designed and developed out of the inspiration generated at this event last year.

We continue to say that regardless of your expertise – whether you're a "newbie" to new product development or an "old hand" – we've organized an entire three day program that delivers on your needs. The event offers a combination of both fundamentals and cutting edge topics and everything in between so there truly is something for everyone. It's no wonder this event grows year over year, with last year teeming **more than 200 people!**

Come celebrate this one of a kind, decade long event with us **December 3-5, 2007 in Scottsdale, AZ at the FireSky Resort & Spa**. Our dedication to a robust, content-driven program promises to be one of the most educational and enlightening conferences in years!

Sincerely,



Sabina Gargiulo  
Sr. Conference Producer  
Marketing & Business  
Strategy Division  
IIR



Kim Rivielle  
Managing Director  
Marketing & Business  
Strategy Division  
IIR



Dale McIntyre  
VP of Conferences  
PDMA



Gerry Katz  
Conference Chairman  
Applied Marketing  
Science, Inc.

**A Special Thanks to Our Dedicated Conference Chairman**, Gerry Katz - Applied Marketing Science, Inc...  
**And the core team of advisors**, Sheila Mello – Product Development Consulting, Inc. and Elizabeth Mountjoy - PRMT

# Drive Innovation Through VoC: Focus YOUR Innovation Talent on the Right Problems & Replace Risk with ROI

**Pre-Conference Workshops:** Monday, December 3, 2007

**AM Workshops:** 9:00 – 12:00 (workshops will include one (1) 15 minute break)

## A. VoC Basics: Getting Started

In this interactive session, we will work on the tools and techniques you will need to plan an effective VoC project.

- Getting sponsorship and the right team in place
- Scoping and scaling the project appropriately
- Planning the project using simple and repeatable methods

Geared to participants who are new to the VoC process and/or are considering implementing a VoC approach, participants can come to the workshop with a project idea in mind. Through facilitated activities in the workshop, you will leave with a documented plan for moving the project forward.

**The first 20 to register for this workshop will receive a free copy of *Voices into Choices: Acting on Voice of the Customer* by Gary Burchill and Christina Hepner Brodie.**

Liz Mountjoy, *Manager, PRM*

## B. VoC: What's Different for Incremental versus Breakthrough Projects?

Determine what customers need no matter what type of product you are creating and what's different about conducting VoC research for incremental vs. breakthrough products. Find the people you need to talk to even when you're looking at new markets. Discover how to recognize subtle biases that may get in the way of understanding exactly what customers are saying. Find out what's different about evaluating solutions for an incremental project versus a new-to-the-world idea. Explore best practices and real-world impediments to driving innovation for incremental and breakthrough products through customer value.

- Focus customer visits on understanding what gets in the way of your customers' achieving their objectives
- Create a story of what its like to be a person with the problems your product would solve
- Translate what the customer told you into what they really need, then set metrics around customer requirements

Sheila Mello, *Managing Partner & Principal* – PRODUCT DEVELOPMENT CONSULTING, INC.

12:00-1:00

*Luncheon*

**PM Workshops:** 1:00 – 4:00 (workshops will include one (1) 15 minute break)

## C. Avoiding the Traps in VoC

After years of missionary work by consultants and practitioners alike, most companies now fully embrace the concept of gathering VoC in support of their innovation efforts. Yet even with the best training, too many product developers still make dozens of "rookie" mistakes in carrying out their VoC activities. These mistakes usually lead them into crucial traps and pitfalls from which it is almost impossible to recover.

Spot & Avoid "The 10 Most Common Ways to Screw Up Your VoC":

- Avoid the kinds of mistakes that result from practices that sound logical on the surface, but aren't true
- Ensure that your VoC leads to real innovation, and not just another me-too product
- Use VoC as a springboard for creative ideation

Gerry Katz, *Executive Vice President* & John Mitchell, *Principal* - APPLIED MARKETING SCIENCE, INC.

## D. Bridging the Gap from Voices to Concepts

You've done your customer interview, now what? This workshop will introduce you to proven methods for listening to the customer's voice, distilling stories and observations down to explicit and latent needs, and creating new product and services concepts through outcome focused ideation.

- Listening & Distilling: Understand what it's really like in your customers' world
- Synthesizing & Ideating: Move beyond information gathering to truly incorporate the customer's voice into the ideation and concept development processes

Run a project for understanding your customers' needs and using that understanding to create new product and service concepts driven by VoC and outline the basic knowledge and tools you need to create a stimulating immersion experience and guide your innovation team to develop ideas and concepts to fill your pipeline.

Donald Ross, *President* & Ellen Prihodko, *Vice President* – INNOVARE, INC.

To Register, Call: 888-670-8200 • Fax: 941-365-2507 • E-mail: register@iirusa.com

**w w w . i i r u s a . c o m / v o c**

# Competitive Advantage: A Deep Understanding of Product & Service Concepts that Drive Success

KEYNOTES, FEATURED CASE STUDIES

Main Conference Day One: Tuesday, December 4, 2007

7:30 Registration & Morning Coffee

8:00 PDMA Introduction & Word of Welcome:

Dale McIntyre, Vice President of Conferences – PRODUCT DEVELOPMENT & MANAGEMENT ASSOCIATION (PDMA)

Chairman's Opening Remarks & "Annual Rant"  
Incrementalism vs. Breakthrough Innovation:  
Is VoC Getting a Bad Rap?



Gerry Katz, Executive Vice President - APPLIED MARKETING SCIENCE, INC.

- The importance of customer relationships in fiercely competitive markets
- How do companies translate customer voice into winning products?
- How can organizations align themselves to innovate relationship-building products?



Darrin Caddes, Vice President of Corporate Design – PLANTRONICS

10:30 Networking Break – Located in the Expo Hall  
Book Signing with Gerald Zaltman

11:00 Voice of the Customer Starts with Understanding What a Customer Need Is

Needs, wants, problems, requirements, outcomes, jobs, specifications, features. The terminology surrounding new product development can be a bit confusing. Using examples from multiple industries, this presentation will help you sort through the confusion, setting your product development team up to develop products that customers really want to buy.



Abbie Griffin, Royal L. Garff Presidential Professor Department of Marketing – UNIVERSITY OF UTAH

8:30 The Strategic Importance of Deep Metaphors

In order for managers to develop deep insights about consumers it is necessary to have deep insights from consumers. This requires understanding the consumer unconscious. One important key to understanding the unconscious mind and how it impacts consumer decision making involves their automatic viewing lenses or deep metaphors. This presentation will cover seven deep metaphors essential for developing and implementing marketing strategy.



Gerald Zaltman, Joseph C. Wilson Professor of Business Administration, Emeritus – HARVARD BUSINESS SCHOOL & Best-Selling Author of "How Customers Think" & his forthcoming book "Think Deep: Navigating the Unconscious Mind"

## Our Gift To You...

All attendees will receive a complimentary copy of Gerald Zaltman's new book, "Think Deep: Navigating the Unconscious Mind" due out in early 2008. Visit our web site for more information on this offer.

9:30 Body & Form: Creating Intimate Relationships Between Products and Customers

This Keynote will discuss the importance of fostering customer loyalty through products that establish emotional and physical connections. Products that people are passionate about because they empower and accentuate lifestyles.

12:00 SURVEY RESULTS: Exploring Customer Value Areas

## A Roundtable Peer-to-Peer Learning Activity

Participate in this high energy session to explore the best practices that you selected in the survey prior to coming to the event. Topics we will explore include:

- Market selection for new markets to expand existing products
- Validity and techniques for incorporating data from technical support / customer service
- New to the world products VoC challenges
- Dealing with a complex value chain, especially with conflicting interests
- Time commitment and support for VoC
- Who should do your VoC
- Role of observation

Sheila Mello, Managing Partner & Principal – PRODUCT DEVELOPMENT CONSULTING, INC.

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www.iirusa.com/voc

# Understanding of Customer Needs that Create New Deliver Great Customer Experiences

STUDIES, & GROUP INTERACTIVITY:

**Main Conference Day Two: Wednesday, December 5, 2007**

7:45 *Morning Coffee*

8:15 **Chairman's Opening Remarks:**

Gerry Katz, *Executive Vice President* - APPLIED MARKETING SCIENCE, INC.

## VOC: SHAPING THE NOW & THE FUTURE

8:30 **Learning to See and Finding Our Voice: Creating a Better Product Development Process at Hyundai America**

Overview: Hyundai's growing US voice, in a company that plays globally, and our need to reshape the product development process at Hyundai to ensure that the American consumer's POV is at the forefront of vehicles produced for the American market. Via work stemming from cross functional humility, a US presence at Hyundai's Seoul headquarters during the 3 month concept initiation phases, deep executive involvement with informal, creative, off-site consumer and concept touchpoint events, working in an off-site creative environment where our target lives and plays, and the overall freedom to take risk and fail is enabling Hyundai to create breakthrough new products.

- Learn how existing and virtual/revolving cross-functional teams work together to develop one U.S. consumer-focused voice
- Witness how executive involvement in concept development and consumer research activities can speed the development process and make our voice stronger
- Understand the critical role that a creative environment and freedom to fail can play in developing breakthrough products



Heather Kluter, *Manager, Consumer Insights & Product Strategy* - HYUNDAI MOTOR AMERICA

9:30 **Combustion Point: When Creators & Adopters Collide**

No one doubts the velocity of change these days. Innovations proceed at warp-speed, and new products flood the markets. Markets emerge, converge, and innovations become commonplace at an astounding pace. Market leadership through innovation requires that new ideas find their combustion point - where creators and adopters collide.

- Strategies for market leadership & growth through innovation
- Voice of the Customer: Selection & Collaboration

- Driving to the combustion point
- From combustion to leadership & growth



Anthony Pichnarcik, *Global VoC & Pricing Leader* - HONEYWELL BUILDING SOLUTIONS

10:15 **Networking Break - Located in the Expo Hall**  
Book Signing with Robert Carter

10:45 **Six Sigma, Innovation & the Chorus of the Customer**  
Does Six Sigma stifle Innovation or do we over analyze the needs of our customers? Can Six Sigma help to focus our new business investments on the critical few that will make a difference? These are just some of the questions that will be answered.

- Is the Voice of the Customer really a chorus? If so, who sings the melody?
- Turning VoC into ideas that make a difference
- Why we win and why we lose
- Why success is dependent on the "What, How, & Why" balance
- Using the "What, How, & Why" balance for better investment decisions



Bob Carter, *Senior Consultant, Six Sigma for Innovation & Growth* - RAYTHEON & Author of "The Balanced Innovator"

11:45 **POINT/COUNTER POINT DEBATE:**  
**The Voice of the Customer & Innovation - Friends or Foes?**

Join these thought leaders and industry experts as they debate the pros and cons of linking Innovation to the Voice of the Customer. They will also raise the temperature by adding the benefits or otherwise of Six Sigma to the debate.

- What is Innovation?
- Is VoC important for Innovation?
- How do you know if it's breakthrough?
- Does Six Sigma stifle or enable Innovation?

**Moderator:**

Bob Carter, *Senior Consultant, Six Sigma for Innovation & Growth* - RAYTHEON

**Participants:**

Gerry Katz, *Executive Vice President* - APPLIED MARKETING SCIENCE, INC.

Sung Pak, *Vice President, Six Sigma Business Development* - ACC CAPITAL HOLDINGS

# In Every Customer Visit: Focus on Trying to Accomplish & Win

BREAKOUT SESSIONS & PR

Main Conference Day One: Tuesday, December 4, 2007

TRACK A:

## The People & The Process for VoC

### In This Track...

The importance and payoff of a culture that involves your customers every step of the way will be explored. More importantly, the process involved in creating that culture and getting the weight of the company behind VoC

- 2:00 **Building Internal Market & Customer Insight Skills to Create Competitive Advantage**  
K. Joanne Kalp, *Director, International Upstream Marketing and Market Intelligence* – COVIDIEN LTD
- 2:45 **'Blade Wars': Achieving Competitive Advantage through Co-Creation**  
Jonathan Dalton, *Design Director* – PHILIPS DESIGN
- 3:30 *Networking Break – Located in the Expo Hall*
- 4:00 **Finding What Customers Want? – A Practical Approach to VoC Process at SolidWorks**  
Suchit Jain, *Vice President of Strategy* – SOLIDWORKS
- 4:45 **Pennsylvania Factory: Transforming a Century of Cultural Identity Into a New Company**  
Mark E. Bos, *Business Development Coordinator* – NATIONAL QUALPEC
- 5:30 *End of Day One*

TRACK B:

## VoC Success Stories

### In This Track...

Hear more about what has worked, what hasn't, and why. Learn the best, most cutting-edge Voice of the Customer practices of world-class companies today and what makes them so successful

- 2:00 **Successful Voice of the Customer in a High-Level B2B Environment**  
Paul M. Petersen, *Global Marketing Director, Adhesives Division* – NATIONAL STARCH & CHEMICAL COMPANY
- 2:45 **Applying VoC to Intangible Products**  
Dan Shinnick, *Vice President, Fraternal Development* – THRIVANT FINANCIAL FOR LUTHERANS
- 3:30 *Networking Break – Located in the Expo Hall*
- 4:00 **When VoC Isn't Good Enough**  
Sung Pak, *Vice President, Six Sigma Business Development* – ACC CAPITAL HOLDINGS
- 4:45 **VoC in a Global Environment**  
Melanie Featherstone, *Global Competency Development Manager* – WHIRLPOOL CORPORATION
- 5:30 *End of Day One*

Full presentation descriptions for all breakout sessions have been made available on our event web site. Visit [www.iirusa.com/voc](http://www.iirusa.com/voc) for more information.

*End the Day with a Special 10th Anniversary VoC Celebration and Attend the Networking Cocktail Reception*

Hosted by  & 



# Focus on What Your Customer is What is Important to Them

## PROGRAM CUSTOMIZATION:

Main Conference Day Two: Wednesday, December 5, 2007

### TRACK A:

#### The Impact of VoC

##### In This Track...

Understand the positive impact and significance that Voice of the Customer has on product and service development, innovation, customer loyalty, and the business overall

- 1:45 **Using VoC Needs Finding to Drive Major Platform Changes**  
Jason Busta, *Senior Product Research Analyst - INTEL CORPORATION*
- 2:30 **Using VoC to Drive the Right Product Portfolio Decision**  
Julie Gulick, *Global Product Planner - MEDRAD, INC.*
- 3:15 **Third-Party Marketing: Doing VoC with the Indirect Customer**  
Catherine Yankelevich, *Group Marketing Science Manager - BOSTON SCIENTIFIC CORPORATION*
- 4:00 *Conference Adjourns*

### TRACK B:

#### Trends, Tools & Techniques

##### In This Track...

The companies that do it best will share the latest trends and hottest tools & techniques that are being used and deployed in Voice of the Customer programs right now

- 1:45 **Insight Led Innovation: Practices to Discover & Innovatively Leverage Difficult to Express Powerful Customer Wants, Needs & Beliefs**  
Constance A. Williams, *Managing Partner & Dara S. Weinberger, Marketing Director - SYNECTICS, INC.*
- 2:30 **Setting Up Knowledge Management Systems for VoC: Tools for Sharing Customer Data Across the Organization**  
 Interested in speaking in this session? For more information, contact Deborah Hatcher at 212-661-3500, ext. 3188 or e-mail her at dhatcher@iirusa.com
- 3:15 **Because of Where We've Been...The 100 Day Co-Development Method**  
Lila Spengler, *Senior Product Development Manager, Healthcare*, Michael Donahoe, *Senior Product Development Manager, Grocery & Melody Gintert, Senior Research Analyst - ALLIANCE DATA*
- 4:00 *Conference Adjourns*

Full presentation descriptions for all breakout sessions have been made available on our event web site. Visit [www.iirusa.com/voc](http://www.iirusa.com/voc) for more information.

### KEY DELIVERABLES:

- Transform VoC insights into ideas and winning products/services that make a difference to your customers and your business
- Discover & leverage customer wants, needs & beliefs that will ultimately make a profound difference in your market
- Maximize VoC efforts globally and overcome differences in culture, language, and standards
- Foster customer loyalty through products that establish emotional and physical connections
- Use Six Sigma to focus new business investments on the critical few that will make a difference
- Understand how VoC fits into the evolution and maturation of a growing company's product strategy capabilities
- Learn how virtual cross-functional teams work together to develop one consumer-focused voice
- Witness how executive involvement in concept development and consumer research activities can speed the development process and make "the voice" stronger

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## TOP 5 REASONS WHY THE PDMA/IIR VOICE OF THE CUSTOMER CONFERENCE IS A MUST ATTEND:

5. **Get your hands dirty.** We encourage that networking and interactivity be built into the program for optimal learning and key take-aways.
4. **The speaker faculty speaks for itself.** Always boasting 30+ pre & main conference sessions facilitated by real-world, senior level corporate practitioners.
3. **Implementation strategies for any organization.** This event believes in merging academia with practice and brings well-rounded thoughts and viewpoints designed to make you think.
2. **We get our hands dirty too.** By conducting in-depth research with VoC professionals year after year, we consistently deliver the best practices being deployed in industry today and always stay current by evolving the content.
1. **Others have come and gone. This is the Original, longest running, annual event on VoC best practice strategies that fuel the Fuzzy Front End of Innovation.**

## PDMA MEMBER DISCOUNT

Are you a PDMA member? Save an additional \$100 off the regular conference price!



The Product Development and Management Association (PDMA) is the premier worldwide resource for professional development, information, collaboration and promotion of product development and product lifecycle management. Founded in 1976, the PDMA membership is over 2,200 product development professionals and academics from all sectors of the economy in over 39 countries worldwide.

**The mission is to improve the effectiveness of individuals and organizations in product development and management.** This mission includes facilitating the generation of new information, helping convert this information into knowledge that is in a usable format, and making this new knowledge broadly available to those who might benefit from it. PDMA uniquely accomplishes its mission in many ways; among them:

- National conferences
- A network of 20 chapters across the USA, and a strong UK/Ireland affiliate
- Regional and local conferences and meetings
- Award-winning publications
- Awards for achievements in new product development
- Sponsored research
- Body of Knowledge
- Certification as a New Product Development Professional (NPDP)
- Certification education and training

While most professional associations are vertical organizations specializing in one industry or one function, PDMA's membership and sphere of influence is horizontal and multifunctional, as is the current state of the new product field. This unique characteristic allows PDMA to address innovation management issues in the same way as multifunctional new product development teams do in practice.

### KEY PDMA BENEFITS INCLUDE:

- Subscription to the Journal of Product Innovation Management and its quarterly magazine, Visions
- Meet new product development professionals throughout the world
- Specific practical guidance in a variety of new product development theory and new practices for the manufacturing and service industries
- PDMA chapters in many major cities. To learn more about the Arizona chapter ([www.pdma.org/arizona](http://www.pdma.org/arizona)), or to become a member, please visit our web sites.

**For Additional Membership Information Call: 800-232-5241 or visit us at [www.pdma.org](http://www.pdma.org)**



### PDMA New Product Development Professional (NPDP) Certification

NPDP Certification confirms mastery of new product development principles and best practices, enabling better job performance and helping corporations identify those with knowledge and experience to move into a leadership position. To qualify for NPDP Certification, candidates must meet the necessary criteria in education, experience and knowledge. Once you have obtained your NPDP Certification, you can maintain and expand your professional

knowledge by acquiring sixty (60) Professional Development Hours (PDH) to qualify for recertification every three years. *Your attendance at each full day of this conference contributes to eight (8) PDHs towards your NPDP recertification.*

For more information on NPDP Certification, call 800-232-5241 or visit the PDMA website at [www.pdma.org/certification](http://www.pdma.org/certification).

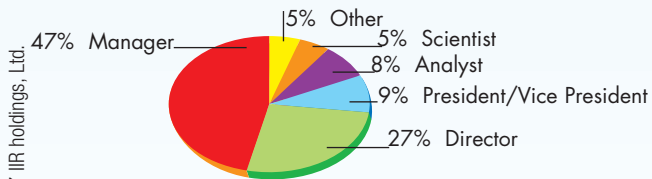
## WHO SHOULD ATTEND?

Attendees will be both new and experienced Vice Presidents, Sr. Directors, Directors, Sr. Managers, Managers, and consultants of: New Product Development, Front End/Innovation & Discovery, R&D, Strategic Planning & Development, Six Sigma, Platform Management, CRM, Marketing & Sales, Brand Management, Category Management, Market Research, New Business Development, Global Consumer Insights, Market Intelligence, Global Research/Intelligence, Engineering & Technology - from Best Practice industries such as:

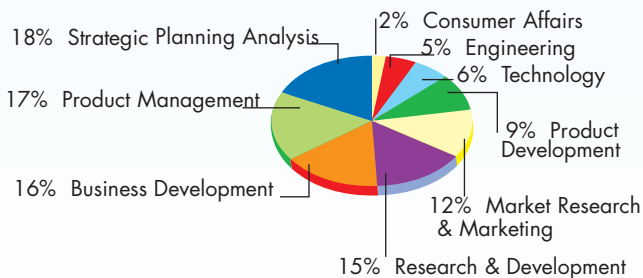
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- Consumer Goods & Consumer Packaged Goods
- Automotive/Transportation
- Aerospace
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- Telecommunications
- Industrial/Manufacturing
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- Pharmaceuticals & Healthcare
- Utilities

## IIR ATTENDEE BREAKDOWN

### Seniority



### Function Analysis



## WHAT ARE YOU WAITING FOR? GET INVOLVED!

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**Applied Marketing Science** is an innovative Voice of the Customer research and consulting firm with roots in the MIT Sloan School of Management. Our new on-line idea generation tool, IDEALYST®, has helped companies achieve richer and more meaningful results without the costs, travel and political drawbacks of conventional brainstorming methods. Visit [www.ams-inc.com](http://www.ams-inc.com)

**INNOVARE®** *Grounded in Research, Driving for Innovation* **Innovare** focuses the creativity in your organization and inspires innovation. We provide custom market research, voice of the customer, creative facilitation, front-end process consulting, and team training. We use best practices to help our clients build the knowledge foundation, business systems, and climate for sustained innovation that drives business growth. [www.innovare-inc.com](http://www.innovare-inc.com)



**Product Development Consulting, Inc.** is an internationally recognized product development consulting firm focusing on optimizing processes throughout the life cycle, from Value Innovation Portfolio and Market-Driven Product Definition to product retirement. Fortune 500 and other high growth companies look to us for an "inch-wide, mile-deep" approach that yields measurable and lasting improvement. Author of the best selling book *Customer-Centric Product Definition - The Key to Great Product Development* and recently published by J. Ross, *Value Innovation Portfolio Management - Achieving Double-Digit Growth through Customer Value*. Visit [www.pdcinc.com](http://www.pdcinc.com)

**Synectics** has been a pioneer in the field of creativity and innovation since their seminal article in the Harvard Business Review in 1956. Operating out of 9 offices worldwide they help clients generate and develop fresh, innovative solutions and to enhance organizational capability for greater creativity.

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## SUPPORTERS:



**The Product Development Forum** is a comprehensive source of information on product development and time-to-market concepts; product strategy; product teams; the NPD process; VOC and QFD, DFM

and target costing methodologies; and NPD software tools. The Forum includes papers, NPD body of knowledge, glossaries, extensive links, and other resources. [www.pdforum.com](http://www.pdforum.com)



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## INNOVATION REQUIRES COLLABORATION: SEND A TEAM

We encourage you to come and learn as part of a **TEAM-ORIENTED** effort & **WE WILL REWARD YOU IF YOU DO!**

**Show your team spirit by sending a Group of 5 or More, and we'll treat you like VIPs on-site.**

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*\*Groups must register at the same time and no two discounts may be combined.*

## PRODUCT SHOWCASE: SPOTLIGHT ON



Plantronics will be showcasing their two latest innovations that were created out of Voice of the Customer research, the CS70N™ Professional Wireless Headset System and the Plantronics Discovery™ 665 Bluetooth Headset with AudioIQ®

**Be among the first 100 to register** and your name will automatically be entered to win! Product Descriptions are available on our event web site.

## PACK YOUR BAGS FOR SCOTTSDALE...



**FireSky Resort and Spa - A Scottsdale Resort Hotel Infused with Elemental Elegance**

FireSky Resort and Spa is an oasis of elements nestled in the heart of Scottsdale near Fashion Square, museums, golf courses and other favorite places that make Scottsdale such a favored destination. Step inside to the elegance and luxury awaiting our guests in this newly renovated, inspired Kimpton hotel.

This luxury resort and spa plays on the four elements thought to represent all that exist: fire, water, earth and air. Upon arrival, guests find three towers in front with fire and water representing the juxtaposition of the beautiful Sonoran desert setting and the expansive tropical grounds. From the hotel lobby living room, with its stunning stone fireplace and airy cathedral ceilings, step out onto the patio and lush garden courtyard. The grounds of the hotel stretch toward a sandy beach pool and a Mediterranean-inspired lagoon, as well as a torch-lit heated outdoor pool and hot tub surrounded by poolside cabanas and secluded fire pits.

There is **NO** substitute for face to face.



There's just so far you can take an electronic relationship. Webinars, virtual meetings, social networking and email provide some value but it's only through good old fashioned human interaction that you can close the deal, create real life communities and foster long lasting professional relationships.

**CONFERENCES CREATE EXPERIENCES.**

# REGISTRATION DETAILS

## Five EASY ways to register:

**FAX** (941) 365-2507  
**PHONE** (888) 670-8200 or  
 internationally at  
 (941) 951-7885

**MAIL** Customer Service - IIRNY  
 P.O. Box 3685  
 Boston, MA 02241-3685

**EMAIL** register@iirusa.com  
**INTERNET** www.iirusa.com/voc

Please register the following delegate(s) for the 10th Annual Voice of the Customer (please photocopy this form for additional delegates)

Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Company \_\_\_\_\_  
 Approving Manager \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_  
 Zip/Postal code \_\_\_\_\_  
 Country \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Fax \_\_\_\_\_  
 Email \_\_\_\_\_  
 Please charge my credit card  
 Visa  MasterCard  Discover  American Express  Diners Club  
 Card number \_\_\_\_\_  
 exp. Date \_\_\_\_\_  
 Signature \_\_\_\_\_  
 Payment enclosed  
 Please bill my company P.O. # \_\_\_\_\_  
 I cannot attend, but please keep me informed of future events  
 I am a PDMA member and qualify for a discount

Indicate which events you will attend:	Register by October 12th	Register by November 16th	Standard & On-Site
Conference & 2 half day workshops	\$2,695	\$2,795	\$2,895
Conference & 1 half day workshop	\$2,395	\$2,495	\$2,595
Conference Only (M1939C)	\$1,895	\$1,995	\$2,095

Which workshop(s) will you attend? (Please indicate)

- AM Workshop A: VoC Basics: Getting Started (M1939B1)  
 AM Workshop B: VoC: What's Different for Incremental versus Breakthrough Projects? (M1939B2)  
 PM Workshop C: Avoiding the Traps in VoC (M1939B3)  
 PM Workshop D: Bridging the Gap from Voices to Concepts (M1939B4)

If you are receiving multiple mailings, have updated information or would like to be removed from our database, please contact Carrie Orr at (212) 661-3500 ext. 3157. Or fax this brochure to her attention at (212) 599-2192. Please keep in mind that amendments can take up to 6 weeks to take effect.

PLEASE DO NOT REMOVE MAILING LABEL  
 M1939

## YOUR REGISTRATION FOR ATTENDING THE 10TH ANNUAL VOICE OF THE CUSTOMER INCLUDES:

- Conference presentations and speaker handouts in electronic format\*
- Morning coffee, luncheons and refreshments
- Custom tailored tracks
- Welcome cocktail reception
- Networking opportunities
- Book Store admittance
- Exhibit hall admittance

\*Please note that we do try our best to secure all of the presentations from our speakers for you. Occasionally, the distribution of presentation materials is prohibited by the speaker or their respective company. Thank you for your understanding.

## PAYMENTS

Payment is due within 30 days of registering. If registering within 30 days of the event, payment is due immediately. Payments may be made by check, Visa, MasterCard, Discover, Diners Club or American Express. Please make all checks payable to the "Institute for International Research, Inc." and write the name of the delegate(s) on the face of the check, as well as our reference code: M1939. If payment has not been received prior to registration the morning of the conference, a credit card hold will be required.

## DATE & VENUE

December 3-5, 2007  
 The FireSky Resort & Spa  
 4925 N. Scottsdale Rd.  
 Scottsdale, AZ 85251  
 Ph:\* 480-945-7666

\* This number is for general information only

## HOTEL & TRAVEL

All hotel bookings should be made through The Global Executive's Internet booking site. Please visit [www.globalexec.com/iir](http://www.globalexec.com/iir) to make your reservation. If you do not have Web access, or need additional assistance, please call The Global Executive at (800) 516-4265 or (203) 431-8950 or send them an email at [conf@globalexec.com](mailto:conf@globalexec.com).

## CANCELLATIONS

If you need to make any changes or have any questions, please feel free to contact us via email at [register@iirusa.com](mailto:register@iirusa.com). Cancellations must be in writing and must be received by IIR prior to 10 business days before the start of the event. Upon receipt of a timely cancellation notice, IIR will issue a credit voucher for the full amount of your payment, which may be applied towards registration fees at any future IIR event held within 12 months after issuance (the "Expiration Date"). All credit vouchers shall automatically expire on the Expiration Date and shall thereupon become void. In lieu of issuance of a credit voucher, at your request, IIR will issue a refund less a \$395 processing fee per registration. Registrants are advised that no credit vouchers or refunds will be issued for cancellations received less than ten business days prior to start of the event, including cancellations due to weather or other causes beyond the Registrant's control. IIR therefore recommends that registrants allow for unexpected delays in making travel plans. Substitutions are welcome at any time.



Any disabled individual desiring an auxiliary aid for this workshop should notify IIR at least two weeks prior to the workshop. Fax to (212) 661-6045.

## CONFERENCE DRESS CODE

Casual and comfortable attire is suggested. We recommend bringing a sweater, as the conference room may be cool.

To Register, Call: 888-670-8200 • Fax: 941-365-2507 • E-mail: [register@iirusa.com](mailto:register@iirusa.com)

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10th Annual

# Voice of the Customer



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[www.iirusa.com/voc](http://www.iirusa.com/voc)