




Thank you for your interest in Innovare and this year's PDMA International Conference.

The conference brochure is in the following pages.

If you decide to go, please don't forget to use our discount code and save 20% off the registration!

To save money on the conference, visit the PDMA website to register (www.pdma.org) and enter our priority code: SP08IC

Of course while at the conference stop by and introduce yourself!



sometimes
innovation
means **rethinking**
the **BOX...**

**Turn to Innovare for
front-end inspiration:**

- Voice of the Customer
- Ethnography
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- Concept Development
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pdma

Connecting Innovators Worldwide

32nd Annual International Conference

Experience 'Insights that Excite' and Create Your Pathway to Successful New Product Development

08



*REGISTER by July 31st and SAVE!
Earn 20 NPDP PDHs by Attending*

www.pdma.org

September 13-17, 2008
Disney's Contemporary Resort • Orlando, FL

THINK Change that Matters • THINK 'Insights that Excite'

THINK PDMA

Dear New Product Professional,
When you're faced with the decision about what conference to attend, what do you do? Probably what most people do, you look at the pros and cons and trade-offs. Here are a few facts to help you decide to attend this year's 32nd Annual International Conference.

GOT IT

- ✓ "WOW Factor" and "AH-HA Moments"
- ✓ Latest, most sought-after content delivered by thought leaders relevant to your industry
- ✓ Creativity in problem-solving with Improv Theater and an Innovation Playground built for adults
- ✓ Social networking and learning collaboration superstructure to enhance all aspects of the conference
- ✓ Custom-tailored sessions with plenty of peer-to-peer interaction for your specific needs
- ✓ Up close and personal guru roundtable discussions with thought leaders and keynoters
- ✓ Networking activities and team building events when you are not at the conference
- ✓ PDMA's Annual Outstanding Corporate Innovator Awards
- ✓ NPDP certification credits
- ✓ Power Pointless NOT!...We do quality control!

CONFERENCE LANDSCAPE AND THE BODY OF KNOWLEDGE:

As a matter of design, we have incorporated the needs of all industry verticals, and experience levels into our program in order to provide the value you expect from PDMA. **This is the ONLY conference in the USA and abroad that is fully aligned and integrated with the six core PDMA Body of Knowledge Areas.** For your learning enhancement, we have developed a navigation system so you can map out sessions you want to attend while ensuring you are targeting all core knowledge areas for a well-rounded experience. They are:



Strategy and Planning



People, Teams, and Culture



Process, Execution, and Metrics



Intellectual Property and Technology



Customer and Market Research



Co-Development and Alliances



Mother PDMA — *This icon does not represent a Body of Knowledge Area, but will guide you through all sessions that are association focused*

THE 2008 CONFERENCE PROGRAM HIGHLIGHTS INCLUDE:

- Formulating the Strategy for Co-Development
- Making Green by Going Green
- Visual Problem Solving and Decision-Making
- NPD 2.0: The Impact of the Web on Product Innovation
- Managing Prototyping and Piloting Functions for Innovation
- The Impact of Metrics on Product Success: The Good, The Bad, and The Ugly
- NPD in Highly Regulated Industries — Beyond Compliance
- Architectures for Innovation
- Product Innovation versus Service Innovation — The Blurred Line
- Design and Innovation — Do They Go Hand-in-Hand for Success?
- Is Business Model Innovation the Key to NPD Success?
- Discovering New Opportunities in Product Lifecycle Management
- Market Research for NPD
- Breaking Down the Barriers for Innovation — Slowing Things Down to Speed Things Up
- Getting Results with Lean Product Development
- Project Portfolio Management — Increasing New Product ROI through Strategic Selection and Execution

Our committee has worked with considerable diligence since our last conference to further enhance the foremost annual international event on new product development and management by eliciting the best thought leaders in both industry and academia to participate. You will learn how to meaningfully increase the effectiveness of your company's NPD strategy and process by attending. Please join us Sept. 15-17, 2008, in Orlando at Disney's Contemporary Resort to reinvigorate and reset your inner product developer and manager self.

All the best,

Anne Orban

Vice President of Conferences

PDMA

Sabina Gargiulo

Conference Director

PDMA

P.S. This conference brochure has been designed to give you a taste of what you can expect from this year's annual event. To learn more about our content, speakers, supporters, and conference activities, please visit our Web site at www.pdma.org. Don't miss your opportunity to REGISTER BY JULY 31 and SAVE.



pdma

Connecting Innovators Worldwide



SCHEDULE OF EVENTS:

Academic Research Forum	September 13-14, 2008
Conference	September 15-16, 2008
Post-conference Workshops	September 17, 2008

PDMA MEMBER DISCOUNT

Are you a PDMA member? Save an additional \$200 off the regular conference price! Not a member? Join today.



The Product Development and Management Association

(PDMA) is recognized as the premier global advocate for professionals, and organizations working in the fields of new product development, management and innovation. PDMA membership is over 3,500 product development professionals and academics from all sectors of the economy in over 50 countries worldwide.

PDMA champions a global community that enables people and businesses to grow and prosper through innovation and the introduction and management of new products to the world market. Through a combination of strategically integrated resources encompassing professional development, education, experience, networking, collaboration, certification, and recognition, PDMA aims to improve the effectiveness of individuals and organizations in product development and management. This is accomplished through:

- National conferences
- A network of chapters across the USA and international affiliates
- 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.

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.

Attendance at the PDMA International Conference is 20 NPDP PDHs

PRE-CONFERENCE ACTIVITIES:

**Saturday, September 13 and
Sunday, September 14, 2008**

Registration

open from 7:00 am – 5:00 pm

Breakfast and Networking

from 7:00 am – 8:00 pm

Luncheon

from noon – 1:00 pm

Academic Research Forum:

Days One and Two:

In this two-day forum, leading-edge research on issues of importance and practicality to new product development academics and professionals is presented by both pre-eminent scholars and those rising rapidly in the field.

The PDMA Research Forum is a rare opportunity for researchers and practitioners to share knowledge about NPD, and gives practitioners the chance to learn about new insights into product development and to question distinguished academics on their findings. It also offers researchers the unique opportunity to obtain feedback from both eminent scholars and managers from firms steeped in the practice of innovation and NPD, allowing them to further validate their theories and to identify paths for future research.

More than 30 presentations will be made during the forum by researchers from around the world, with ample time provided between sessions for networking with the authors and with others interested in these topics. Do not miss this unique opportunity to present and learn from leading NPD researchers. Visit our Web site for agenda updates!

Saturday, September 13, 2008:

6:00 pm – Saturday Evening Academic Research Forum Welcome Reception

Sponsored by:



Sunday, September 14, 2008:

3:30 pm – Find Out How Disney Makes Magic and
Make the Most Out of Your Conference Experience!



Innovation in Action:

Disney's Behind the Scenes Tour

(Sign up to participate during the online registration process and read more by visiting our conference Web site)

CONFERENCE DAY ONE:

Monday, September 15, 2008

Registration and Exhibition Hall Open from 7:00 am – 7:00 pm

7:00 am Breakfast and Networking – Located in the Exhibition Hall

8:00 am  Special PDMA Greeting and Opening Remarks: *Anne Orban, Conference Chairwoman and Vice President of Conferences – PDMA*

OPENING KEYNOTE ADDRESS



8:15 am – From Passion to Reality: The Story of iRobot



This informative and entertaining presentation is about iRobot's journey as a pioneer in the robot industry – from its humble beginnings to the overwhelming success of Roomba, PackBot and other home and government robots. See how iRobot was able to penetrate the market, promote robots and expand its product line. Get insight into the successful iRobot business model. Plus, learn about strategic partnership opportunities with iRobot that are designed to foster technological exploration, drive innovation and fuel the era of robots.

Helen Greiner, Co-founder and Chairman of the Board – iRobot



9:15 am – The Next Generation of “Fast:” Visual Problem-Solving and Decision-Making Using Obeya, the “Big Room”



Employing visual methods to create spontaneous and active project management has dramatic impact on new product development. Far more than displays of “dashboards” or passive controls like Gantt charts, using “Obeya” combines visibility of the work and structured human interaction and allows faster discovery, problem resolution, and decision-making.

Takashi Tanaka, “Father of the Obeya Room” and Founder – QV System, Inc. and Don Kieffer, Former Vice President Operational Excellence and General Manager Powertrain Operations – Harley-Davidson

10:15 am Networking Break

10:45 am – 2008 Outstanding Corporate Innovator Awards (OCI)



This informative presentation by the 2008 winner of PDMA's Outstanding Corporate Innovator (OCI) Award will highlight the linkage of the winner's overall business strategy and their development of an exceptional innovation competency and culture. The details shared in this session, covering innovation processes, organization, best practices, lessons learned, and the impact on their business success, will provide a wealth of useful ideas for conference attendees to take away for potential inclusion and improvement of their own organization's innovation programs.
Winner to be Announced

noon – Luncheon

CLOSING GENERAL SESSION KEYNOTE

4:45 pm – Innovation Moves Fast – Improvise!



Wisdom from the Wise Guys for Co-creating with Your Customers
The Second City Innovation Team

5:45 pm – Close of Day One and Networking Cocktail Reception

Outstanding Corporate Innovator Awards Dinner Celebration

7:00 pm – JOIN US FOR FOOD, FUN, ENTERTAINMENT AND MUCH MORE AT PDMA'S CALYPSO NIGHT!

Sponsored by: **Bank of America** (a past PDMA OCI Award Recipient)



Special Appearance by: Faith A. Tucker, Senior Vice President, Deposits Innovation, Global Consumer Deposits and Debit Card – Bank of America

Featuring the Tropical Trio Calypso Band

This dinner is only open to the first 200 conference attendees that sign up. Please RSVP by August 18, 2008, and visit our Web site for details.

CONFERENCE DAY TWO:

Tuesday, September 16, 2008

6:30 am – Sunrise Yoga: Stretch, Strengthen, and Soar

Jenny Fenig – Executive Empowerment Guru and Certified Yoga Teacher

Participants must register in advance. Please see conference Web site for more details

Registration and Exhibition Hall Open from 7:30 am – 4:00 pm

7:15 am Breakfast and Networking

8:00 am  Welcome Back: *Anne Orban, Conference Chairwoman and Vice President of Conferences – PDMA*

OPENING KEYNOTE ADDRESS



8:15 am – How Architecture Shapes the Way We Think: A New View of Collective Intelligence



Coordinating innovation from the center is taken literally at

BMW Group. Innovations are the result of interaction between individual activity in the specific workplace and face-to-face communication with other people. In the BMW Project House, Munich – the latest element of the auto maker's research and development center for nearly 8,000 staffers – architecture and work are growing together. Where development teams of up to 200 engineers and specialists work together, the specific design of the building ensures that the right people meet at the right time in order to guarantee development in real time.

Dr. Gunter Henn, Architect, Principal – Henn Architekten and Tom Allen, Howard W. Johnson Professor of Management, Emeritus – MIT, Sloan School, Co-authors of "The Organization and Architecture of Innovation"



9:15 am – Architectures for Innovation: The End of Products



Today the disruptive element in industry is speed. We can anticipate many technologies but the stability we assume in planning is now lost. One reason for this is the raw technical empowerment that we have diffused through society; the other is that generations are changing more quickly than ever, bringing to maturity a new audience with new expectations every three years. The "horizontalization" of business is characterized by grassroots, viral technologies that sweep through the world like hurricanes, by mashup rather than well-packaged products, and by social interactions that explore data and distribute it among friends. This talk will show some places to look for technological change – from opportunistic communications that use social networks and context to navigate our world, and to the next generation of teleportation and telepathy.

Dr. Andrew Lippman, Founding Associate Director – MIT's Media Lab

10:15 am – Networking Break





10:45 am – The Enterprise of the Future



The 2008 IBM Global CEO Study: The Enterprise of the

Future reflects the insights of more than 1,000 CEO and public sector leaders, representing 40 nations and 32 industries. Based on the collective wisdom of the CEO crowd, this unprecedented study defines the five core traits of the “Enterprise of the Future” – shedding light on how outperforming CEOs are capitalizing on the diverse set of opportunities brought on by the globally integrated economy. Compelling findings around corporate social responsibility, customer collaboration and partnering, global integration, and business model innovation are all addressed.

Joseph Ziskin, Vice President of Corporate Strategy – IBM Corporation



11:45 am – Best Practices in Environmentally Sound Manufacturing: **THINK Green**



In 1998, Subaru of Indiana Automotive, Inc. (SIA) became

the first automotive assembly plant in the United States to be ISO 14001 certified. Through innovative programs, SIA then achieved zero landfill status in May 2004. In addition, SIA’s entire 832-acre site has been designated a Backyard Wildlife Habitat by the National Wildlife Federation. SIA’s award-winning environmental programs have been the focus of Subaru’s national ad campaign, a segment on CNBC’s “On The Money” and the subject of articles in a variety of publications.

Thomas Easterday, Senior Vice President, Secretary and General Counsel – Subaru of Indiana Automotive (SIA)

12:45 pm – Luncheon

IT’S MORE THAN A CONFERENCE...



Tips for making the most out of YOUR experience while you are with us

At the 32nd Annual International Conference there are many opportunities to learn, network, knowledge-share, and...let’s not forget about having fun. As you begin to plan your time at the conference, please make sure to visit our web site periodically for the most up-to-date schedule of activities above and beyond the conference itself. This year, take advantage of all PDMA has to offer and note that some activities will require you to sign up in advance.

- | | |
|------------------------------------|------------------------------|
| Sunrise Yoga | Innovation Playground |
| Cocktail Receptions | Product Showcase |
| Guru Roundtables | Obeya Room Display |
| OCI Dinner Celebration | Executive-Level Luncheon |
| Disney’s Innovation in Action Tour | Discount Tickets to the Park |

This is a large event with lots to do and see. You can’t be in more than one place at a time, so sending a team will help you cover ample ground for taking action items back to your organization. Special team discounts are available. Please visit our web site for more details.

CONCURRENT BREAKOUT SESSIONS

GURU ROUNDTABLE 1
8-10 People Max.

GURU ROUNDTABLE 2
8-10 People Max.

TOOL STORY

HOT TOPICS

INSIDE THE GURU'S STUDIO

Please Reference Our Web Site for Full Roundtable Descriptions When Making Your Selection (s) and Sign Up Early!

1:15 pm

Getting the Most from Customer Needs Research: Trade-off Analysis
Ron Sipes, Manager, Competitive Intelligence – John Deere Construction and Forestry (Division of Deere and Company) and Nelson Whipple, Director – Resource Systems Group, Inc.



NPD 2.0: The Impact of the Web on Product Innovation
Dawn Lacallade, Manager of IdeaStorm, Global Communities and Conversations Team - Dell Inc. & Dion Hinchcliffe, Founder & Chief Technology Officer - Hinchcliffe & Company



Inside Bank of America's Global Tech and Ops Innovation Lab
Matt Calman, Senior Vice President – Bank of America



Open Innovation: Your On-Ramp to Creating a Better Product
Dwayne Spradlin, President and CEO – InnoCentive



Breaking Down the Barriers to Innovation: Slowing Things Down to Speed Things Up

Jenny Fenig – Executive Empowerment Guru



2:15 pm

Consumer Informed and Capability Driven: Should You Work More with R&D and Engineering to Develop Winning Consumer Concepts?
Bob Boushell, Innovation Portfolio Director – Mars Snack Food USA and Nick Sawbridge, Founder – Rapid Ice



Making Green by Going Green
John Bradford, Vice President of Operations and R&D – Interface Americas, Inc. and Mark Bonnema, Senior Design for Environment Engineer – Haworth, Inc.



Building a World Class Web 2.0 Product Organization
Adam Nash, Senior Director of Product – LinkedIn



Dialogue from the IAPD: Capturing the Hidden Creativity in Your Organization
Don Maynard, Game Changer – Shell International E&P, Inc.



Excellence in Software Product Development
Janaki Akella, Expert Principal – McKinsey & Company



3:15 pm

Networking Break

Networking Break

Networking Break

Networking Break

Networking Break

3:45 pm

Turning Technical Advantage into Product Advantage
Stephen K. Markham, Professor – North Carolina State University



The Impact of Metrics on Product Success: The Good, the Bad, and the Ugly
Chris Pietrzykowski, Department Leader, Integrated Systems – United Technologies Research Center and Donald M. DeLauder, Executive Director, Product Innovation and Advanced Development – MEDRAD Inc.



Reinventing Innovation: The 10 Best Practices of the Design-Lead Innovation Process
Brian Houck, Design Director – Dial Corporation and Rob Wallace, Managing Partner – Wallace Church























New Product Development in Highly Regulated Industries – Beyond Compliance
Noel Sobelman, Medical Device Practice Lead – Kalypso










Dialogue from Inside the Guru's Studio Session: Building a World Class Web 2.0 Product Organization:
Adam Nash, Senior Director of Product – LinkedIn



CONCURRENT BREAKOUT SESSIONS				GURU ROUNDTABLE 1 8-10 People Max.	GURU ROUNDTABLE 2 8-10 People Max.
	TOOL STORY	HOT TOPICS	INSIDE THE GURU'S STUDIO	Please Reference Our Web Site for Full Roundtable Descriptions When Making Your Selection(s) and Sign Up Early!	
1:45 pm	Formulating a Strategy for Co-development Kevin Schwartz, Director – PRTM  	Product Innovation vs. Service Innovation: The Blurred Line Doug Powell, Senior Vice President – Wachovia and A. Troy Alvarez, Senior Vice President – TSYS  	Innovation: The People-Centric Business Process Kim McEachron, Vice President, Human Resources – Medtronic, Inc., CardioVascular Business and Jeffrey Phillips, Vice President of Marketing – OVO 	<i>Dialogue from KEYNOTE Session:</i> Architectures for Innovation: The End of Products Dr. Andrew Lippman, Founding Associate Director – MIT's Media Lab  	<i>Dialogue from the IAPD:</i> Leading the Development and Implementation of a Technology Strategy A. Ritch Larsen, Manager, Technology Strategy – Caterpillar Inc. 
2:45 pm	Networking Break	Networking Break	Networking Break	Networking Break	Networking Break
3:15 pm	Boundary-Less Innovation: Moving Beyond “Open” to Drive Successful Innovation Jami Guthrie, Senior Director, Global Consumer and Market Intelligence – Wm. Wrigley Jr. Company and Phil Roos, President and CEO – Arbor Strategy Group  	Is Business Model Innovation the Key to Strategic NPD? <ul style="list-style-type: none"> • Gary Maharaj, President and CEO – Arizant • Sheri Brassel, Group Development Program Manager – Microsoft • Mike McDougall, Director of Corporate Communications – Bausch & Lomb • Dave Franchino, President – Design Concepts  	Innovation by Design <ul style="list-style-type: none"> • Frank Tyneski, Executive Director – IDSA • Bruce Claxton, Senior Director, Design Integration – Motorola, Inc. • Louis Lenzi, Senior Vice President of Product Development – Audiovox Accessories Corporation  	<i>Dialogue from KEYNOTE Session:</i> The Enterprise of the Future Joseph Ziskin, Vice President of Corporate Strategy – IBM Corporation  	<i>Dialogue from KEYNOTE Session:</i> Best Practices in Environmentally Sound Manufacturing Thomas Easterday, Senior Vice President, Secretary and General Counsel – Subaru of Indiana Automotive  
4:15 pm	Sneak Preview of PDMA ToolBook 4 PDMA ToolBook 4 Chapter Authors and Editors 	Discovering New Opportunities in Product Lifecycle Management Yoon C. Lee, PhD, Managing Director, Product Innovation Team – Samsung Electronics, Co., Ltd. and Brad White, Chief Operating Officer – (r)evolution Partners 			

Post-conference Workshops: **Wednesday, September 17, 2008** • *Workshops 1-5 are the Full Day Workshops*

Workshop 1:	Workshop 2:	Workshop 3:	Workshop 4:	Workshop 5:
<p>NPD Basics Designed for those who have less than three years experience in new product development and management, and for those who are just starting out, the NPD Basics workshop engages participants in the vital question of how to use what they've learned at the conference.</p> <p><i>Robin A. Karol, PhD, NPDP, Executive Director – PDMA and Beebe Nelson, EdD, NPDP, Director – IAPD, PDMA Corporate Member Program</i></p> 	<p>New Product Development Professional Certification Review (NPDP) The NPDP Review – PDMA certified course – is designed for practicing new product professionals who want to assess, identify, and prepare individuals for achieving certification as a NPD professional. This is an excellent learning experience allowing you to determine your NPD strength and gaps of knowledge before taking the NPDP Certification Exam.</p> <p><i>Ken Westray, NPDP, Master PDMA Trainer and President – NP Learning</i></p> 	<p>Key Strategies and Tools for Getting Products to Market Faster The benefits of getting to market early are well documented. This workshop provides practical tools and approaches for making good decisions for shortening development times, and covers the main decision points for faster development of tangible products.</p> <p><i>David James, Director of Manufacturing Innovation – Invetech and Robert Willcox, Engineering Manager – Fluke Networks</i></p>  	<p>Recombinant Technologies™: Finding and Applying Technology to Solve Customer Needs Technological advancements are a major driver of NPD today, increasingly so throughout the last few years. Finding the right technology and integrating it into a product design is crucial. The tools learned in this session will provide you with a structured approach with proven tools and simple skills to finding and applying technologies in new product designs.</p> <p><i>Michael Rainone, Vice President of Engineering – Product Concept Development and John Dreu, Director of Engineering and Product Development, Safety and Security Technology Division – Ingersoll-Rand</i></p> 	<p>Project Portfolio Management – Increasing New Product ROI through Strategic Project Selection and Execution According to the American Productivity and Quality Center, 44 percent of new product projects fail to meet their profit objectives and 49 percent are launched late to market. While many companies do some level of strategic portfolio management, few perceive it as a best practice to help reduce cycle times, product development costs, and ensure a certain level of return on new product investment.</p> <p><i>Anisha Mason, PMP, Managing Partner – Project Solutions Group and Dr. June Gidman, Senior Advisor, Technology Planning and Integration – Chevron Corporation</i></p>  

Registration from 7:00 am – 2:00 pm

Breakfast and Networking from 8:00 am – 9:00 am

Luncheon from noon – 1:00 pm

Please Reference Our Web Site for Full Workshop Descriptions When Making Your Selection(s)

Half Day Workshops

AM Workshops: 9:00 am – noon

Workshops include one 15-minute break

A. Changing the Organization's DNA for Faster, More Profitable Innovation

We've found it's far more profitable to teach naturally creative people business discipline, than to teach naturally disciplined people creativity! Creativity is needed in the front-end of new business, because the odds of success are low. Did you know: only one in 300 ideas submitted to venture capitalists makes money? This is why creative people also need to learn business discipline.

Greg Stevens, President – WinOvations



B. Sink or Swim? The Importance of an Innovation Strategy

As with many business imperatives, our tendency with innovation is to dive into the pool before checking for water. One of the more critical requirements for successful innovation is establishing a strategic foundation for the innovation effort. Prior to launching any type of innovation initiative, whether it be building a sustainable innovation capability or just completing an ad hoc innovation project, it is important to provide strategic guidance to those tasked with driving innovation success.

Brian Christian, President – DASO Consulting and Warwick Stirling, Director of Innovation – Whirlpool Corporation



Half Day Workshops

PM Workshops: 1:00 pm – 4:00 pm

Workshops include one 15-minute break

C. Market Research for NPD: A Crash Course

Even experienced market research professionals often stumble when it comes to applying their craft to the world of new product and service development. Mostly because there are so many options and issues to consider that don't apply as strongly in more common types of market research such as ad copy testing, image and positioning research, product tracking studies, attitude and awareness testing, or competitive intelligence research. This workshop is intended for both novices and those with considerable experience in market research for NPD.

Gerry Katz, Executive Vice President and John Mitchell, Principal – Applied Marketing Science, Inc.



D. Getting Results with Lean Product Development

How can you eliminate waste, improve the flow of knowledge, and make better decisions to deliver more customer value? Lean product development promises to deliver all of these things, and a growing list of companies have used lean to deliver products faster, with lower cost that deliver more customer value. This workshop will share specific strategies for eliminating the most common wastes in product development, taken directly from the companies that have demonstrated lean product development works.

Katherine Radeka, President – Whittier Consulting Group, Inc.



REGISTRATION INFORMATION:

DATE AND VENUE:

September 13-17, 2008

Disney's Contemporary Resort
4600 North World Drive
Lake Buena Vista, Florida, 32830
407-824-1000*

* This number is for general information only

To register for the PDMA's 32nd Annual International Conference, please visit our Web site at www.pdma.org

MEMBER PRICING:

MEMBERS MUST LOGIN USING THEIR USER NAME AND PASSWORD PRIOR TO REGISTERING FOR THE CONFERENCE IN ORDER TO RECEIVE THE PDMA MEMBER DISCOUNTED RATE.

	Register by 7/31	Standard and On site
All Access Pass – Includes five full days of programming and events from September 13-17, 2008	\$2,995	\$3,095
Conference Only – September 15-16, 2008	\$1,895	\$1,995
Academic Research Forum Only – September 13-14, 2008	\$325	\$325

ADD-ON ACTIVITIES:

COST:

Academic Research Forum	\$325
One Full-Day Workshop or Two Half-Day Workshops	\$800
One Half-Day Workshop	\$400

NON-MEMBER PRICING:

	Register by 7/31	Standard and On site
All Access Pass – includes five full days of programming and events from September 13-17, 2008	\$3,195	\$3,295
Conference Only – September 15-16, 2008	\$2,095	\$2,195
Academic Research Forum Only – September 13-14, 2008	\$325	\$325

ADD-ON ACTIVITIES:

COST:

Academic Research Forum	\$325
One Full-Day Workshop or Two Half-Day Workshops	\$800
One Half-Day Workshop	\$400

DISNEY'S BEHIND THE SCENES TOUR:

If you are interested in joining us for Disney's Behind the Scenes Tour: Innovation in Action, please register during the conference registration process. There is an additional \$99 fee for this activity.

PAYMENTS:

Payments must be received by August 29, 2008, and can be paid by check, VISA, MasterCard, or American Express. Please make checks payable to the "Product Development and Management Association" and write the name of the attendee(s) on the face of the check. If payment has not been received by August 29, 2008, your registration will be considered as on-site registration.

Please indicate whether you are eligible for a discount using your distinct priority code. *No two discounts can be combined, and teams must register at the same time in order to receive the team discount. If attendee is eligible for more than one discount, the higher discount will be calculated. Discounts are applied to the prevailing rate. Discounts do not apply to the two-day Academic Research Forum.

If payment will be made by check, mail check along with a copy of your electronic registration invoice to:

PDMA Registration
c/o Association Headquarters
15000 Commerce Parkway, Suite C
Mt. Laurel, NJ 08054

CANCELLATIONS:

Should you be unable to attend for any reason, please inform PDMA in writing and a full refund less a \$395 non-refundable deposit will be issued upon written request by email, fax, or mail. No refunds or credits will be given for cancellations received after August 29, 2008. Substitutions of enrolled attendees may be made at any time. If for any reason PDMA has to cancel this conference, PDMA does not accept responsibility for covering airfare, hotel, or other costs incurred by the registrants. Program content is subject to change without notice.

HOTEL RESERVATIONS:

Attendees can make their hotel reservations through Disney's dedicated reservations Web site. In order to secure your hotel stay under PDMA's discounted room block at \$189 per night (plus tax), we recommend that all attendees stay at the conference venue, which is the Contemporary Resort. Please note that the PDMA discounted room rate will not be acknowledged at other Disney properties. Please visit the Disney Contemporary Resort Hotel Reservations Web Site: www.disneyurl.com/PDMA08

QUESTIONS?

If you have any questions regarding the conference registration process or questions pertaining to making hotel reservations, please email us at PDMA.Question@ahint.com

DISCOUNTS:

A listing of available discounts can be found on our conference Web site at <http://conference.pdma.org/pricingdiscounts>

DIVE RIGHT IN



**Turn to Innovare for
a deep dive into your
customer's world:**

- Voice of the Customer
- Ethnography
- Team Immersion Events
- Concept Development
- Front-end Process Facilitation
- Training

**Discover unmet customer needs
to guide innovation strategy,
product, and service development**

**LOOKING FOR A MORE POWERFUL
CUSTOMER IMMERSION PROCESS?**

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Grounded in Research, Driving for Innovation

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