

# 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?**

**INNOVARE**<sup>®</sup>  
Grounded in Research, Driving for Innovation

2007 Innovare, Inc. All Rights Reserved

11th Annual **Voice of the Customer**

User Experience

DESIGN & INNOVATION

Brought to you by  pdma and 

- Thank you for your interest in Innovare and the year's premier voice of the customer event.
- The conference brochure is in the following pages.
- If you decide to go, please don't forget to use our discount code and save 25% off the registration!
- Of course while at the conference stop by and introduce yourself.
- Any question or to learn more about Innovare call us at 617-479-3818.

As a sponsor, we would like to extend a **special discount** to you. When registering, please reference the following priority code to receive a **25% discount** off the standard rate: **SPONEM2039INNV**

[Register Today](#)

**INNOVARE**<sup>®</sup>

Grounded in Research, Driving for Innovation

11th Annual **Voice of the Customer**  
User Experience  
DESIGN  
& INNOVATION

December 8-10, 2008  
Marriott Newport Beach Hotel & Spa  
Newport Beach, California

Cutting-Edge Case Studies from:

Pitney Bowes  
AARP  
Universal Studios Hollywood  
Herman Miller  
WD-40  
PPG Industries  
Flowserve  
Barbara Perry Associates  
Philips Healthcare  
J.D. Power & Associates  
IDEX Corporation  
Shespeaks.com  
Philips Respironics  
Excellus BlueCross BlueShield

New Research on VOC Methods for Ideation



**Robert G. Cooper**  
Professor Emeritus, DeGroote School of Business, **McMaster University**  
President,  
**Product Development Institute Inc.**

Turning Customer Complaints into a New Product



**Graham Milner**  
Executive Vice President,  
Global Innovation,  
**WD-40 COMPANY**

Unlocking VOC Through Emerging Media



**Erik Hauser**  
Founder and Executive Creative  
Director,  
**Swivel Media**  
Founder,  
**Experiential Marketing Forum**

ENGAGE. CONNECT. **ACT.**

**New for 2008** ■ VoC Metrics ■ Breakthrough Innovation ■ Tapping into the Blogosphere ■ Outsourcing vs. Insourcing ■ Evidence-Based ■ Product Design ■ Ethnographic Immersion ■ B2B Perspectives ■ Actionable Insight from Online Communities ■ QFD ■ Idea Generation Sources ■ VoC for Mature Industries ■ Inspiring Organizational Change ■ Customer Value Curves ■ VoC Gone Bad ■ Subsistence Marketplaces ■ Virtual Worlds ■ Lead User Theory ■ Shoestring Budgets ■ Consumer Experiences

# User Experience Design & Innovation

Based on a recent study by Robert Cooper and Scott Edgett, the **Voice of the Customer holds the most vital data and insights** to generate profitable ideas as well as new products and services. Numerous front end techniques have been tried, and tried again, from open innovation to internal brainstorming sessions - the options are vast. Cooper & Edgett have proven that **implementing efficient and effective VoC techniques is your catalyst to ideation and product innovation.**

On Tuesday, December 9th, Dr. Cooper will keynote the 11th Annual Voice of the Customer conference where he will showcase the results of his latest industry study on the most popular and most effective idea generation sources.

As the customer continues to be more influential the importance of partnering with them early on is critical. New products fail 80% of the time, but integrating VoC techniques within a project can significantly improve your success rate. That's why we've created an event that explores traditional VoC techniques, from ethnography to lead user analysis, coupled with breakthrough strategies which include **generating ideas while in a recession**, to VoC strategies for **online communities** and **forums** as well as **virtual worlds** and **blogs**.

### New to VoC and need to play catch up?

You'll get the nuts and bolts PLUS the cutting edge methods all in one shot.

### Coming back again this year?

We have designed a robust, interactive program to bring you more than just a topline overview. We've hand picked thought leaders and industry experts who will reveal their unique perspectives, their successes and failures, and help you enhance discovery and innovation for your organization.

In addition, the 2008 program focuses on User Experience Design & Innovation - This will enable you to move beyond simple customer requirements and develop processes that **div deep to engage and connect with your consumer.**

### Our speakers will inspire you to uncover the most crucial unarticulated, unmet needs of your customer.

#### Learn how to:

- Incorporate Voc Practices On A Shoestring Budget - **AARP**
- Build Actionable Insight With Consumers Through Emerging Media - Shespeaks.com, **Keynote Erik Hauser**, and **J.D Power & Associates**
- Turn Customer Complaints Into A New Product - **WD-40**
- Use Evidence Based Design and Customer Research To Develop New Products-**Herman Miller**

Join us December 8-10 for the **ONLY industry event sponsored by the PDMA that supports VoC methodologies as dictated by their Body of Knowledge.** The Annual Voice of the Customer has evolved to meet your current needs. Missing out on this event means losing valuable customer insight crucial to your organization's long term success.

I hope to see you in Newport Beach,



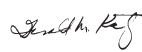
Kristin Paulick  
Conference  
Producer  
Marketing &  
Business Strategy,  
IIR



Jennifer Finer  
Conference  
Director  
Marketing &  
Business Strategy,  
IIR



Kim Rivielle  
Managing Director  
Marketing &  
Business Strategy,  
IIR



Gerry Katz  
Conference  
Chairman  
Applied Marketing  
Science, Inc.



Anne Orban  
VP of Conferences  
PDMA

A special thanks to our dedicated Advisory Board,  
Gerry Katz, Applied Marketing Science, Inc, and Liz Mountjoy, PRTM

Doug Bazuin, Researcher, New Product Development, **HERMAN MILLER, INC.**

Robert G. Cooper, Ph.D, President, **PRODUCT DEVELOPMENT INSTITUTE INC**, Professor Emeritus, **MCMACSTER UNIVERSITY**

David Duncan, Ph.D, Partner, **INNOVATION**

Robert Fox, Director, Quality Assurance, Member Communications, **AARP**

Aliza Freud, CEO, **SHESPEAKS.COM**

Chris Giles, VP, Global Product Development, **PITNEY BOWES**

Rusty Glaser, Executive Director, Commercial Excellence, **IDEX CORPORATION**

Erik Hauser, Founder & Executive Creative Director, **SWIVEL MEDIA**, Founder, **EXPERIENTIAL MARKETING FORUM**

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

Wendy Kheel, Director, Strategic Insights, **UNIVERSAL STUDIOS, HOLLYWOOD**

Nick Kompare, Director, Strategic Marketing and Innovation, **EXCELLUS BLUECROSS BLUESHIELD**

L. Alan Love, Director, Infectious Disease Imaging, **PHILIPS HEALTHCARE**

Sheila Mello, Principal Consultant, **PRODUCT DEVELOPMENT CONSULTING, INC.**

Graham Milner, Executive Vice President, Global Innovation, **WD-40 COMPANY**

John C. Mitchell, Principal, **APPLIED MARKETING SCIENCE, INC.**

Liz Mountjoy, Manager, **PRTM**

Cheryl Richards, Global Market Development Manager-Wind Energy, **PPG INDUSTRIES**

Don Ross, Ph.D, MBA, President, **INNOVARE**  
Ruth Sando, Ph.D, Cultural Anthropologist, **BARBARA PERRY ASSOCIATES**

Richard H. Tait, Ph.D, Principal, **PRODUCT DEVELOPMENT CONSULTING, INC.**

Linda Trevenen, Director of Marketing Excellence Programs, **PHILIPS RESPIRONICS**

Bill Tuohig, Senior Director of Product Management, **J.D. POWER & ASSOCIATES**

Eric van Gemeren, Vice President, FCD Research & Development, **FLOWSERVE**

Madhu Viswanathan, Associate Professor, Department of Business Administration, **UNIVERSITY OF ILLINOIS**

## PDMA Member Discount....Are you a PDMA member? Save an additional \$100 off the prevailing conference price!



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. Founded in 1976, the 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 22 chapters across the USA, and 10 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.

#### 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 Southern California Chapter or to become a member, please visit: [www.pdma.org/socal](http://www.pdma.org/socal)

For Additional Membership Information Call: 800-232-5241 or visit [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.

Attend the entire three days and earn up to 24 PDHs towards your NPDP recertification. Each full day of this conference qualifies for eight PDHs.

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).

8:30-9:00 Registration & Morning Coffee

12:30-1:30 Luncheon for AM workshop participants

## AM WORKSHOP

9:00-12:30

### Measuring Your Voice of the Customer Results – Apply Customer Value to Drive Your Bottom Line Results



Learn how you can help your company take the voice of the customer directly to your bottom line throughout the design cycle. Virtually every organization pursues the voice of its customer when defining new products or

services, yet few are completely satisfied with their follow-through and their ability to measure success. In this highly interactive session, you will explore a leading edge approach that incorporates VOC-driven price and cost considerations into everyday design decisions and trade-offs.

Explore how your voice-of-the-customer deliverables can become a set of requirements that are structured, prioritized, ranked, and measurable using the Kano methodology. Learn how to develop Customer Value Curves that will allow you to use customer value to set targets for your customer requirements and drive your innovation. This workshop will address how to measure customer value and optimally drive bottom line growth using the Kano Model and Customer Value Curves.

#### Key Deliverables:

- Develop the foundation for value-based decision making
- Objectively evaluate a customer's view of feature prices
- Select the "critical few" customer requirements that optimize gross margin
- Insight into using the "best available knowledge" in setting targets
- Keys to incorporate the voice of the customer into predictive measures of success

All attendees will receive a copy of Sheila Mello's best selling book "Customer-centric Product Definition – The Key to Great Product Development"

Sheila Mello, Principal Consultant, **PRODUCT DEVELOPMENT CONSULTING, INC.**

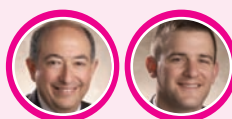
Richard H. Tait, PhD, Principal, **PRODUCT DEVELOPMENT CONSULTING, INC.**

OR

## PM WORKSHOP

1:30-5:00

### Choices, Choices, So Many Choices! – Which VOC Methods Work Best, and When?



Designing a VOC study used to be easy. But as the field has evolved, product developers are now faced with dozens of design options to consider, some of which rely on the most recent research and others on state-of-the-art technologies.

For instance:

- Focus groups vs. one-on-one interviewing
- Face-to-face vs. telephone vs. web
- Ethnography vs. customer visits vs. central location research
- Recording vs. note-taking
- Lead users vs. "average" customers
- Outsourcing vs. do-it-yourself

This workshop is intended for those who need practical, objective information about all of the pluses and minuses to consider in choosing an approach for your VOC project and, since there is never just one "right" way, the circumstances under which each method is appropriate. Bring your own project to the discussion as an example and join the experts in helping others with theirs.

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

John C. Mitchell, Principal, **APPLIED MARKETING SCIENCE, INC.**

## FULL-DAY

### Ethnographic Adventure at Fashion Island Newport Center

9:00-4:00

#### Seeing & Believing: Getting the Most from Your Ethnographic Experiences



All markets today require us to be in touch – not only with what is "out there" – emerging consumer behaviors and drivers, but also with what is "in here" – our own biases and ability as a team to creatively translate those unarticulated needs into innovative customer experiences. Participants in this workshop

will be introduced to team ethnography, a process that transforms a "tool" into an impactful organizational learning experience. The approach, developed over thirty years, helps teams take a do-it-yourself approach to ethnography that delivers on the promise of "seeing the world with new eyes."



In this experiential workshop, we will focus on the three critical stages of team ethnography:

1. The "Get Ready" Work
2. The Fieldwork Experience
3. Making Meaning – the Now What?

Working in teams with a set of business goals and challenges, we will begin at the hotel, go to Fashion Island at Newport Center for the fieldwork, and return to the hotel to explore both what was learned and how to facilitate a team's ability to build actionable insights from ethnographic data.

This workshop will be led by Ruth Sando, Ph.D., a cultural anthropologist with Barbara Perry Associates, pioneers of team ethnography in business settings.

Ruth Sando, Ph.D., Cultural Anthropologist, **BARBARA PERRY ASSOCIATES**

For complete bios of workshop leaders, please visit: [iirusa.com/voc](http://iirusa.com/voc)

**Who Will Be There?** Attendees will be cross-industry Vice Presidents, Senior Directors, Directors, Senior Managers, Managers and Consultants of: New Product Development, Front End/Innovation & Discovery, R&D, Strategic Planning and Development, Six Sigma, CRM, Marketing & Sales, Brand Management, Category Management, Market Research, New Business Development, Global Consumer Insights, Market Intelligence, Global Research, Engineering, & Technology.

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

8:00-8:40

Registration & Morning Coffee

8:40-9:00

Chairman's Opening Remarks



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

9:00-10:00

**Keynote: Voice-of-Customer Methods – Are They The Best Sources of New Product Ideas?**



Breakthrough new product ideas are necessary to feed the innovation funnel, but they're missing in too many companies. Find out which are the best sources of new product ideas, and how voice of customer methods fare against the rest. Dr. Cooper present the results of his latest industry study into product innovation methods to identify the most popular and most effective idea generation sources.

Dr. Robert G. Cooper, President, **PRODUCT DEVELOPMENT INSTITUTE & Professor Emeritus. MCMASTER UNIVERSITY, ONTARIO CANADA**

10:00-11:00

**Featured Session: Trying to Hear the Voice of the Customer in a Mature Industry**

In a mature industry it's easy to think you understand the customer, especially in a regulated environment. During this session Pitney Bowes

shares its experience and approach to market research. Focus groups, QFD, web enabled surveys – all combine to provide valuable, measurable insight into customer needs – the real challenge comes when you want to disseminate and act on the results across a large organization.

- Building a multi-phased research plan, small steps to big ideas
- How to innovate when your current products meet customer expectations.
- The consequences on innovation extend well beyond the product or solution, explore methods that allow your organization to hear the voice of the customer and prepare to support new products.

Chris Giles, VP, Global Product Development, **PITNEY BOWES**

11:00-11:30

Networking Break

11:30-12:30

**Panel Discussion: When VoC Goes Bad**

Despite everyone's best efforts, every VoC study does not result in a smashing success. Hear VoC horror stories from consultants with cross-industry clients to uncover what might have caused a project to fail and what could have been done to ensure success.

Sheila Mello, **PRODUCT DEVELOPMENT CONSULTING, INC.**

Liz Mountjoy, **PRTM**

Gerry Katz, **APPLIED MARKETING SCIENCE**

Donald Ross, **INNOVARE**

12:30-1:30

Luncheon

1:30 Concurrent Track Sessions Begin. Select a session that interests you!

## Track One

### Tools, Techniques & Processes For VoC

1:30-2:15

**Listening to the Voice of the Customer in Subsistence Marketplaces or the Base of the Pyramid**



This presentation will be based on a decade-long program of research on subsistence marketplaces, social initiatives based on this research, and teaching initiatives. This program is characterized by a unique micro-level, bottom up focus on buyers, sellers, and marketplaces in subsistence contexts in contrast to macro level economic approaches or mid-level business strategy approaches, such as the base of the pyramid approach. Such a micro-level focus is well suited to listen to the voice of the subsistence customer. The presentation will provide a broad overview of subsistence marketplaces and specific insights about consumer behavior, market research, product development, and other topics related to marketing and management that are required to create solutions and engage such marketplaces in sustainable ways.

- Appreciating the radically different context of subsistence marketplaces
- Understanding some challenges in listening to the voice of the customer in subsistence marketplaces
- Understanding some aspects of consumer behavior in subsistence marketplaces
- Envisioning a role for of marketing activities (market research, product development, etc.) in subsistence marketplaces

Madhu Viswanathan, Associate Professor, Department of Business Administration, **UNIVERSITY OF ILLINOIS**

## Track Two

### Trends and Advancements in VoC

1:30-2:15

**Creating Great Consumer Experiences**



This session will focus on how Excellus BlueCross BlueShield is using the voice of the customer to expand the health plan's value proposition, beyond just a payer of medical claims. This presentation will take you through how Excellus created a cross-functional team and used a comprehensive customer immersion process to more fully understand customer challenges and unmet needs. That immersion enabled the team to clearly understand the consumer's articulated and unarticulated challenges and to create new products and new consumer experiences that will differentiate the plan in its marketplace.

Key Deliverables:

- Broadening the organization's focus from product development to delivering high-value consumer experiences
- Immersing a broad cross-functional team into the voice of the customer without placing a high demand on the team's most limited resource, their time
- Focusing the organization's capabilities and creativity towards creating new interactions at all key touch points that differentiate the brand in the marketplace

Donald Ross, PhD, MBA, President, **INNOVARE**

Nick Kompare, Director, Strategic Marketing and Innovation, **EXCELLUS BLUECROSS BLUESHIELD**

Produced By



The Institute for International Research (IIR), the world's largest business conference organization, has offices in 32 major cities around the globe including New York, London, Paris, Frankfurt, Milan, Stockholm, Amsterdam, Hong Kong and Sydney. IIR conferences address the areas of marketing, finance, insurance, pharmaceutical, manufacturing and information technology. For more information, visit, [www.iirusa.com](http://www.iirusa.com). This conference was produced by Kristin Paulick of IIR. Contact her at [kpaulick@iirusa.com](mailto:kpaulick@iirusa.com).

## Track One Tools, Techniques & Processes For VoC

2:15-3:00

### Hot Topic Session

To allow for timely, up to the minute case studies, we've reserved this timeslot for presentations that add value, are forward thinking, and cover the issues most relevant to our audience at the time of the event. If you are interested, please contact Susan Cook, Senior Business Development Manager at [scook@iirusa.com](mailto:scook@iirusa.com).

3:00-3:30

Networking Break

3:30-4:15

### Introducing New Customer Solutions Through VoC

Flowserve, a leading B2B supplier of pumps, valves, seals, and automation services, was facing a situation where they were behind their competitors in new product advancements and their customers were demanding more. Rather than rush to follow their competitors, Flowserve took a step back to better understand customer needs in order to determine new platform opportunities.

Through careful planning, customer insight collection and analysis, Flowserve's cross-functional team built a new platform that has not only exceeded sales expectations, but has leapfrogged the competitors. Customers have said they couldn't have designed the product better themselves, and Flowserve has acquired new accounts that they were previously unable to penetrate. Learn how B2B companies like Flowserve can successfully employ VoC methodologies to introduce new solutions to their customers.

Hear how Flowserve addressed:

- Getting buy-in from the organization into the VoC methodology
- Planning for and collecting customer insight from the "right" B2B customers
- Analyzing results to understand platform and product opportunities

Eric van Gemeren, Vice President, FCD Research & Development, **FLOWSERVE**

4:15-5:00

### Deploying VOC Throughout the Organization to Achieve Cultural Change

This presentation provides an overview of one company's approach to deploying VOC throughout a global organization in a way that accelerates cultural change without adding or redeploying full-time resources to VOC. Elements of the deployment approach to be reviewed include planning, training, certification and recertification requirements, VOC project selection, organizational support and alignment, measurements, incentives, and communications.

Rusty Glaser, Executive Director – Commercial Excellence, **IDEX CORPORATION**



5:00-6:00 Annual Cocktail Party Co-Sponsored by  and 

*Relax after a full day of learning... Enjoy cocktails and conversations with your peers!*



### The Venue

#### Make the Most of Your Experience at the Newport Beach Marriott Hotel and Spa

Discover unparalleled beauty and relaxing luxury at the Newport Beach Marriott Hotel and Spa. This newly remodeled Newport Beach hotel accommodation offers a whole new take on coastal living with sleek, modern style. Retreat to an elegant guest room, and enjoy sweeping Pacific views, a vibrant decor, and plush furnishings. Or, escape to the tranquility of Pure Blu the all-new spa which soothes the soul with exclusive treatments, private cabanas, and a state-of-the-art fitness center. And discover championship golf, colorful attractions, and world-class shopping nearby. Indulge in the classic SoCal lifestyle at this preferred choice of Newport Beach hotels and spas.

## Track Two

### Trends and Advancements in VoC

2:15-3:00

#### Evidence Based Product Design at Herman Miller – the Nala Patient Chair



Herman Miller's newly launched Nala patient chair sets a best in class example of effective utilization of voice of the customer research and evidence based design. This session will outline Herman Miller's process for product development from early opportunity identification through validation of product and message. A key component of the success of Nala development was the iterative process of talking with experts and customers and integrating positive improvements in the product.

- Importance of upfront work identifying customer criteria
- Importance of iterative testing and refinement of the product
- Importance of respondents in the process and their willingness to share

Doug Bazuin, Researcher, New Product Development, **HERMAN MILLER, INC.**

3:00-3:30

Networking Break

3:30-4:15

#### Leveraging VoC Approaches to Prepare and Respond to Health Disasters

It'll never happen to me. Not here. Yes, but what if it did? How would you cope? How would that make you feel? We've all heard these responses of hopeful denial before. We all understand the incredible power of open ended questioning. However the strength of the VoC approach was critical to exploring and understanding a subject as uncomfortable, as terrifying and as broad in scope as pandemic or bioterror.

Virtually no corner of healthcare, community, government or research would be untouched by such a biological event. Research is key to enhance preparedness and response. In addition to the challenges of addressing so many different stakeholders, the VoC approach also provided powerful leverage to find the critical intersection points, where we could focus our energies and solutions to deliver the most comprehensive solution set to our prospective customers.

L. Alan Love, Director, Infectious Disease Imaging, **PHILIPS HEALTHCARE**

4:15-5:00

#### VoC on a Shoestring Budget

Regardless of the size of your business, commercializing innovation is an imperative for growth and profitability. Voice of the Customer practices are a proven way of driving successful innovation, but, all too often, such practices are the first things to be squeezed out when resources are constrained. We will discuss several methods that have been successfully employed to shed some light in the darkness at very manageable cost, even as budgets are tightened in an economic downturn.

Learning Objectives:

- Appropriately frame a low-budget VoC approach to innovation
- Understand possible resources to leverage that won't eat a budget
- Share experience of what has worked and what hasn't in a mid-size company atmosphere

Robert Fox, Director Quality Assurance, Member Communications, **AARP**

8:00-8:45  
Morning Coffee

8:45-9:00  
Opening Remarks by the Conference Chair

9:00-10:00  
**Keynote: Unlocking the Voice of the Customer Through Emerging Media**



Erik Hauser is an acknowledged thought leader due to his groundbreaking work with virtual world platforms in addition to all other forms of emerging media that create positive brand experiences. Erik was the first to step into the world of Second Life and similar metaverse platforms as early as 2004 on behalf of his clients. His work with Wells Fargo's Stagecoach Island, a virtual world to teach fiscal literacy to young adults, has been published in numerous international press outlets and major domestic media such as TIME, BusinessWeek, and Forbes.

Erik founded Swivel Media in early 2000 with a goal to transform the way people experience brands. Eight years later, Swivel is among the world leaders in experiential marketing with prestigious clients, including Wells Fargo, EPSON, Careerbuilder.com, Oracle, Chevron/Texaco, TiVo, CNET, YAHOO, Samsung, Stanford University and AT&T Broadband. In addition, Erik founded the International Experiential Marketing Association (IXMA). He is also creator and moderator of the Experiential Marketing Forum (EMF), an online discussion group of industry practitioners, clients, students and educators.

Erik Hauser, Founder and Executive Creative Director, **SWIVEL MEDIA**,  
Founder, **EXPERIENTIAL MARKETING FORUM**

10:00-11:00  
**Featured Session: Why Hire a Milkshake? Fueling innovation by focusing on the customer's "job to be done"**



Innosight's founder, Harvard Professor Clayton Christensen, first described the jobs-to-be-done concept in his bestseller *The Innovator's Solution*. Recognizing that customers "hire" products and services to get a specific "job" done broadens your perspective on the addressable market, highlights previously unseen "white space" growth opportunities, and exposes competitive threats from non-traditional sectors or players. In his discussion, David Duncan will share case examples of their field work over the past eight years with leading companies like P&G, J&J, and GM as they apply the JOBSTM methodology to capture and incorporate the voice of the customer throughout their innovation cycle.

David Duncan, Ph.D, Partner, **INNOSIGHT**

11:00-11:30  
Networking Break

11:30-12:30  
**Featured Session: Turning Customer Complaints into a New Product**



"But I always lose the ###\$\*!# little red straw thing!!" How do you improve on America's most popular product? A can of WD-40 can be found in 85% of US homes. For years the only consistent WD-40 brand complaint was the red straw, but not wanting to add cost without value caused the status quo to remain. What changed our minds? Really who changed our minds? Hear the journey from idea, to design, to test, to worldwide rollout. Key deliverables:

- How to add value to every spritz
- Using partners to make it happen
- How "smart" was it?
- How we heard the consumer...finally!

Graham Milner, Executive Vice President, Global Innovation, **WD-40 COMPANY**

12:30-1:30  
Lunch

1:30 Concurrent Track Sessions Begin. Select a session that interests you!

## Track One Tools, Techniques, & Processes For VoC

1:30-2:15

### Hot Topic Session

To allow for timely, up to the minute case studies, we've reserved this timeslot for presentations that add value, are forward thinking, and cover the issues most relevant to our audience at the time of the event. If you are interested, please contact Susan Cook, Senior Business Development Manager at [scook@iirusa.com](mailto:scook@iirusa.com).

2:15-3:00  
**Out-Sourcing to In-Sourcing: Faster, Better, Cheaper**



Until 2005, Universal Studios Hollywood used an outsourced research firm to conduct all in park research. In 2006, the decision was made to establish a fully integrated internal research department. Discover how USH was able to create a team that was responsive to business needs, flexible, affordable, efficient, and of course, fun.

Learning Objectives:

- Review the steps involved in the transition (funding, training, technology)
- Respond to top-line business needs and avoid extraneous data
- Involve the end-user in the process to understand key challenges

Collaborate with internal team members to improve research results

Wendy Kheel, Director, Strategic Insights, **UNIVERSAL STUDIOS, HOLLYWOOD**

## Track Two Trends & Advancements

1:30-2:15  
**VoC Case Study in a Technology-Driven Culture**

This case study describes best practices around proper planning, interviewing, and interpreting VOC data. Linda will illustrate how proper VOC techniques improved overall project design, progression of project, and business outcomes in a technology-driven industry. This case illustrates the use of image and requirements diagrams and how they were incorporated with other pieces of customer data in the overall project. Learn how the VOC findings also assisted in the development of statistically significant surveys that led to developing customer requirements for a medical device. Linda Trevenen, Director of Marketing Excellence Programs, **PHILIPS RESPIRONICS**

2:15-3:00  
**Social Media & VOC: Your Customers Are Talking – Are You Listening?**

Social media has added a whole new dimension to VOC programs. Instead of relying on the responses elicited by focus groups and polls, you can now "listen" into millions of customer conversations taking place online and glean insights from raw consumer opinion. Adding to this innovation is another breakthrough VoC approach called tribe analysis. With the knowledge gained from tapping into the blogosphere, you can segment consumer clusters (tribes) based on common interests and attain an unparalleled understanding of consumer motivation, behavior and psychographics. Learning Objectives:

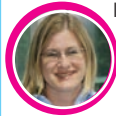
- Extend your VoC processes to include social media
- Understand the shared interests and motivations of a tribe
- Apply this knowledge through strategic marketing and customer experience programs
- Impacts of tribe analysis and social media on the VoC process

Bill Tuohig, Senior Director of Product Management, **J.D. POWER & ASSOCIATES**  
cont....

## Track One Tools, Techniques, & Processes For VoC

3:00-3:30  
Networking Break

### 3:30-4:15 Understanding the Customer: It's a Breeze!



I did a VoC with PPG Industries where we studied the wind energy industry. We used a tool, got data, learned unexpected things, understood their needs, and brought other businesses to market. My talk will be about a technical person using VoC to go B2B. We did a complete supply chain study, instead of listening to direct customers went and talked to everyone and could be more strategic in marketplace.

Cheryl Richards, Global Market Development Manager - Wind Energy, PPG INDUSTRIES

## Track Two Trends & Advancements

3:00-3:30  
Networking Break

### 3:30-4:15 How O.P.I Builds Actionable Insight with an Innovative Network of Target Consumers



Long a favorite for both home and salon manicures, the OPI brand has a cult-like following, as much for the quality of its products as for the quirky names assigned to the colors. SheSpeaks, the women's insight and word-of-mouth marketing network, worked with OPI to establish a direct dialogue with targeted female consumers in order to obtain research feedback and insights. Gain information on how to tap into women's networks to engage, develop actionable insights and gain a legion of brand ambassadors.

- Learning Objectives
- Insights into what consumers want, how they connect, why they buy
  - How to create sustained insights with your targeted consumer
  - The strength of online communities and how you can tap into these communities to develop insight for your brand

Aliza Freud, CEO, SHESPEAKS.COM

# REGISTRATION DETAILS

#### Five Easy Ways to Register

**CALL:** 888.670.8200  
**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 indicate which events you will attend:

Registration Options*	Register by October 10	Register by November 14	Standard & On-site Rate
Conference Only	\$1,995	\$2,095	\$2195
Conference + One Workshop	\$2,395	\$2,495	\$2,595
Conference + Two Workshops	\$2,795	\$2,895	\$2,995
Conference + Full Day Ethnographic Adventure	\$3390	\$3490	\$3590

\*Tiered pricing is valid through expiration date. New pricing takes effect at specific dates indicated. All fees must be paid in full by expiration date or your price will increase to the next level tier.

**PAYMENTS:** 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: M2039. If payment has not been received prior to registration the morning of the conference, a credit card hold will be required.

**DATE & VENUE:** December 8-10, 2008  
 Newport Beach Marriott Hotel & Spa  
 900 Newport Center Drive  
 Newport Beach, CA 92660

#### BOOK YOUR ROOM:

A block of rooms will be held for a limited time at the Newport Beach Marriott Hotel & Spa. 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).

**GROUP DISCOUNTS AVAILABLE NOW:** Turn this into a growth opportunity for your entire team. Contact Aloycia Bellillie at 646-895-7410  
 Groups of 3-6 people qualify for 15% off the standard price (all registrations must be made at the same time to qualify for the discount)  
 Groups of 7 or more people qualify for 20% off the standard price (all registrations must be made at the same time to qualify for the discount)

#### WHAT SHOULD YOU WEAR?

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

**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. If for any reason IIR decides to cancel this conference, IIR accepts no responsibility for covering airfare, hotel or other costs incurred by registrants, including delegates, sponsors, speakers and guests.

#### DISCOUNT OPPORTUNITIES ARE AVAILABLE IF:

- You are a PDMA member, you qualify for \$100 off the prevailing conference rate
- You are from a company that is speaking at the conference, you qualify for a 20% discount off the standard & on-site rate
- You are from a company that is sponsoring the conference, you qualify for a 25% discount off the standard & on-site rate
- You are a government, Non-Profit, or Academic Professional, you qualify for 30% off the standard & on-site rate

All discounts are off the standard and onsite fees. No two discounts can be combined. Please note that early registration discounts may be a better value than some of the discount opportunities here, so please register today.

**INCORRECT MAILING INFORMATION:** If you are receiving multiple mailings, have updated information or would like to be removed from our database, please contact Natalie Small at 212-661-3876, or fax this brochure to her attention at 419-781-6036. Please keep in mind that amendments can take up to six weeks.



Any disabled individual desiring an auxiliary aid for this conference should notify IIR at least 3 weeks prior to the conference in writing by faxing 212-661-6045.

## GET INVOLVED!

Are you interested in speaking, sponsoring networking or exhibiting? Our premium priced events attract attendance by only top level professionals. Be seen and heard by the people you need to meet. If you're interested, please contact Susan Cook, Senior Business Development Manager, IIR at 646-895-7469 or via email at [scook@iirusa.com](mailto:scook@iirusa.com)

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

**SPONSORS:**



**Applied Marketing Science** founded in 1989 with roots in the MIT Sloan School, is one of the leading Voice of the Customer consulting companies in the world. AMS' proven methodologies for gathering the Voice of the Customer, conducting QFD training and facilitation, and brainstorming using web-based tools, have helped hundreds of clients in a broad range of industries incorporate "best practices" into their product development processes. AMS offers extensive training, coaching, and turnkey services, and specializes in developing customized solutions to meet client needs. [www.ams-inc.com](http://www.ams-inc.com).



Since 1990, **Product Development Consulting, Inc.** has helped companies of all sizes in all industries create market-winning product portfolios. PDC's services span the product development spectrum, from portfolio management and collaboration to product definition and metrics. Fortune 500 and other high-growth companies look to PDC for an "inch-wide, mile-deep" approach that yields lasting effects for bottom line growth. Visit [www.pdcinc.com](http://www.pdcinc.com) for more about PDC.



**Innovare** focuses the creativity in your organization and inspires innovation. We provide voice of the customer, ethnography, market research, team immersion events, ideation, front end process facilitation and training. We use best practices to help clients build the insights, strategies, concepts, and process for sustained innovation that drives business growth.



Institute for International Research  
708 Third Avenue  
NY, NY 10017

PRSR STD  
U.S. Postage  
PAID  
IIR

**MEDIA PARTNERS**



**MarketResearch.com** opens the door to the world's largest collection of market research. As the single source for continuously updated market intelligence, MarketResearch.com offers more than 130,000 market research reports from over 550 leading global publishers. Our

research specialists save you time and give you unbiased, expert insights so that you can be confident you're getting the right research every time. Not only do we help you identify the most valuable and reliable research, we deliver it. [www.marketresearch.com](http://www.marketresearch.com) 1.800.298.5699 1.240.747.3000



**DRM Associates** is leading consulting firm in the field of product development. We support product planning and strategy, portfolio management, pipeline management, stage/phase-gate process. We assist product teams with project planning and management, voice of the customer, quality function deployment, target costing,

and design for manufacturability. Our sister firm, PD-Trak Solutions provides project and portfolio management software (see [www.pd-trak.com](http://www.pd-trak.com)). We sponsor the Product Development Forum, a source of information on product development (see [www.pdforum.com](http://www.pdforum.com)).



**Quirk's Marketing Research Review** is the only monthly magazine, e-newsletter and online resource devoted entirely to professionals responsible for conducting, coordinating and purchasing marketing research products and services. Designed to promote the understanding, use and value of marketing research, its free resources include original articles on research techniques, case histories, news, survey findings, global listings for conferences and jobs, discussions and the most complete directories of market research product and service companies. More than 65,000 professionals access Quirk's resources every month. To get your own FREE access visit [www.quirks.com](http://www.quirks.com).



Co-Sponsored Best Practices Event

11th Annual **Voice of the Customer**  
User Experience  
DESIGN  
& INNOVATION

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

December 8-10, 2008  
Marriott Newport Beach Hotel & Spa  
Newport Beach, California