

**PLANNING AND DEVELOPING NEW PRODUCTS**

When it comes to new product development, it can be a long haul from concept to profitability.

Seminar #4259

**Overview**

Here's where you'll learn methods to get maximum mileage from market research...strategies for breakthrough ideas...and tactics for innovative and new product development.

**Schedule**

- [3] days

---

- [3] days - \$2,195 Non Members
- [3] days - \$1,995 AMA Members
- [3] days - \$1,708 GSA

**Credits**

1.8 CEU

**Schedule**

We have 5 scheduled sessions located nationwide starting between 6/25/2012 - 1/7/2013

Date	Location	Duration
Jun 25, 2012 - Jun 27, 2012	San Francisco, CA	3 Days
Aug 27, 2012 - Aug 29, 2012	Atlanta, GA	3 Days
Oct 22, 2012 - Oct 24, 2012	San Francisco, CA	3 Days
Nov 7, 2012 - Nov 9, 2012	New York, NY	3 Days
Jan 7, 2013 - Jan 9, 2013	Arlington/Washington DC, VA	3 Days

Registering more than 4 people, please call 1-877-566-9441.

**How You Will Benefit**

- Understand the eight critical keys to success
- Define objectives and strategies for your new product development program
- Analyze from a financial perspective
- Bring innovation to market quickly using new product development insights
- Effectively handle product testing and launch issues
- Use market research to identify profitable new markets
- Successfully manage your team

**What You Will Cover**

- How to generate ideas for new products
- Surveying your competition
- Determining if new products are in line with overall corporate strategy and with your current portfolio
- Conducting small-scale tests to eliminate unprofitable ideas
- Techniques of market testing
- Developing a market-driven business plan
- The team approach to managing new products
- Managing the product life cycle: the launching process...evaluating market performance results

**Who Should Attend**

Professionals with six months to five years of new product development experience, managers of new product planning and development...corporate planners...R&D directors and managers...project managers and directors and specialists in new product design...product managers...marketing vice presidents, directors and managers.

**Note:** Attendees should have two years of marketing experience.

**Ways to Register**

- [Register Online](#)
- Call 1-877-566-9441 for an AMA Training Consultant
- Email [customerservice@amanet.org](mailto:customerservice@amanet.org)
- Fax [AMA Text Registration Form](#)
- Mail [AMA Text Registration Form](#)