



**Ruth is back in KL -
in Person!**



by:

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President, eMarketing Strategy
International Trainer

INTRODUCTION

Companies need a steady stream of new products and services to satisfy current customers, and to attract new ones. But it's a sad fact that in some categories as much as 95% of new products fail. This program introduces the theory and practice of successful new product development, to support the firm's goals for sustainable, profitable growth.

New Product Development (NPD) reviews the basic tools of new product development—from opportunity identification, to ideation, concept evaluation, market research, prototyping, market testing, and launch.

Saturday, **2nd** July
2022

9:00am – 5:00pm

**@ IMPIANA KLCC HOTEL
Kuala Lumpur**

**CLAIMABLE UNDER
SBL-KHAS**



REGISTER EARLY!

Benefit and learning from this course:

- Product innovation is your #1 source of business growth.
- How to deliver a steady stream of successful new products to your customers.
- Understand the strategic importance of new products and services to business growth, and the importance of continuous innovation to competitive survival.
- Know the proven (albeit often chaotic) steps to successful new product development and launch.
- Appreciate the value of a customer-centric approach to product and service creation.
- Be able to apply a range of constructs, frameworks and tools to create, analyze, and take to market successful new products.
- Be familiar with the product launch experience of companies in a variety of industries, through case examples



WHO SHOULD ATTEND?

The New Product Development course is suited to managers and executives in companies who believe that the ability to introduce a steady stream of new products and services to the market is essential to their growth. Successful NPD teams comprise experts from a variety of functions—marketing, engineering, finance, R&D, legal, design, manufacturing—all of who provide essential skills to the group. Support and guidance from senior executives is also essential to the NPD mission

About Trainer

Ruth P. Stevens consults on customer acquisition and retention, and teaches marketing at business schools in the U.S. and abroad. Ruth has taught at Columbia and NYU Stern business schools in New York, and abroad at Hong Kong UST, Singapore Management University, Athens College, San Andres University (Buenos Aires) and Indian Institute of Management Bangalore.

Ruth is a guest blogger at [Biznology](#), [CustomerThink](#) and [Business 2 Community](#), and a contributing writer at [AdAge](#) and [AdWeek](#). She co-hosts the [Marketing Horizons](#) podcast. Her newest book is [B2B Data-Driven Marketing: Sources, Uses, Results](#). Ruth has held senior marketing positions at Time Warner, Ziff-Davis, and IBM and holds an MBA from Columbia University. Learn more at www.ruthstevens.com.

PROGRAMME

8:00am - 9:00am	Registration & Networking
9:00am - 9:15am	Welcome address & Introduction of Trainer
9.15am - 10.45am	Session 1: Plan for success: The NPD Process
10.45am – 11:00am	Morning tea break
11:00am – 1:00pm	Session 2: Identify opportunity and evaluate concepts
1:00pm – 2:00pm	Lunch break
2:00pm – 4:00pm	Session 3: Launch and sustain new products and services
	Q&A
4.30pm	Refreshments/End of Programme

