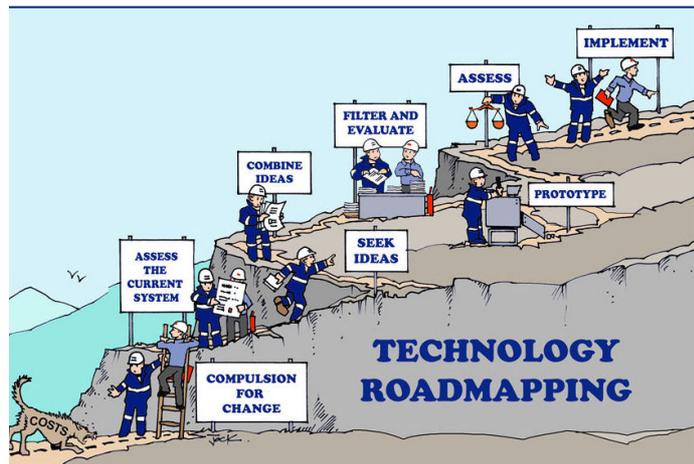


PRODUCT AND TECHNOLOGY ROADMAPPING FOR FUTURE GROWTH LED BY DR JAY PAAP

1st & 2nd April 2019 | Radisson Blu Hotel, London Stansted Airport

What do you get?

- I. Tools to build your own technology roadmapping process using Customer Focused Technology Planning (CFTP™) framework
- II. Templates including: Product Market Matrix, Customer Needs Profile, Technology Impact Matrix, Alliance Strategy Process, and more
- III. Keys to success based on examples and best practices from leading firms
- IV. Insights on how to adapt the roadmapping framework to your organisation's needs
- V. Comprehensive reference materials and suggested resources



Dr. Paap's course is the definitive one on product and technology roadmapping - it will clear up the misperceptions and provide you with a proven approach that has helped past participants achieve their goals in a short time frame. This top-rated session draws on Dr. Paap's extensive experience and provides a step-by-step implementation plan as well as problem-solving and coaching to ensure success.

- Receive a step-by-step process with proven tools, templates, and the Customer Focused Technology Planning™ framework
- Make better informed technology and product investment decisions to balance both short- and long-term ROI objectives
- Align product, market, and technology roadmaps within and across business units
- Demonstrate how technology and product developments support your organisation's overall strategy
- Stay ahead of the competition - anticipate key opportunities, threats, and global trends
- Effectively assess projects and develop balanced development portfolios even when lacking hard numbers



Day One

On the 1st day, we will look at:

1. The variety of roadmaps and how each can help better manage your resources
2. The logic behind roadmaps and how they can help drive innovation
3. How to tie technology and product investments to your business strategy
4. How to anticipate your customer's needs and select those with the greatest impact

Day Two

On the 2nd day, we will focus on:

1. How to incorporate the full range of development options into roadmaps
2. How to build a landscape map.
3. Keys to selecting and prioritising projects when hard numbers don't exist
4. Translating your landscape map into action through route maps

*a full agenda is available on request

Don't Miss This if

- Your project execution is great, but you don't know whether you're always working on the right things
- You're concerned that shifting customer needs are making products /services or technologies obsolete
- You are having difficulty showing how your projects provide value
- Front end innovation needs to be better managed in your business
- Your technology base is starting to look vulnerable against new 'disruptive technologies'
- You are looking to position yourselves for the future
- Past investments in new technology led to few commercial successes
- You need to ensure technology investments are sound, particularly when hard numbers are unavailable
- Promoting innovative projects within the constraints of approved roadmaps is difficult
- Longer-term innovation investments are being diverted by short-term pressures

Masterclass Leader

Dr Jay Paap



Jay Paap is President of Paap Associates and is one of our most highly rated instructors. He also serves on the faculty of the Executive Program at The Sloan School (MIT), led executive workshops for the Industrial Relations Center at Caltech and Haas School, Cal Berkeley, is a Fellow of Strategy and Competitive Intelligence Professionals, and a PDMA Certified New Product Development Professional. He received his Ph.D.

from MIT's Sloan School of Management with concentrations in technology management and organisational design.

Jay Paap is a much respected and sought-after speaker at workshops and conferences around the globe; he has over fifty years experience in innovation and technology management, including consulting and speaking assignments with over 350 firms in North America, Latin America, Europe, Africa, the Middle East, Asia, and the Pacific Rim. His clients include both government and commercial firms from such diverse industries as automotive, computers, electronics, energy, food processing, biotech, pharmaceuticals, oil, telecommunications, consumer products, aerospace, chemicals, defence, and various government agencies and Federal Labs.

Jay received the Maurice Holland Award from the Industrial Research Institute (IRI) for the best article published in Research Technology Management: Anticipating Disruptive Innovation. The CEB (Corporate Executive Board) selected the Timken roadmapping process as a best practice. Their writeup Timken's Goal Validation Roadmaps cites Jay's CFTP Landscaping Mapping process as one of the key building blocks of the Timken approach.

Testimonials from Previous Delegates

Here's what people say about the Product & Technology Roadmapping workshop:

"Absolutely the best workshop I've ever attended! Jay kept the course relevant and moving/engaging. P.S. I don't give '5's' very often!" Mickey Noonan, VP Global Product Excellence, Stryker Instruments

"This course provides an excellent summary of R&D and product development risk assessment and management that we will use immediately. The content is very relevant for senior managers at technology companies, especially the insight into the decision making process. The instructor is energetic and engaging, and was very effective in driving the class." David Turner, Managing Director, Fibers Division, Techmer PM

"This was the best two days I've spent to learn how to implement an effective innovation program." Robert Benandino, R&D Scientist, Americhem

"Fantastic course." Steve Urquhart, Area Manager Product Development, General Dynamics Land Systems Canada

"Nice job! Look forward to implementing process." James Dempsey, Sr. Director, R&D and Tech Platforms GOJO

"Clarity, we're all desperate for it, this helps a lot." David Barton, VP Innovation & Technology, Biamp Systems

"The program is well organised and excellently delivered. The scope of the course surpassed my expectations with a mix of Jay's abundant and real business examples. I will work to integrate the technology strategy and customer focused technology plan from this course into my organisation." Demis Desta, PMP, Head of North America LTE Go to Market Program, Nokia Siemens Networks

"This course is excellent. In particular, I found the ideas and concepts related to Customer Focused Technology Planning® very valuable." Ron Koehler, Director, Next Generation Products, Yaskawa Electric America

"Excellent instructor! Keeps everyone engaged in the topic, providing a wealth of information and useful, real-life stories. The case studies were highly applicable, as well as the templates provided. I found the course to be very valuable and I find myself using it as a reference on a regular basis." Steven Eng, Program Manager, General Dynamics

"Best [workshop] I've been to in years." Rich Marando, Director Technology and Innovation, Dana Corporation Structural Solutions Group

Event Host

The Moon on a Stick Ltd

We are a company based in the UK, and have been born out of the re-branding of Pure Insight. Our main focus is on working with global organisations to help them embed a sustainable Front End Innovation process into their organisation, allowing them to identify the trends that will affect their businesses in the future and working out scenarios that may occur from those trends and create advantageous opportunity spaces for them to exploit. To date we have taught over 60 companies and in excess of 600 practitioners our easy to follow processes. We also help companies carry out Technology Scouting exercises through our expert network of over 40,000 researchers. We also work with global organisations to help them carry out benchmarking studies on their innovation process and other related areas.

For more information on what we do, and how we could help you, have a conversation with us by calling +44 (0)7535 669017 or writing to sean@the-moon-on-a-stick.com.

The Venue

Radisson Blu Hotel, London Stansted Airport



The Radisson Blu is only 500 metres from Stansted Airport's main terminal, and within easy walking distance of the bus and train station. The airport train station runs direct trains to and from London, Birmingham or Cambridge, and the airport offers flights to a wide variety of international cities.

As with all our events, we do not negotiate rooms rates with the hotel, as we find delegates get better deals with the many internet booking sites. If you do not wish to stay at this hotel there are many other chain (Hilton, Holiday Inn Express and Premier Inn) within a few minutes of the Radisson Blu

Course Fee

The cost of this 2 day course is £1,500, which will include attendance at all plenary sessions and all course materials. It does not include the cost of travel or accommodation.

How to make a booking

On line at <https://conta.cc/2QuysBK>

By telephoning Sean Warren on +44 (0)7535 669017

By e-mail to sean@the-moon-on-a-stick.com

Terms and Conditions

Payment

Payments must be made before the event takes place. The Moon on a Stick (MOAS) reserves the right to deny access without payment. Any discounts offered are under the understanding that payment will be made under MOAS, which are 15 days from date of invoice. If payment is not received within this time, a new invoice, at the full price will be issued.

Cancellation Policy

Subject to the conditions below, delegates are entitled to a full refund (less administration fee of £75) up to 28 days from the original date of registration. No refunds can be made for cancellations received after this date or for delegates who fail to attend the event. Substitutions are however welcome. In the case of substitutions not being possible, MOAS will offer a credit note, which can be redeemed against future MOAS events for a period of 12 months from the date of cancellation. Where bookings are made less than 28 days prior to the class, only credit notes will be offered should delegates wish to cancel, or not be able to attend.

Cancellation of the Event

In the unlikely scenario of the event being cancelled, either through force majeure or for any other reason, the liability of MOAS will be limited to the full return of the registration fee. No other claims against MOAS will be considered.

VAT

Under EU Council Directive 2006/112/EC MOAS will only charge VAT on events held within the UK

The Moon on a Stick Ltd, Business Central, 2 Union Square, Darlington, DL1 1GL

The Moon on a Stick Ltd is company registered in England and Wales