

## ***Prepared Foods New Products Conference, October 15-18, 2006***

### **Workshop 1**

#### **Developing New Product Concepts**

##### **Description**

"Brainstorming" is in a rut and you have to lead a "brainstorming" session (groan) at your company. This workshop is a step by step guide for brainstorming that is tailored for ideation and new product development. Participants will learn how to structure, plan and successfully facilitate a brainstorming session for building new product concepts from task identification through initial screening.

Effective new product ideation or "brainstorming" within NPD is intensely focused and uses data, the expertise and the experience of key people (company and customer) to create a nexus, a pressure point in the product development cycle. It is more structured, more aggressive and more intellectually demanding than most ideation activities. A well-populated product concept portfolio is the reward for an aggressive search for targeted new ideas. A secondary goal of ideation is to attract the resources and excitement necessary to drive that portfolio through the product development process.

Attendees will be encouraged to come in company teams. They will have the opportunity to work on real opportunity areas and will leave with new concepts that address the selected areas.

##### **Text**

Developing New Product Concepts: A Workbook For Innovation  
Getting Lightning to Strike, Chapter 17 in PDMA ToolBook 2

##### **Key Deliverables**

- Acquire a process for simply and effectively building new product concepts
- Learn hands-on exercises that will create actual new product concepts for your company
- Gain an understanding of how the other participants are doing this critical early stage work
- Understand how to use this tool with other team members
- Obtain three hours NPDP Certification Credit (New Product Development Professional Certification)

##### **Andre Csapo, Director Discovery & Innovation**

Responsible for the strategic development of the Discovery & Innovation program, Andre's role is to continuously reinvent the tools, processes and techniques that help clients incorporate consumer feedback, market trends and emerging technologies to generate concepts and ideas that lead to new product innovations. He received his Bachelor of Arts degree from McGill University and a Masters in Applied Science in Environmental Design from the University of Montréal.