

Background

New Product Development (NPD) is both complex and challenging. Over recent years a great deal of research has been carried out on the principles of good NPD practice. There are a number of basic principles that underpin successful NPD, and a number of real-life case studies and projects to draw lessons from.

About the Workshop

You will learn some of the best practices, tools and techniques that you can take back to implement in your company. Through discussions, examples and exchange of ideas you will learn current and effective NPD practices. Participants get a copy of the presentation slides to take home. They will also get a booklet on some practical tools and techniques that are effective in NPD.

About the Workshop Speaker

The speaker brings a breadth of experience in new product development, and will present international best practices, discuss real life examples throughout the workshop. The focus is on education and sharing information on tools and techniques. Case studies and examples help you understand the application of knowledge and help integrate your learning.

Who should attend?

Anyone interested in new product development practices, methods and trends. Current and aspiring NPD practitioners, students and graduates who are interested in new product development.

**One Day Workshop on
New Product Development
Date: 25th June 2010**

Registration Form

Name:

Designation:

Organisation:

Address:

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Telephone:

E-mail:

Are you a PDMA member? Yes.....

No

Membership number:

Payment amount:

Cheque no:Date:

Drawn in favour ofpayable in
Chennai

Bank:

Signature:



**One Day Workshop on
New Product Development
Date: 25th June 2010**

Registration Details

Fee for non-PDMA members Rs. 2000
Fee for PDMA members Rs. 1500

Discounts are available for multiple attendees from the same company. Please call for details. (We reserve the option to cancel or reschedule a course if the minimum number of participants is not met.)

Fill in the registration form and forward it to the following address with Demand Draft/Cheque for the fees drawn in favour of **PDMA (India)** payable in Chennai

Professor. N Siva Prasad
Dept. of Mechanical Engineering
Machine Design Section (MDS)
IIT Madras, Chennai 600 036, INDIA

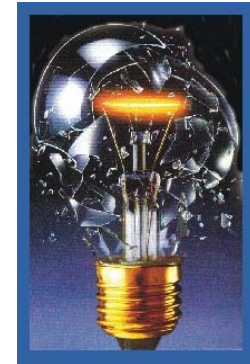
Email: npdworkshop@gmail.com
Phone: 044-2257 5689/2257 4701
Last Date for Registration
23rd June 2010

Dr Aruna Shekar,
Massey University, New Zealand

Dr Aruna Shekar is currently a Senior Lecturer, teaching Product Development at Massey University, New Zealand. She has taught at Massey for more than twelve years and coordinated the final year product development projects with industry. She has lived in New Zealand for 23 years and gained her PhD from Massey University. She has presented at workshops, and international conferences on topics such as consumer research and product development techniques and best practices. She is a Founding Committee member of the New Zealand affiliate of the global Product Development and Management Association (PDMA).

**One Day Workshop on
New Product Development**

Dr Aruna Shekar
Massey University
New Zealand



Venue:
IC & SR Hall 1
Indian Institute of Technology Madras
Chennai 600 036

Date: 25th June 2010
Time: 9:00 am to 5:00 pm

