

This comprehensive and highly practical seminar, developed and taught by a former Fortune 100 senior marketing executive and top graduate business school professor, is a one-day program to improve multifunctional team new product & services idea and key attribute development. The seminar instructs includes:

- Strategies & techniques of best-in-class marketers
- The *Catalyzing Innovation* approach to systematic, strategic & highly creative new product focused brainstorming
- In-market 'safari' to observe the most innovative new products & services in different industries
- Steps to routinize a more systematic, complete and creative approach for developing winning ideas

This Marketing Visualized program is designed to help corporate teams develop more successful and fully developed breakthrough products and services. Highly creative firms are benchmarked, inspiring examples are provided, the observational safari provides lasting insights and steps are provided to easily institutionalize the process.

### Who Should Attend

- Marketing, product, brand managers
- Agency account teams and creatives
- Functional specialists who work with brands (Sales Planning, PR, Event Marketing, Digital Agencies, Consumer Promotion)
- Marketing research managers
- R&D teams
- Product design teams

New York City

Contact for  
Pricing

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## Key Topics

- Critical steps in the new product development process from start to finish
- Internal mental & physical environments of leading innovators
- New approaches to gathering idea and product feature stimuli
- Comprehensive innovation checklist approach (beyond the usual)
- Utilizing the entire organization to generate ideas & organizing, their inputs through social media tools in a different, searchable way

## What Attendees Receive

- ***Catalyzing Innovation*** book with global, cross-industry, categorized, inspiring examples & *inspiration for innovation* journals & program handouts
- Firm process evaluation tool
- Process implementation instructions

## Previous Participants Testimonials

There is nothing more inspiring than hearing about a story of a great idea told by its own inventor... Inventours is not about powerpoint slides or just another executive course. It is about real passion, real life, hands on innovation! It has been an amazing journey to participate at Inventours Paris, for me as a Professional but as an individual as well. I can only recommend it!

**Maria Tavares, Head of Color Innovation, DSM**  
*Inventours Paris*

The objective of the Marketing Plans Program is quite practical—to develop a marketing plan for a brand. Michelle guides us through the upfront preparation for the plan, as well as the plan itself. A course with such practical implications is totally geared towards executives who can take lessons from the class one day and implement them at work the next.

**Todd Simley, News Producer NBC Universal, MSNBC**

Thank you for a fantastic program. I wish I had taken it sooner in my career. As I am currently working on Marketing Plan for my brands, I found it helped me change the way I approached the industry and competitive analyses, providing more meaningful and actionable insights. My agencies commented it was the most thorough background they had received in preparation for their tactical pitches.

**Stacey Keamey, Deputy Director, Product Manager, US, Sanofi Pasteur**

# Program Agenda

There will be a continental breakfast at 8:00 AM, a mid-morning break, lunch at 12:00 PM and a mid-afternoon break. The course will finish at approximately 5:00 PM.

## Morning

- Critical steps in the new product development process from start to finish
- Firm self-assessment exercise & shared functional group perspectives
- Internal mental & physical environments of leading innovators that foster new product innovation across many dimensions
- New approaches to gathering stimuli for ideas & product features
- Customer journey exercise

## Afternoon

- *Catalyzing Innovation* comprehensive innovation checklist approach (beyond the usual) & selecting relevant industries to benchmark
- 2+ hour team observational safari of new products in market
- Team meetings to select best examples & create presentations for group
- Team presentations to share learning & application
- Steps to institutionalize the process, improve the innovation culture & utilize the entire firm to generate ideas. Ways to organize external inputs through social media platforms in a unique, searchable way

## About the Instructor, Michelle Greenwald

Michelle Greenwald is a seasoned Fortune 100 marketing executive and distinguished professor. Her teaching credentials include the NYU Stern School of Business and Columbia Graduate School as well as Wharton, HEC Paris and IESE among others. Professor Greenwald is a former Senior VP at Disney, a VP GM at Pepsi, and has previously been featured as one of Ad Age's "100 Best & Brightest Women in Marketing". Her methodologies and course material have been praised by top executives at Google, Unilever, The Economist, NBC Universal, MSNBC, Estee Lauder and many more.

