



Strategy 2 Market, Inc.
1-Day PDMA NPDP Certification Preparation Course Review

Courses are held at the Illinois Information Technology Association (ITA)
200 S. Wacker Drive, 15th Floor, Chicago, IL 60606. Breakfast, lunch and
refreshment breaks are included in the course fee.

Hotels:

- W Chicago City Center, (312) 332-1200
- Club Quarters Central Loop, (212) 575-0006
- Hotel Allegro Chicago - A Kimpton Hotel, (866) 672-6143
- Hampton Inn Majestic Chicago Theatre District, (312)332-5052
- Hotel Blake, (312) 986-1234

Each student will receive the following materials:

- Official, licensed PDMA Certification Review Workbook
- Additional lecture materials from Strategy 2 Market, Inc.
- NPDP Preparation Review Personal Preparation Plan
- Individual Study Plan
- Post-seminar New Product Development test

Agenda

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| 8:00 – 8:30 | Registration
Breakfast
Networking |
| 8:30 – 9:30 | New Product Development Strategy <ul style="list-style-type: none">- Mission, Vision, Values- Business Strategy- Innovation Strategy, including frameworks and best practices- Product Innovation Charter |
| 9:30 – 10:15 | Portfolio Management <ul style="list-style-type: none">- What is Portfolio Management- Senior Management Role- Goals of Portfolio Management- Integration Issues |
| 10:15 – 10:30 | Break |
| 10:30 – 12:00 | New Products Process <ul style="list-style-type: none">- Definitions- Stage-Gate / Phase Review Process- Differences and similarities of product and service processes- Decision-making- Process Owners |
| 12:00 – 1:00 | Lunch |
| 1:00 – 1:45 | Marketing Research <ul style="list-style-type: none">- What is Marketing Research- Voice of the Customer- Secondary Research- Primary Research- Exploratory Research- Confirmatory Research |

1:45 - 2:30	<p>Tools and Metrics</p> <ul style="list-style-type: none"> - Tools <ul style="list-style-type: none"> o Portfolio Management o Financial Analysis / Forecasting o Idea Generation o Quality o Engineering Design / Technical o Project Management o Market Research / Marketing - Metrics <ul style="list-style-type: none"> o Fundamentals o Measuring Success
2:30 – 2:45	Break
2:45 – 3:45	<p>Teams, People and Organizational Issues</p> <ul style="list-style-type: none"> - Definitions - Project Team Organizations - Team Culture and Process - Building and Managing a New Product Team <ul style="list-style-type: none"> o Roles in New Product Development - Organization Issues in Supporting Teams <ul style="list-style-type: none"> o Senior Management Roles o Cross-Functional Interfaces o Factors Affecting Multi-Functional Team Effectiveness
3:45 – 4:00	Q&A and Wrap-up
4:00 – 4:30	Post-seminar New Product Development Test