

REGISTRATION FORM ALL PRICES QUOTED EXCLUDE VAT

EARLY BIRD OFFER

Register before
28 March 2008
and save **£200**

FEES

TWO DAY SEMINAR
DAY 1 / DAY 2 ONLY

SEMINAR
FEE

£1,500
£800

EARLY
BIRD

£1,300
£700

**PURE INSIGHT
MEMBERS**

starts at **£910**
starts at **£490**

Registration fees do not include accommodation at the seminar hotel, which must be booked directly 44 (0)20 8283 1688

I am a Pure Insight member

WHO SHOULD ATTEND?

- Senior Managers, Process Managers and Project Leaders who play a significant role in technology developments, platform and fundamental research breakthroughs
- Senior Managers and Project Leaders responsible for maximizing the returns on innovation investment
- Senior Leaders responsible for linking business strategy and innovation strategy to facilitate tactical decision making
- Directors, VPs, Managers and Leaders of innovation, R&D, product development, technology marketing, product development teams and process improvement teams.

PREVIOUS PARTICIPANTS IN DR COOPER'S SEMINARS SAID:

"A very good learning experience. Concepts are clearly presented and put into perspective. Clean, straight to the point, very relevant. Definitely attend."

Stephane Egret, Oriflame Cosmetics

"Everybody needs to attend a Cooper seminar if you are serious about innovation and development."

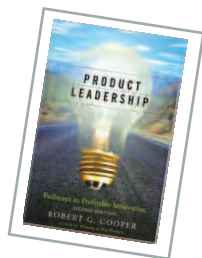
Brendan Normoyle, Tyco Electronics

Pure Insight seminars provide a... "condensed learning experience..."

Rolf Bresowsky, Philips Applied Technologies

ALL DELEGATES RECEIVE:

- An interactive seminar-workshop format, including lots of question and answer and discussion opportunities
- Numerous case studies and illustrations plus examples from other businesses
- A more interactive session due to a limited number of attendees
- Comprehensive seminar materials including:
 - Copy of all presentation materials
 - Examples, templates, guidelines and checklists
- A complimentary copy of Dr Robert Cooper's book: **PRODUCT LEADERSHIP: PATHWAYS TO PROFITABLE INNOVATION (SECOND EDITION)**
- Lunch and networking break refreshments



Please register the following delegate

(for additional delegates please register online or photocopy)

NAME

POSITION

COMPANY

ADDRESS

POSTCODE

COUNTRY

PHONE

EMAIL

For payment please supply a purchase order reference or credit card details

PURCHASE ORDER REF

PLEASE BILL MY VISA MASTERCARD AMERICAN EXPRESS

NAME ON CARD

CREDIT CARD NUMBER

START DATE

EXPIRY DATE

SIGNATURE

TERMS & CONDITIONS

CANCELLATION POLICY Cancellations can be made up to and including 6 May 2008 during which period the seminar fees, less 20% will be credited. No refunds can be made for cancellations received after this date. Substitutions are welcome.

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 Pure Insight Limited will be limited to the full return of the registration fee. No other claims against Pure Insight Limited will be considered.

Visit our member's resource for expert and real-world case studies, interactive peer forums and personalized service from Pure Insight.

www.member.pure-insight.com/

BOOK YOUR PLACE

ONLINE www.pure-insight.com/seminars/innovation-strategy

FAX +44 (0) 845 280 4905

POST Evans Business Centre, Durham Way South, Aycliffe Industrial Park, Newton Aycliffe, County Durham DL5 6XP

PHONE +44 (0) 01325 329 870