

THE WORKSHOP LEADER



EARLY BIRD OFFER

Register before 16 Jan 2009 and save £200

Anthony (Tony) Ulwick, is author of bestselling book 'What customers want' a distinguished lecturer and world leader in the field of innovation and marketing strategy.

Tony's passion has always been to determine why corporate innovation performs so poorly. His work in this field started in his days at IBM and has continued into his 20 plus years consulting with leading global companies like Microsoft, AIG, Bosch J&J, Kimberly Clark, HP, Motorola and many others. He is also CEO of Strategyn, a consulting firm specialising in the management of innovation.

Through rigorous primary research as well as real world application, Tony has identified some core 'truths' about innovation and its impacts on growth. He has formulated these into an extremely practical body of knowledge that companies can use to deploy within their organisation. Called Outcome Driven Innovation, Tony's methodology is emerging as a new global standard for the front end of innovation, changing the way leading companies approach markets and pursue opportunities.

PREVIOUS PARTICIPANTS IN ANTHONY ULWICKS WORKSHOPS SAID

"Your two-day workshop was one of the most productive seminars I've attended. We were looking for a systematic process to identify customer needs, and that's what was delivered. Many so-called experts preach a theory for innovation, with little practical experience, I was encouraged by your experience with implementing the process."

John Roche, Ingersoll Rand

"The concept of outcomes – talking with customers with a focus on jobs to be done – is an extremely valuable tool leading to breakthrough concepts and company success."

Robert Bledsoe, Market Research Director, Case New Holland

"I've been going to conferences for 30 years and by far, this programme was the most useful and practical one I have attended."

Dave W, Aerospace Company

"Our entire perspective on innovation changed after hearing Tony's ideas. This is something I'd never want to miss!"

Marco De Polo, Project Leader New Concept Incubator, Roche Diabetes Care

FEES

	WORKSHOP FEE	EARLY BIRD	PURE INSIGHT MEMBERS
TWO DAY WORKSHOP	£1,500	£1,300	starts at £910

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

I am a Pure Insight member

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TERMS & CONDITIONS

CANCELLATION POLICY Cancellations can be made up to and including 13th February 2009 during which period the workshop 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.

BOOK YOUR PLACE

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