

Terms for a seminar with Dr Cooper

Improve your new product performance

Over 100 European corporations have held in-house seminars with professor Robert G. Cooper since 1984. These seminars have been the starting point of implementing best practices and processes for new product management such as Stage-Gate®, strategy development or portfolio management. The results have been significant improvements in new product development performance and productivity.

Cooper's trips to Europe

Cooper visits Europe 2-3 times every year. Please contact me or visit www.stage-gate.eu/cooper/ if you want further information about Cooper's travelling schedule and the possibilities for a seminar in your company.

Planning and carrying out your seminar

Before the seminar Jens Arleth visits you to collect information and plan a program to match your company's situation and requirements. This is the basis for Cooper's preparation. The typical seminar is a combination of presentations by Cooper

and tasks the participants accomplish in groups. As seminar material you receive a copy of all slides presented by Cooper. This is a valuable material to use after the seminar. One or more of Cooper's books may also be included.

Fees and expenses

Fee for a one-day seminar for 40 people is DKK 81,000 (EUR 10,900). In addition you pay a proportional share of the overall expenses for bringing Cooper to Europe and back to Canada. These expenses are around DKK 6,000 or EUR 800 per seminar day (+/- 20%). Furthermore you cover any travelling and accommodation expenses for Arleth's preparation visit and for Cooper's and Arleth's trip from Copenhagen to the seminar location. Before the seminar we make a written agreement of what we deliver and what the fee and expenses will be.

Validity

The terms are valid until we prepared new ones.
Copenhagen, May 2010, Jens Arleth



Professor Robert G. Cooper

Robert Cooper is president and co-founder of Product Development Institute Inc. in Canada. He is regarded as one of the world's leading authorities in product innovation management. Cooper is also an incredibly inspiring and entertaining teacher.

He has combined practical consultancy with academic research for many years. Many companies around the world have introduced his methods, e.g., LEGO, Coloplast, Carlsberg, Alfa Laval, Telenor, Tele Denmark, ABB, Hercules, Exxon, Visa, IBM, Procter & Gamble, Dupont, Guin-

ness and many more. Cooper has a Ph.D. and is a professor in marketing at McMaster University, Hamilton, Ontario, Canada. He has written more than seventy articles and books including the best seller "Winning at New Products".



Jens Arleth

Jens Arleth, the founder of Stage-Gate.EU, is the leading European expert in product development processes. Jens has co-operated closely with Cooper for over 25 years and has organised over 170 assignments with Cooper in Europe. Stage-Gate.EU is a

consulting firm that is specialised in innovation management. We help companies implementing best practices and improving new product performance and reducing time-to-market. Our tools include portfolio management, Stage-Gate® development process and benchmarking. Compa-

nies that have used us include Alfa Laval, Chiquita, Carlsberg, LEGO, European Investment Bank, TDC, Telenor, Enraf BV, Danfoss, Orkla and many others.

More information at:
<http://www.stage-gate.eu/>