

**MAKING MONEY AND REDUCING RISK WITH NEW PRODUCT DEVELOPMENT  
- THREE CONSULTANCIES COMBINE TO OFFER ADVICE**

Three leading consultancy firms are co-operating to provide a series of seminars which will show companies how to profitably manage their new product development programmes.

Arvada Strategic Marketing has teamed up with Peterborough-based marketing and public relations consultancy Smye Holland Associates ([www.smye-holland.com](http://www.smye-holland.com)) and Northampton-based technical consultancy Rotomotive. The three firms are presenting a series of seminars on Tuesday 18 September 2007 in the Holiday Inn Express, Northampton, by junction 15 of the M1 and then again on Tuesday 25 September 2007 in the Premier Travel Inn at Norman Cross, near Peterborough, on junction 16 of the A1(M).

The Manufacturing Foundation is supporting the seminars and people who attend will receive a free copy of the foundation's report 'Nurturing New Products' which normally sells for £50.

Mike Holland of Smye Holland Associates said: "Bringing new products and services to market is essential for many companies. If they are to survive, companies must respond to changing customer demands, exploit new technology and react to new competitive threats.

"Yet the majority of new product developments fail. Companies waste huge amounts of money on developing and launching products which simply do not meet market needs and which never make money."

continued...

Making Money And Reducing Risk With New Product Development: continued

The seminars on 18 and 25 September will give a brief introduction to a systematic 'idea-to-launch' framework in which each stage of product development – from initial concept to the launch publicity campaign – is carefully controlled. At each stage of the process, the viability of moving onto the next stage is assessed before investment is committed.

The framework is particularly relevant to engineering and technology-based product development where there may be significant costs involved in research, design and testing. By ensuring that expenditure is focused on products with a high potential for both technical and commercial success, the number – and the cost – of new product development failures is significantly reduced.

Attendance at the seminar is free to qualifying companies. Each seminar lasts approximately two hours and delegates can opt to attend one starting at 9:00 am, 2:00 pm or 5:00 pm at either of the two venues.

Each seminar will include presentations from Dr Nick Henwood of Rotomotive, Mike Holland of Smye Holland Associates and Mike White of Arvada.

- To book a place at the seminar, call Smye Holland Associates on 01733 564906 or visit [www.smye-holland.com](http://www.smye-holland.com).

For more information contact:

Mike Holland or Emily Anniss  
Smye Holland Associates  
Telephone: 01733 564906  
Email: [mikeh@smye-holland.com](mailto:mikeh@smye-holland.com)