

Thursday 16th & Friday 17th October

Shanghai, China

Winning at Product Innovation in Fashion and Luxury

Through innovative product development & marketing strategies to lead fashion



Your International Facilitator
Ms. Serena Beirne
Director
Australian fashion Partners

Testimonials from some of Serena's clients:

The support, encouragement and strategic thinking they offer my business has helped me grow my business by over 400% in three years. The process has been rewarding, interesting and always fun.

Tor White

White with One Sugar, Melbourne Australia

Product Development and Textile Design Company

Serena has injected a breath of fresh air into our business. Her fresh thinking and addiction to creative product development and problem solving has helped my staff and I to think very differently about the future of my business!

Rosemary Wright - Cullachange

Fashion Fabric Services Firm, Sydney Australia

The team at Australian Fashion Partners has helped me prioritize what is truly important to Memsahib Millinery and has helped me identify and maximize the potential of new global markets.

Tina Miaoulis - Memsahib Millinery, Sydney

Luxury Milliner

Australian Fashion Partners offers emerging companies like mine support through the early days as well as helping businesses to concentrate on what's important during every stage of the lifecycle of their business.

Surfwear Company - Sydney

Benefits of attending include:

- **Integrating** the global trends to meet local and global needs in new products and services in a way that satisfies consumer
- **Identifying** unmet and unarticulated customer needs - using voice-of-customer the right way
- **Looking** at ways to develop evaluation techniques for product concept ideas to maximize business outcomes
- **Learning** how you take a product from concept to reality
- **Finding** a balance between function and form – matching capabilities with creativity
- **Recognizing** the role of marketing research in effective product planning
- **Analyzing** supply chain influences on new product development in fashion and luxury industry

Course Format:

Through a combination of breakout sessions, group and individual work, interactive roundtable discussions and role-plays, delegates will understand the total role of Product Innovation Management in fashion and luxury industries. Trainer will use practical examples and case studies to reinforce and expand the scope to cover applicable concepts for new product development.

Pre-Course Questionnaire

To ensure that you gain maximum benefit from this event, a detailed questionnaire will be sent to you to establish exactly what your training needs are. The completed forms will be analyzed by the course trainer. As a result, we ensure the course is delivered at an appropriate level and that relevant issues will be addressed. The comprehensive course material will enable you to digest the subject matter in your own time.

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Session One and Two

Creative product development – Vital for success in today's global market?

Many of us have forgotten how to be creative, locked as we often are in the organizations which don't credit right brain thinking. Yet, we desperately need to create as individuals, and the organization we work in needs our best creativity as it develops the product and services of tomorrow. There is a constant need for the organization to nurture and support the creativity of its people aimed at ensuring its continuing viability and success. The first two sessions are introductory sessions. Topics include:

- What is creativity?
- Who is capable of innovative business thought?

The session will involve breakout sessions where participants can discuss potential ideas from their own business and gain feedback from the group and presenter on how to make these ideas a reality in their own organizations.

Session Three

Innovative thinking – how to make it a part of your everyday business decision-making.

This session asks:

- What strategies exist to assist China's fashion and luxury goods businesses to embrace creative business thinking?
- How do we embed this process in our business?

The session will provide a case study analysis of a truly innovative organization to help participants develop evaluation techniques for product concept ideas to maximize positive business outcomes.

Session Four

You have a great idea! What's next?

This session, the final one for the day, asks how you take a product from concept to reality and provides guidance in:

- Tips on developing compelling product concept overviews
- The Internal Sales Pitch – How to win hearts with your new idea
- From Concept to Reality – How to develop a prototype brief

The session will involve breakout sessions where participants can discuss potential ideas from their own business and gain feedback from the group and presenter on how to make these ideas a reality in their own organizations.

About Serena Beirne

MBA (Macquarie) M.Mgmt – Mktg (Macquarie)

Serena is a management consultant of many years standing with many years consulting experience in the fashion space as well as successful marketing, product development and business strategy engagements in the tourism, wine, and hospitality industries.

Serena is committed to nurturing emerging designers and other TCF and fashion businesses through the SME (Small to Medium Enterprise) stages of their lifecycle in order to help them make money out of doing what they love! Her professional specifications are in the areas of **Consumer Behavior, Product Development, Innovation Practice and Business Creativity.**

AFP's recent Asian Experience

AFP has worked with **Thai Trade Council** in Sydney to develop a Market Entry Research Project Outline that, when implemented, will facilitate meaningful entry into the Australian market for Thai entrepreneurs.

AFP has worked on a business planning and product development process proposal with **VietTien** in Vietnam. This project is on hold and will be reviewed in late 2008.

AFP works with a variety of businesses importing product to Australia from Asia by assisting them in fine-tuning their product development and import range construction. This helps them to maximize their potential when entering the Australian market. We also work with their Australian design function during product development to capitalize on production capabilities in their Asian manufacturing facilities.

Learning Objectives:

After attending this two-day course, you will learn the secrets behind building a successful business in these sectors.

On the first day you will learn how to:

- Develop new products for your target consumer
- Think innovatively to grow your business
- Bring your product and service ideas to reality

Day two will show you:

- Why you must research the needs of your market before commencing production
- What influences trends play on fashion and luxury goods
- How to make your concept a reality using partner organizations

Programme schedule

0830 Registration & Coffee	0900 Session One
1030 Morning refreshments	1100 Session Two
1230 Luncheon	1330 Session Three
1500 Afternoon refreshments	1530 Session Four
1700 End of Day One	

Session One

The role of Market Research in Effective Product Planning.

This session explains the value of market research in the product development process. It answers the questions:

- Why is Research important?
- Can a product succeed despite a poor market research outcome?
- Instinct – is this a valid business decision-making tool?

This session will involve a case study of an AFP client that is undergoing expansion by creating new products and services for their target market through the use of market research.

Session Two

Global Trends in product planning strategies

Products and services are all influenced by both global and local trends. This session will show participants how to incorporate the global trends to meet local and global needs in new products and services in a way that satisfies consumer and is within the capabilities of the business. The following questions will be answered:

- How can Chinese fashion and luxury firms keep abreast of Global Trends?
- Are you a follower or a leader? The best product ideas shape trends not follow them!

This session will provide a self-assessment exercise for participants to evaluate their business' competence in incorporating trends into new product and service development.

Session Three

Finding a balance between function and form – Matching capabilities with creativity.

This session the instructor will explain to participants how to get the best match of capability to operational reality. Participants will gain an understanding of how to ensure creativity works into the business' operational realities. In this session you will learn:

- How to make your supply chain work for you.
- Managing how, when and why your product is going to reach the market.
- How to find the right partners to make your creative idea a reality.

There will be a Q & A opportunity available between participants and the instructor to discuss the concepts raised.

Session Four

From Sketchbook to Store – Thinktank and Information Sharing Session.

This session will provide participants with the opportunity to practice what they have learnt over the previous seven (7) sessions. The instructor will give guidance in creativity development to participants:

- A valuable creativity session that requires course participants to dream up, design and develop a fictional product to demonstrate course learning.
- Using the break out session syndicate groups from the day before participants will practice the theories espoused over the two days to prepare a five (5) minute presentation of their new product offering.

Why you should attend?

Fashion and luxury are two lifestyle sectors that require constant new developments in products and services. They revolve around the emotional decision making processes of individuals and their entire viability rests on influencing the behavior of consumers. This two-day training aims at highlighting and discussing the profit impact that an effective new product development system has on the company. By bringing together top level executives from different companies, the training will host a dialogue on how an innovative marketing strategy can contribute to success in business growth.

Who should attend?

This training has been designed for directors and senior managers working in the fields of: marketing, product development, innovation, business development & planning, merchandisers and buyers from the industries such as textiles, apparel, leather goods, perfume, cosmetics and jewellery, watch making, eyewear, tableware etc in search of excellence in product innovation.

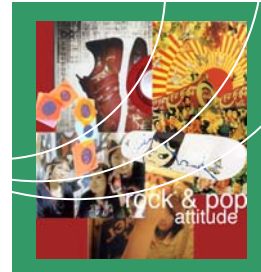
About Media Partners

Gone along with in next ten years as one of the top industry players, the portal **hexun.com** (<http://lux.hexun.com>) at the cutting edge of the improved brand name had been winner from time to time of honorary titles and awards in such programs as investigation or assessment carried out by relative institutions.

The Manager Magazine is the core product of Manager Media Group Corporation and also a high-end business magazine to offer business ideas and solutions for CEO and quasi-CEO classes. It provides global leading business ideas and new concepts, new knowledge and new thoughts effective for business practice; meanwhile, it also furnishes CEO and quasi-CEO classes with system solutions.

赢在时尚新产品创新管理

通过创新的产品规划和市场策略领导时尚



培训主持人
Ms. Serena Beirne
培训总监
澳大利亚时尚咨询机构

一些来自Serena客户的赞誉:

她的支持、鼓励和战略的思考帮助我在3年内业务增长了4倍。整个过程是非常值得的、有意思和充满了乐趣。

Tor White

White with One Sugar, 澳大利亚墨尔本

Product Development and Textile Design Company

Serena仿佛给我们注射了一股新鲜的活力。她清新的想法和对创新产品发展的沉溺以及问题的解决方案帮助我和我的员工对于以后公司的发展有了与众不同的认识。

Rosemary Wright - Cullachange

Fashion Fabric Services Firm, 澳大利亚悉尼

澳大利亚时尚咨询机构的团队使我认识到对于公司什么是应该优先重点发展的，帮助我确定和最大化新的全球市场的潜力。

Tina Miaoulis - Memshib Millinery, Sydney

Luxury Milliner

澳大利亚时尚咨询机构提供了新兴企业发展初期的必要帮助，以及分析了企业整个生命周期中每一个阶段应该注意的重点问题。

Surfwear Company – 悉尼

参加本次培训的收益:

- 结合世界最新流行趋势以满足中国消费者在新产品和服务上的需求
- 掌握研究顾客需求的方法- 体验绝妙的“客户之声”工具
- 评估不同的方式进行新产品概念开发以最大化商业利润
- 学习创造性思维，以及评估、筛选产品新创意的最佳实践
- 发现创造性和实际操作能力的最佳平衡点
- 根据消费者和市场的差异制定有效的产品创新计划
- 分析供应链对于新产品创新的影响

课程形式:

- 时尚创新包含了在产品与市场过程中所有为目标客户计划、设计、发展产品线及市场营销的全部活动。持续的新产品创新是时尚的核心部分。两天的培训课程将为你提供丰富的实践经验和原则来建立及维持在全球时尚行业中的竞争优势。
- Serena将用强有力的授课方式、整合突破性的话题，通过团体和个人工作，以及互动性圆桌讨论和角色扮演，使与会者更加理解时尚新产品创新管理的所有含义，积累实践经验。
- 此外，Serena将会针对不同行业的代表提供具体案例分析及创造性的战略来加强新产品创新规划的技巧和战略。参会代表将有机会通过对当前时尚品牌在亚洲和世界的案例分析来拓展时尚创新管理知识和扩大国际视野。

课前问卷调查

参会者将会收到详细的课前问卷，提交培训需求，以保证获得最大的收益。培训讲师会对收回的问卷进行分析，有针对性地设计课程内容和案例，并提供完整的课程资料以供日后参考。

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第一讲和第二讲

创新的产品发展 - 对于今天全球市场的成功是至关重要的吗?

我们中的大多数已经忘记怎么富有创造性,习惯于每天固定不变的思维方式。虽然,作为个体的我们拼命的想要突破,公司为了将来产品和服务的发展和也需要我们最佳的创意。因此为了确保公司连续的生存和成功,支持员工的创新是一个必要的连续发展过程。第一讲和第二讲概括了为什么持续的创新是时尚的核心定义。内容主要围绕:

- 什么是创造性?
- 谁有能力拥有创新的商业想法?

为了帮助参会代表发展创新能力和拥有革新的想法,这两讲将主要以一系列的练习为参考以丰富你的实践经验。

第三讲

创新的想法 - 如何使创新成为每天工作决策中的一部分

这一部分将主要关注两个方面:

- 什么样的策略可以适用于中国的时尚和奢侈品企业去进行创造性的商业思考。
- 如何把这个过程嵌入到我们每天的商业活动中

这一讲将提供一个真实的组织创新的案例分析,帮助参会者评估如何以不同的方式进行新产品概念开发以最大化商业利润。

第四讲

你有一个极佳的创意,下一步是什么?

第一天的最后一讲将关注于如何进行项目立项分析,如何将顾客需求从概念转化为产品功能定义。内容包括:

- 学习如何发展令人注目产品概念的战略
- 掌握内部销售技巧 - 如何使你的新想法赢得赞誉
- 从概念到现实 - 如何进行立项分析

这一讲将会是一个突破性的话题阶段,参会代表会通过互动性的圆桌讨论和角色扮演,分析在自己公司潜在的产品创意,以及如何使这些新想法成为现实为各自公司带来利润。

关于 Serena Beirne

MBA (Macquarie) M.Mgmt - Mktg (Macquarie)

Serena 在时尚行业具有多年的丰富管理咨询经验,同时也致力于旅游业、酒类和娱乐产业的市场部署、产品规划和商业策略活动。通过中小企业联盟, Serena 尽心扶持新的设计师和帮助纺织品、服装、鞋袜和其他时尚创业家在企业发展的初期阶段除了从事喜欢的职业也可以因此赢得利润。她擅长的领域包括: **消费者行为、产品发展、创新实践以及商业创意。**

澳洲时尚咨询机构最近的亚洲经验:

- 在悉尼,澳洲时尚咨询机构帮助泰国贸易委员会制订了市场进入研究大纲,旨在长期促进泰国企业进入澳洲市场。
- 澳洲时尚咨询机构正在和越南 VietTien 共同合作一个新的商业计划和产品规划建议书,该项目将于2008年年底评审。
- 澳洲时尚咨询机构帮助亚洲很多时尚企业商业出口到澳洲,协助他们进行产品创新发展以及调整产品出口结构,从而使这些产品进入澳洲后最大化了市场潜力。同时在产品发展阶段,澳洲时尚咨询机构紧密的与他们在澳洲的设计团队工作,共同致力于亚洲制造设备生产能力的资本化。

学习目标

参加完两天的培训课程以后,你将会学习到建立成功商业运营模式背后的秘密,包括:

第一天你将会学习到:

- 为你的目标消费者进行新产品创意规划
- 创新的思考如何提高商业利润
- 如何使你的创新从概念到现实

第二天你将会认识到:

- 在开始生产前为什么对目标市场进行有效的研究
- 在时尚和奢侈品行业什么影响了流行趋势
- 如何使创新成为现实 - 正确的使用合作组织

培训日程表

0830 签到及早茶	0900 培训课程开始
1030 早茶及互动	1100 培训课程继续
1230 午餐	
1330 培训课程开始	1500 下午茶
1530 培训课程继续	1700 培训结束

第一讲

有效产品规划市场研究的作用

这一讲着重讨论了在产品发展过程中市场研究的价值。涉及以下三个方面：

- 为什么市场研究重要？
- 一个粗糙的市场研究结果能够使产品成功吗？
- 直觉 - 是一个有效的商业决策工具吗？

澳洲时尚咨询机构在本讲中会和大家分享他们曾经一个顾客的真实案例。通过有效的市场调查，给目标客户提供了创新的产品和服务，从而最终达到市场扩张的目的。

第二讲

产品规划策略中的全球趋势

产品和服务仍然被全球和本土的时尚趋势所左右。这一讲将会展示参会者如何结合全球发展趋势满足当地消费者对于新产品和服务的需求，同时又在企业可操作的能力范围以内。讨论围绕以下两个部分：

- 中国时尚和奢侈品公司如何及时了解全球最新趋势
- 你是一个跟随者还是一个领导者？最佳的产品创新观点不会跟随任何人！

这一讲将会给参会代表提供一个自我评估的练习机会。主要考察在新产品和服务的发展过程中把握流行趋势的商业能力。

第三讲

在功能和形式中发现平衡 - 匹配能力和创新

在本讲中Serena将会阐述如何在能力和实际操作过程中发现最佳的平衡点。参会者将会了解到如何确保创造性的工作被融入到商业运营的实践中。你将会获知：

- 如何使供应链为你工作
- 管理如何、什么时候和为什么你的产品进入市场
- 如何去发现正确的合作伙伴，确保你的创新观点成为现实

这一讲包含一个互动的环节。参会代表将有机会向培训师提出由本讲内容引出的相关问题。

第四讲

从“写生簿”到商店 - 思考的金色池塘和信息共享

这一部分给参会代表提供了一个关于之前七个演讲内容的练习机会，培训师将会启导学员进行创造性的思考：

- 一个有价值的创造环节需要课程参与者共同去想象、设计和发展一个虚构的产品，来强调整个课程的学习所得
- 通过前一天划分的小组组合形式，参会者将会有机会实践两天学习的理论，对于他们即将提供的产品准备一个5分钟的陈述。

为什么你应该出席这次实用性的培训课程

时尚和奢华是两种生活方式，需要在产品和服务上有连续不断的新创意，主要以消费者个体的感情决定过程为主要内容。还取决于能否深入了解消费者行为，寻找到驱动消费行为的时尚新力量和元素。“创意”已经渗透进了人们每时每刻的生活消费观念，一个从“中国制造”到“中国创造”的转变，成为未来重要的发展策略。很显然，在竞争日益激烈、变化异常迅速的中国市场环境下，创新尤其显得重要。只有不断开发并提供面向客户的新产品和服务，才能使企业不断走向成功。然而，对于创新及新产品概念开发并非轻而易举之事。这次实践应用的两天培训课程将使你以最新的国际视野洞悉中国、亚洲乃至世界时尚市场。捕捉当今中国和国际流行趋势，分析消费者对新产品和服务的需求。同时本次课程将以案例分析和小组讨论为主线，为你分析有效时尚新产品创新管理对公司商业价值的影响。无论你是时尚采购还是市场/产品人员，本次课程都将为你提供最具穿透力及前瞻性的思想以提升你个人的价值与企业的竞争力。

谁应该参加

这次量身制作的课程适合于纺织品、服装、皮草、香水、化妆品、珠宝、钟表、眼镜、餐具等诸多行业在商业模式、产品策略和创新规划等方面不断追求卓越的公司。主要针对公司总监和高级经理来自：

- 市场
- 产品发展/开发
- 创新
- 商业发展/计划
- 时尚采购（买手）

About Media Partners

和讯奢侈品频道 (<http://lux.hexun.com>) 立足于和讯网对“生活品质”始终如一追求，和讯奢侈品将致力于为用户搭建了解奢侈品、走近奢侈品的平台，以服务用户为目标，借频道内容传递对生活更高品质的赏析，令用户在阅读奢华之时，真切体会到自身价值的提高。在生活资讯的大范畴内，和讯奢侈品更会将内容提炼至精华，在向生活内容靠近的同时努力形成独特的高端文化。针对高端人群，和讯奢侈品对频道内容做了精心规划。

特色栏目 首推奢侈品各大品牌产品库。

常规栏目 全面覆盖奢侈品消费各主要领域。

互动栏目 强调服务性和贴近性。

《**经理人**》杂志是一本以提供商业思想和解决方案的高端财经管理类中文杂志。以“引领商业实践，成就卓越CEO”为使命，为CEO及准CEO阶层提供全球领先的商业思想，对商业实践行之有效的新理论，新知识，新思维，针对CEO及准CEO阶层在经营管理中遭遇的困惑、难题、挑战，提供包括战略、理念、策略、路径、方法、工具等系统的“问题+答案”式的解决方案。

Winning at Product Innovation in Fashion and Luxury

Sales Contract-Please Complete in Capital Letters and Black Ink

DATE(s): 16th & 17th October, 2008

VENUE: TBA

PLEASE FAX BACK TO

Whitney Shen

Fax No: +86 28 6653 7033

Fee Per Delegate

Two Day Conference Fee US \$995 per person

send 2 delegates to enjoy 10% off
send 3 delegates and above to enjoy 15%

All the registered delegates are entitled for a set of documentation free of charge

DOCUMENTATION US \$500

If you are unable to attend the conference/training but wish to receive copies of the conference/training documentation, please complete the sales contract, tick this box and return the contract with payment details.

Full Payment is required within 5 working days

Name: _____

Position: _____

Email: _____

Name: _____

Position: _____

Email: _____

Name: _____

Position: _____

Email: _____

Organisation: _____

Address: _____

Town: _____ State: _____ Postcode: _____

Tel: _____ Fax: _____

Nature of Business: _____

Company Size: 1-99 100-249 250-499

500-999 1000+

Authorization

(Signatory must be authorized to sign on behalf of contracting organization.)

Name: _____

Position: _____

Signature: _____ Date: _____

This booking is invalid without a signature.



Register Now

Contact: Sales Department

Tel:+86 28 6653 7055

Fax:+86 28 6653 7033

Email: whitney.shen@linkingbiz.net

Business Opportunities

An exhibition space is available at the conference. Sponsorship opportunities covering lunch, evening receptions and advertising in documentation packs are also available. Please contact Ms. Whitney Shen at +86 28 6653 7055.

Payment Method

Our payment terms are 5 working days on receipt of invoice and full payments can be made by bank transfer.

开户名: 成都马汀令可商务咨询有限公司

开户行: 中国工商银行成都市暑袜南街支行

账号: **4402928009022523952**

CONFIRMATION DETAILS: After receiving payment, a receipt will be issued. If you do not receive a letter outlining the conference details two weeks prior to the event, please contact the Conference Coordinator at Martin Linking

Terms & Conditions:

1. Fees are inclusive of program materials and refreshments.
2. Payment Terms - Following completion and return of the registration form, full payment is required within five (5) working days upon the issuance of invoice. Payment must be received prior to the conference/training date. A receipt will be issued on payment. Due to limited conference/ training seats, we advise early registration to avoid disappointment. We reserve the right to refuse admission if payment is not received on time.
3. Client's Cancellation/substitution - Client's cancellation must be received in writing by MAIL or FAX four (4) weeks prior to the event in order to obtain an 85% credit to attend for any future Martin Linking Events. Under such circumstances, Martin Linking will retain the other 15% service fee to cover expenses for prior cost that has already been incurred upon the acceptance of registration. All bookings carry a 50% cancellation liability should the notice given is less than four (4) weeks. Non-payment or non- attendance does not constitute cancellation.
4. If, for any unexpected circumstances or reasons that Martin Linking decides to postpone this event, the client hereby indemnifies and holds Martin Linking harmless from any cost incurred in by the client. The event fee will not be refunded, but can be credited to future Martin Linking' s events. Martin Linking reserves the right to change the content without notice.
5. Copyright etc. - All Intellectual Property rights in all materials produced or distributed BY Martin Linking in connection with this event is expressly reserved and any unauthorized duplication, publication or distribution is strictly prohibited.
6. Important note: In the event that Martin Linking permanently cancels the event for any reason whatsoever, (Including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the client shall receive a refund for the amount that the Client has paid to such permanently cancelled event.

Martin Linking Business Consulting Company Limited