

Presenting

# Making Agile-Stage-Gate Real

October 17, 2019. Hotel Jakarta, Amsterdam, The Netherlands

## About the event

How can we effectively implement new products? How do we create a powerful innovation setting? How can we improve our R&D productivity and get new products to market faster? How do we connect strategic initiatives with operational activities? If these are questions, you are asking yourself, you will find your answers during this masterclass.

Held in English, it is designed for executives and managers who are responsible for innovation efforts in the fields of Business Development, R&D, Product Management and Marketing.

After a day full of insights and practical advice, you will not only take home everything you have learned, but also the newest edition of Dr. Coopers book "Winning at New Products".

## What's on the agenda

- 8:15 Warm welcome with coffee & tea
- 8:30 Introduction, purpose & outline
- 8:45 Innovation challenges & why new products succeed
- 10:15 Coffee break
- 10:35 A world-class Idea-to-Launch System: Fifth Generation Stage-Gate®
- 11:45 Networking lunch
- 13:00 Merging Agile with Stage-Gate: the best of both worlds
- 15:00 Coffee break
- 15:15 Sopheon: Strategy Execution
- 15:45 Interactive session: how to make it work in your business. Bring your questions!
- 17:00 Wrap up
- 17:15 Reception, networking opportunity & book signing
- 18:15 End of masterclass

## About the speaker

Dr. Robert G. Cooper, known as the creator of the Stage-Gate® system, is one of the world's leading authorities in the field of product innovation, technology and new product development.

A consultant and advisor to Fortune 500 companies, he travels the globe, sharing his knowledge and expertise in public and in-house seminars.



Get a free copy of Dr. Coopers book



**Register at:** <https://success-drivers-and-fifth-generation-stage-gate.eventbrite.nl>

**Hotel room:** Please go to <https://hoteljakarta.amsterdam/>. By using code SOPHEON you receive a 10% discount on the best available room rate. Discount is applicable between October 14 - 20, 2019.

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