

# BRINGING NEW PRODUCT IDEAS TO LIFE WORKSHOP



Business

REGIONAL DEVELOPMENT VICTORIA



**THE MOST PRACTICAL AND INFORMATIVE WORKSHOP ON THE CALENDAR**

**LEARN THE BEST TIPS ON 'HOW TO LAUNCH A NEW PRODUCT SUCCESSFULLY!'**

In the world of fast moving consumer goods, only 1 out of 10 products survive the first year of launch which means 9 out of 10 fail! We have not found a silver magic bullet...have you? The good news is the team at the Monash Food

Innovation Centre can help you to fast-track and reduce the risk of your new product ideas for both the domestic and export markets (China in particular).

Your food innovation centre facilitators have collectively launched 100's of products - who better to help you innovate? Not only do we bring proven methods for innovation, we also use practical approaches to design and bring your concepts to life. This will take the form of rolling up your sleeves and actually creating the product you wish to launch!

Excited/Curious? Then register for this workshop...we are here to help grow your business into the future!

[CLICK HERE TO BOOK](https://www.trybooking.com/WRFM)

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## Testimonials from previous attendees:

*"Getting to launch a product in a day really brought the learning to life in a way that was challenging and borrowed from the tools that were presented"* Meat and Livestock Association

## The Workshop Covers

- How to bring new product ideas to life
- Understand your competitors and consumers
- How to develop a well thought out business and launch plan
- Building a product from scratch
- Improving your odds for success

## When & Where?

The one day workshop will be held on Wednesday 12th September 2018, 9:30am- 4pm at Quest Echuca, 25-29 Heygarth St, Echuca VIC 3564

Further information please contact Rod Heath on [rod.heath@monash.edu](mailto:rod.heath@monash.edu) or 03 9905 8445.

**Cost: \$FREE (Fully Sponsored by Regional Development Victoria)**

**INCREASE SUCCESS:REDUCE TIME AND COST**