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Each month Pure Insight's Editorial and Research Team announces new **publications**, **web seminars** and member-only insights. The Team, based in the UK and North America has published case studies, interviews and opinion pieces from senior managers in companies including **Air Products and Chemicals**, **BT**, **Chevron**, **Ford**, **IBM**, **Kimberly-Clark**, **Nokia**, **Panasonic**, **Pitney Bowes**, **Raytheon**, **Reckitt Benckiser**, **Shell**, and many others. External expert contributors include **Preston Smith**, **Dr Jay Paap**, **Dr Robert Cooper**, and **Don Reinertsen**.

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## Focus Topic and Research Themes 2008

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Jan-08

**Engaging customers in prototyping: how much, when, and what to do with feedback**

Member audio conference  
4pm GMT, Jan 22

As getting products to market early becomes every more critical, rather than waiting for the final product for customer testing, companies are learning that it is vitally important to get something tangible into customer's hands as early on in the project as possible in order to start learning early. The earlier customers have something to handle, the sooner that things that can break can be fixed, and things that can be improved can be identified: it enables companies to introduce leverage in terms of reducing risk around the final product. At which stages in the product development process should companies be seeking feedback? How can customer feedback be translated back into specific design requirements? What happens if, when viewing the prototypes, customer requirements change dramatically from their initially specified desired attributes?

Feb-08

**Knowledge management systems: what makes a successful system?**

Member audio conference  
4pm GMT, Feb 26

From capturing ideas to tracking projects' progress through the NPD process, sharing learnings and best practices across an organization can bring tremendous savings in terms of both money and time. People avoid "reinventing the wheel", and any process improvements can be spread quickly from one group to another. Who in the company should have access to what information? What key features do successful knowledge management systems share? Do global companies need localized tools adapted to local conditions or are global systems preferable?

Mar-08

**Valuing technologies: tools and techniques**

Member audio conference  
4pm GMT, Mar 18

The increased take up of open innovation among companies and the requirement for organizations to ensure their R&D pipelines are sufficiently full is forcing companies to assess the value of their technology. ROI, risk-adjusted NPV, balanced scorecards – what are the most effective tools and techniques for the valuation of technology projects? When is the best time to value the technology? How can companies calculate whether they have sufficient projects in their pipelines to deliver the revenue projections?

Apr-08

**Packaging design: reading the signs**

Member audio conference  
4pm BST, Apr 22

The aesthetic design of packaging has a significant impact on consumer's purchasing decisions, but getting the right design on the right product is not straightforward. The aim of any aesthetic packaging design is to bringing brands to life, capturing the essence of the product, triggering the right emotions in consumers, and ultimately selling the product. But how do companies go about testing new packaging designs on consumers, how do they accurately gauge responses, and how can products be differentiated from the competition?

May-08

**Business creation through venturing: exploiting the chance to create new, profitable business**

Member audio conference  
4pm BST, May 27

As demonstrated by Philips Research, BT and DSM, "best in class" companies have different approaches to scouting, integrating and developing new technologies when it comes to creating new business opportunities through venturing. But how should venturing fit within the rest of the innovation process? What are the inputs that drive venturing and how are the new businesses and their products integrated into the host organization? And what are the best methods for scanning the environment for new ideas??

Jun-08

**Getting management buy-in: building the business case**

Member audio conference  
4pm BST, Jun 24

Senior management can often be reluctant to take risks when up against the pressures of tighter deadlines, cost-cutting and more products, but when project teams believe their latest great idea or pet project has the potential to be breakthrough, disruptive, or a high-profit generator, how can they get the genuine management support that will be necessary to drive the project through production?

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