

# Ideation phase of new product development - idea generation workshops

## Workshops

New Product Development & Research Manager (Marketing), Business Unit Food Maspex with over 10 years' experience in R&D with practical knowledge from all parts of R&D division (design, implementation and quality) as well as several segments of FMCG market (snack food, food, and petfood). She gained broader perspective working in multinational and multicultural environment (assignments in UK and Holland) with responsibility for product lines: Mars bar, Snickers bar, M&M's, Pedigree or Whiskas.

Currently she is responsible for portfolio development for FOOD brands in Maspex Group, working on short and long term projects for instant products, pasta and cereals. Within this role she runs consumer research, works on product concepts, develops the prototypes and works out the business recommendations based on financial analysis. Graduate of Krakow's Politechnics, Faculty of Engineering and Chemical Technology, passionate about theatre and loves mountain trekking.

*How to create ideas for new, innovative, unique and attractive products? Is brainstorming the only universal route to follow?*

This completely hands-on workshop will take Participants through effective idea generation framework - you will create new concepts of products for the food industry using powerful tools and techniques, applicable and useful in other contexts. If you want to take part in live consumer research, get to know semiotics and ethnography or use new creative facilitating techniques, join us!