

RELEVANT

design thinking to transform business

DESIGN > 9-30-10

pdma ga summit 2010

What is Relevant Design?

As businesses continue to implement growth strategies in a dynamic economy, how do they leverage alternative problem solving methods to meet people's needs in a way that's both technically feasible and commercially viable? Relevant Design, hosted by the Georgia chapter of the Product Development & Management Association (PDMA), will focus on the impact that design thinking can have on business. The half-day event, typically attended by over 275 new product development professionals and students, will include presentations from industry leading experts, an NPD roundtable for students, as well as the opportunity to see the latest resources and services available to product development professionals.

Who?

"Design Thinking - Perspectives from IDEO"
Michael Hendrix, Boston Location Director, Associate Partner at IDEO

Clark Scheffy, Senior Design Lead, Consumer Experience Design Practice at IDEO

"Walmart - Revitalizing the World's Biggest Retailer's Brand"

Su Matthews, Senior Partner, Design at Lippincott, New York

"Coca-Cola Freestyle - The Ultimate Fountain Drink Experience"

Gene Farrell, Vice President, Jet Innovation Program at The Coca-Cola Company

Where?

Coca-Cola Headquarters,
Atlanta GA

When?

10:00am-6:00pm

Plus

New Product Development Practitioner Roundtable
Lunch and Refreshments
Sponsor Exhibits and Giveaways
Networking Opportunities

\$125 early registration (before August 30th)
\$150 regular registration
10% discount for National PDMA members
\$20 for students with ID