ERIK-JAN HULTINK:
BUILDING BRANDS THROUGH INNOVATION
How well do you harness innovation to build your brand?

**Breakfast seminar**

This breakfast seminar brings together four innovation and branding experts who will challenge you to think about how your brand, technology and design need to be integrated to create customer value, drive customer engagement and promote future product success.

Over the next five years companies that will succeed in driving the market are those that understand their target customers and solve their problems in a better way than competitors, build a brand promise that is delivered by everyone in their business network (employees, distributors, suppliers), and innovate continuously in their products, services and demand chain.

**Date**
Friday 2 October 2009

**Time**
7.00 - 7.15 am: Registration
7.15 - 9.00 am: Breakfast, presentations, Q&A
9.00 - 9.30 am: Coffee and networking

**Venue**
ZINC at Federation Square
www.zincfedsq.com.au

**Cost**
- Business $70.00
- RMIT alumni / staff $65.00
- Students / unwaged $65.00
- efmsa members $50.00

**Bookings**
Download the registration form from www.rmit.edu.au/bus/events/brand

**Further information**
For further information about the speakers and the Product Development Management Association (PDMA) please visit www.rmit.edu.au/bus/events/brand.

**Host**
**Mike Reid**, Associate Professor of Marketing, RMIT University, in conjunction with the Product Development and Management Association of Australia.

**Speakers**

**Keynote speaker—Erik-Jan Hultink**
Professor of New Product Marketing, Faculty of Industrial Design Engineering, Delft University of Technology, The Netherlands.

Erik-Jan Hultink is one of the world's foremost innovation researchers and was recently ranked number six in the list of the World's Top Innovation Management Scholars. Erik-Jan has published four books in the area of product innovation and is the co-founder of the Netherlands chapter of the Product Development and Management Association.

**Alban Savage**
Head of New Product Industrialisation, Cochlear

Alban Savage has over 30 years experience in new product development in a range of industries covering implementation, management and strategic direction. He joined Cochlear in 2006 as Head of New Product Industrialisation. As an outstanding Australian success story Cochlear’s success has been achieved with technological innovation, an ever increasing understanding of customer needs and a lifelong commitment to improving hearing performance in the hearing impaired. Cochlear has just launched a complete new system into the market with a number of significant innovative solutions to shift the competitive landscape.

**Erminio Putignano**
Managing Director, FutureBrand (IPG), Australia

Erminio Putignano has worked in Australia, Europe and Asia, leading world class projects. Among other things, he was part of the team responsible for the rebirth of the legendary Maserati brand; he consulted for Ferrari on setting up its worldwide CRM platform; helped re-invent the Indesit and Ariston home-appliances brands, and consulted to MasterCard, L’Oréal and Coca-Cola. Since joining FutureBrand, Erminio has worked on the creation of new brands in Australia and India across a broad range of industries, including media, resources, finance, retail, FMCG, sport and telecommunications.

**Michael Beverland**
Professor of Marketing, School of Economics, Finance and Marketing, RMIT University

Michael Beverland is the author of the book *Building Brand Authenticity*. Michael is an acknowledged expert in brand and innovation research having conducted national and international product innovation, branding, and design management studies on such companies as Incat, The Morgan Motor Company, Fisher & Paykel, Lloyd's, Coke (UK), Chateau Margaux, Phil and Ted's, Formway, Click Clack, Beauty Engineered Forever, EnzTec, and Paintright.