

AGSA Post-Conference Workshop

BRINGING NEW GRAIN-BASED FOOD PRODUCTS

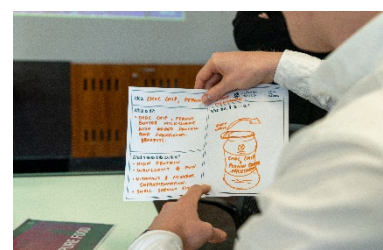
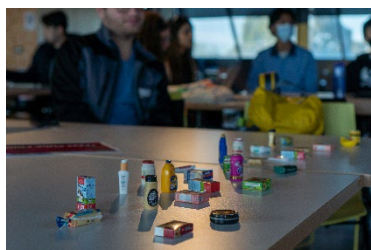
IDEAS TO LIFE



BRINGING IDEAS TO LIFE USING BEST PRACTICE METHODS

Learn best practice in how to identify, craft and test ideas that will have the best chance of succeeding in your business and the market place.

A very interactive workshop intent on 'active learning'. Takeaway tools such as Knowledge and Product Mapping, Consumer Led Design Rules, turning insight to ideas and prototyping to assist in building your future new product development plans.



ENGAGE: With the latest best practice capabilities and tools designed to better the current 9 out of 10" fail rate" of new products in the market after 1 year!

LEARN: How to co-create, accelerate and de-risk your innovation.

EXPAND: Your network with likeminded business. Get inspired and connected with other innovators.