

CoDev 2008

January 21-23, 2008
Scottsdale, Arizona

Seventh Annual MRT/PDMA International Congress on Co-Development

Open Innovation – Key Levers for Business Growth and ROI

FOUR WAYS TO REGISTER:

Call: **1-800-338-2223** or **781-891-8080**
(weekdays, 9:00am–5:30pm EST)

Fax to: **781-398-1889**

Internet: **www.CoDevPD.org**

Mail to: **CoDev 2008**
c/o Management Roundtable
92 Crescent Street, Waltham, MA 02453

Please accept the following registration(s):

(Please use photocopies for additional people)

Please check the event(s) you plan to attend. See page 15 for pricing.

- Pre-Conference Workshops (Jan. 21, 2008)** See inside.
 - A. Executive Session: Turbo-Charging Growth** (11am–5pm)
 - B. Accelerating Product Development Through CoDev** (MORNING SESSION)
 - C. Intellectual Assets in Open Innovation** (MORNING SESSION)
 - D. Value Network Tools, Strategies and Practices for Open Innovation** (AFTERNOON SESSION)
 - E. Managing and Protecting IP in China** (AFTERNOON SESSION)
- Conference (Jan. 22-23, 2008)**

Total fee \$ _____

Payment Information

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I cannot attend; please send me _____ conference handbooks with case studies, data, all handouts and more, at \$595 each. (to be shipped within 3 weeks after the event).

Please send me information about sponsorship/exhibitor opportunities.

REGISTRATION CODE: WEB DOWNLOAD

**Reserve by November 30, 2007
and save \$200!**

See page 15

Receive the 4 key levers to ensure open innovation success and payback:

- 1 Organizational Effectiveness**
Streamline roles and processes; bring together multiple diverse groups
- 2 Global Expansion and Innovation Networks** Tap into markets and resources around the world
- 3 Intellectual Asset Management**
Leverage IP, secure your firm's position as partner of choice while protecting competitive advantage
- 4 Metrics** Assess opportunities and monitor performance

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