



COURSE AGENDA: NOVEMBER 27-29, 2018

DAY 1

- 8:00AM CONTINENTAL BREAKFAST
8:45AM WELCOME AND INTRODUCTION
9:00AM UNDERSTANDING WHAT WILL SELL YOUR AHP PRODUCT
10:30AM BREAK
11:00AM The Current Marketplace: Feminine Hygiene Products
11:45AM LUNCH
12:45PM DESIGNING AHP COMPONENTS THAT PERFORM
2:15PM BREAK
2:45PM DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS
4:00PM BREAK
4:15PM DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS
5:15PM MATERIAL REVIEW / GROUP Q&A
6:00PM RECEPTION

DAY 2

- 8:00AM CONTINENTAL BREAKFAST
8:30AM DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS
10:15AM BREAK
10:45AM DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS
12:00PM LUNCH
1:00PM DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS
2:30PM BREAK

- 3:00PM DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS
4:00PM BREAK
4:15PM UNDERSTANDING AND TESTING YOUR PRODUCT
5:15PM MATERIAL REVIEW / GROUP Q&A
6:30PM OPTIONAL GROUP DINNER

DAY 3

- 8:00AM CONTINENTAL BREAKFAST
8:30AM UNDERSTANDING AND TESTING YOUR PRODUCT
10:00AM BREAK
10:30AM THE CONVERTING MACHINE
12:00PM LUNCH
1:00PM UNDERSTANDING AND TESTING YOUR PRODUCT
1:45PM BREAK
2:00PM UNDERSTANDING AND TESTING YOUR PRODUCT
2:30PM ALTERNATIVE MATERIALS FOR END-OF-LIFE ISSUES
3:00PM COURSE ADJOURNS