



COURSE AGENDA: MAY 22-24, 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 by Region...
11:45AM LUNCH
12:45PM DESIGNING AHP COMPONENTS THAT PERFORM
2:15PM BREAK
2:45PM DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS (cont'd)
4:00PM BREAK
4:15PM DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS (cont'd)
5:15PM MATERIAL REVIEW / GROUP Q&A
6:00PM RECEPTION

DAY 2

- 8:00AM CONTINENTAL BREAKFAST
8:30AM DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS (cont'd)
10:15AM BREAK
10:45AM DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS (cont'd)
12:00PM LUNCH
1:00PM DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS (cont'd)

- 2:30PM BREAK
3:00PM DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS (cont'd)
4:00PM BREAK
4:15PM UNDERSTANDING AND TESTING YOUR PRODUCT (cont'd)
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 (cont'd)
10:00AM BREAK
10:30AM THE CONVERTING MACHINE
12:00PM LUNCH
1:00PM UNDERSTANDING AND TESTING YOUR PRODUCT (cont'd)
1:45PM BREAK
2:00PM UNDERSTANDING AND TESTING YOUR PRODUCT (cont'd)
2:30PM ALTERNATIVE MATERIALS FOR END-OF-LIFE ISSUES
3:00PM COURSE ADJOURNS