



NPD SKILLS TRAINING AGENDA (28th of September 2026)

One-day, experts-led training for Bio-Innovators who want to transform their breakthrough ideas and research into real-world impacts. Learn **how to Speak NPD** to better communicate and collaborate with industry to boost new products developments and successful commercialization. Participants will gain insights into customer-centred innovation, value proposition development, research–industry collaboration, commercialisation, marketing and regulatory considerations through interactive sessions led by experienced practitioners.

Time	Session	Speaker
09:00–09:15	Registration	Dr Aleks Szopinska & Laura Curtis
09:15–10:00	1. Introduction to New Product Development. Let's speak NPD!	Dr Aleks Szopinska
10:00–11:00	2. Innovation for Impact: Cultivating Evidence-Based & Customer-Centred Product Development	Dr Adam M. Adamek <i>Invited NPD Academy Expert</i>
11:00–11:30	Coffee Break	
11:30–12:30	3. From Innovation to Opportunity: Building a Value Proposition & Testing Feasibility	Dr Jolanta Beinaroviča <i>Invited NPD Academy Expert</i>
12:30–13:30	4. Building Strong Product Foundations through Research–Industry Collaboration	Dr Aleks Szopinska
13:30–14:00	Lunch Break	
14:00–15:00	5. NPD Frameworks: A Guided Path from Idea to Market	Dr Aleks Szopinska
15:00–16:00	6. Marketing & Communications for Bio-innovation	Laura Curtis Sam Jennings
16:00–17:00	7. Navigating the Regulatory Landscape for Bio-Innovation	<i>Invited NPD Academy Expert</i>

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