

## Personas, Scenarios, and Schmoozing

Join the Carolinas Chapter of the Product Development and Management Association at its first event in South Carolina. Sponsored by Michelin North America and VantagePoint, the evening combines networking and education. After an overview of "Personas and Scenarios" is presented, attendees will split into teams for interactive exercises and the best teams will even win a prize!

**Personas** are used in many ways in product development, innovation, marketing, usability, and other areas for gaining insights and communicating who your target customers are, who are the various types of users, who are the purchase influencers, etc. **Scenarios** are often used to communicate the various ways customers use the products and by that gain deeper insight about the users and often how to improve products or even introduce new features. The objective of the exercise is to give you some intuition and motivation to explore the topic further and possibly employ these powerful tools in your work.

### Session leads:



**Claire-Juliette Beale**, is the current president of the Carolinas chapter of PDMA. A partner of Touch360, a strategic design and innovation firm, she leads the market and user research practice. Claire-Juliette holds a B.A. from Catholic University of Angers, and a M.A. from University of Cergy-Pontoise, France. She is an active member of PDMA and ESOMAR.



**Bryan Haltom**, is the vice president of marketing for the Carolinas chapter of PDMA. A value stream specialist at Lord Corporation, his responsibilities include new product portfolio responsibility, complexity reduction, and general product management for the Off-Highway equipment, Wind Energy, and Rail Industries. Bryan holds a B.S. from Davidson College in North Carolina. He is an active member of PDMA and CDMA.

### Who Should Attend:

Professionals at all levels who have interest in what it takes to bring to market great products and services that enhance people's lives and companies' bottom lines. This event qualifies as two (2) professional development hours toward PDMA's NPDP recertification.

### Event Details:

Thursday, April 3, 2008 from 6:00 – 8:45 PM (registration begins at 6:00 and program begins at 6:45) at Michelin on Main, 550 S. Main St., Greenville, SC 29601.

Fees: \$20 PDMA members, \$30 non-members. Attendance is limited and pre-registration required. \$10 surcharge for on-site payment. Heavy Hors d'oeuvres and non-alcoholic beverages included. Cash bar available. Please direct any questions to [claire@touch360.com](mailto:claire@touch360.com).

### Sponsored by:



For event details and to register online visit: <http://pdmagreenville.eventbrite.com>.