



COURSE AGENDA: July 14-16, 2020 | OCTOBER 6-8, 2020

DAY 1

- 8:00AM CONTINENTAL BREAKFAST
8:45AM WELCOME AND INTRODUCTION
9:00AM UNDERSTANDING WHAT SELLS AHP PRODUCTS
10:30AM BREAK
10:45AM DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS
11:45AM LUNCH
12:45PM DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS
2:00PM BREAK
2:15PM THE CURRENT MARKETPLACE - FEMININE CARE PRODUCTS
3:00PM THE CURRENT MARKETPLACE - ADULT INCONTINENCE PRODUCTS
3:45PM BREAK
4:00PM DESIGNING AHP COMPONENTS THAT PERFORM
4:30PM MATERIAL REVIEW / GROUP Q&A
5:00PM RECEPTION

- 2:15PM DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS
2:45PM BREAK
3:00PM UNDERSTANDING AND TESTING YOUR PRODUCT
4:45PM MATERIAL REVIEW / GROUP Q&A
6:00PM OPTIONAL GROUP DINNER

DAY 3

- 8:00AM CONTINENTAL BREAKFAST
8:30AM THE CONVERTING MACHINE
10:00AM BREAK
10:15AM ALTERNATIVE MATERIALS FOR END-OF-LIFE ISSUES
11:15PM MATERIAL/COURSE REVIEW
11:45PM LUNCH/COURSE ADJOURNS
12:30PM OPTIONAL: STUDENT Q&A

\*All sections led by Terry Young unless otherwise noted.

DAY 2

- 8:00AM CONTINENTAL BREAKFAST
8:30AM DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS
9:30AM BREAK
9:45AM DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS
10:30AM DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS
12:00PM LUNCH
1:00PM DESIGNING MATERIALS TO ENHANCE AHP COMPONENTS