

Mass Customization

Mass Customization Symposium

November 4-6, 2006

Hyatt Regency Tamaya Spa and Resort Albuquerque, New Mexico



Hyatt Regency Tamaya Spa and Resort

Mass Customization is a force for innovative change that has revolutionized some of the world's largest and most successful companies. This three-day symposium has been designed to present concepts by mass customization experts from academia and industry that can be implemented to improve business efficiencies and to meet customer satisfaction and retention goals.

Highlights of the event include:

- Facilitated interactive workshops to explore multiple aspects of mass customization opportunities for your business
- Case studies and practical applications presented by guest speakers
- An opportunity to exchange ideas and experiences with other industry leaders

Featured Presenters are:

Dr. Michael Fralix, President, [TC]²
Dan Marino, Marino Associates
Dr. Frank Piller, MIT
Peter Tredwin, President and Founder, A Business Affair

Following the event, each participant will receive a customized action plan that identifies mass customization opportunities to integrate into future business strategies.

A small, intimate program for senior executives has been designed. The world-class Hyatt Regency Tamaya Spa and Resort is convenient to the Albuquerque airport, is situated on 500 acres, offers many dining choices, and provides an all-inclusive package for lodging, meals, business and social activities, as well as a separate companion program. In addition to the Tamaya Mist Spa, the Hyatt Regency social allowance can be used for golf, tennis, horseback riding, or other recreational opportunities.

Total program fee including lodging, food, and social allowance	\$2975
Additional company representative	\$2750
Educational institution cost	\$2650
Companion participation fee (includes \$400 social allowance)	\$ 675

To review the agenda, workshop topics, and other program details, visit www.abusinessaffair.com.

Contact Information:

To register online, visit
www.abusinessaffair.com

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Produced by:

