The Center for Anti-Counterfeiting and Product Protection
Executive Education Seminars

David Howard, A-CAPP Outreach Specialist and retired Global Director of Product Protection for the Global Brand Protection Group at Johnson & Johnson, leads this Michigan State University A-CAPP 3-part Executive Education Seminar. Mr. Howard combined his years of experience in Brand Protection with A-CAPP’s academic experts to deliver seminars that will assist industry professionals to build upon their company’s product and brand protection program.

Course 1: Developing A Product Risk Assessment Program
This course will expose the mysteries of risk assessment and help lay out a tailored risk assessment program for the attendee/company, including a one-on-one instructor follow up with the attendee and company.
- Counterfeiting & Brand Protection
  - Why Assessing Risk Matters
  - Knowing Your Company
  - Knowing Your Supply Chain
  - Knowing Your Channels
  - Developing A Risk Assessment Program
  - Assessing Risks Back Home

JUNE 10, 2014
8 A.M.—5 P.M.
HENRY CENTER
LANSING, MICHIGAN

REGISTER NOW! Class size is limited and available on a first come-first served basis.

Course 2: Developing A Product Risk Mitigation Program
This course will expose the mysteries of risk mitigation and help lay out a tailored risk mitigation program for the attendee/company, including a one-on-one instructor follow up with the attendee and company.
- What Causes Product Risk
- Where Risk Exists & Why
- Impact To Consumers
- Impact To Business
- Source & Root Cause
- Product Handling
- Product Administration
- Who Has Your Products & Why
- Who Needs Your Products & Why
- Developing A Risk Mitigation Strategy

AUGUST 12, 2014
8 A.M.—5 P.M.
KELLOGG CENTER
EAST LANSING, MICHIGAN

Course 3: Assessing Product Protection Technologies
This course will assist in the development of tailored product protection plans that can effectively address areas of risk through the use of technology development and deployment, including a one-on-one instructor follow up with the attendee and company.
- Assessing Where You Are
- Protecting Your Products
- Assessing Technologies
- Technology Assessment Goals
- Integrating Technology As Part Of A Total Brand Protection Solution

OCTOBER 14, 2014
8 A.M.—5 P.M.
KELLOGG CENTER
EAST LANSING, MICHIGAN

WWW.A-CAPP.MSU.EDU

Each course includes: 8-hour training session - networking breakfast & lunch - one-on-one assessment of participant strategies - 2-hour one-on-one follow up on participant strategies - materials and supplies.

The seminars can be taken as a series or as individual courses. Individual cost per course is $1,500; 2 courses $2,750; 3 courses $3,750.

More Information
Register