

SPRINGBOARD

THE NEW **VIRTUAL** EVENT
RUNNING ON **CGF LEAPFROG ENGINE**

30th MARCH 2021

INDUSTRY X DESIGN TO MARGIN

SPRINGBOARD



accenture



WE LOOK FORWARD
TO SEEING YOU THERE!

- **30th March 2021**
- **Virtual**
- **3:00 pm – 5:30 pm CET**

Timings subject to change

INDUSTRY X DESIGN TO MARGIN

Covid-19 has accelerated the shift to digital end-to-end, from consumer to supply chain and operations. Unfortunately, according to recent Accenture research, the consumer goods industry is a laggard in digital maturity across operations and product development. Now more than ever, consumer goods companies need to reinvent their operations and leapfrog towards digital transformation to align with the current market needs. They need to avoid a progressive erosion of margins and market share, and drive a new level of efficiency, sustainability and growth.

Learn how consumer goods leaders are revisiting existing and new product portfolios using a combination of two mindsets: profitable innovation and cost-efficiency. During the SpringBoard, you will have the opportunity to:

- **Hear from experts**
- **Deep dive into core capabilities**
- **Explore:**
 - Product Should Cost
 - Product Design Optimisation
 - Monetising Innovation
- **Share insights**

CGF INTERNAL
Document ID



**Spaces are limited,
contact us to book
your spot!**

For more information, please contact:

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