Developing Product and Brand Protection Programs
Counterfeit Risk Assessment and Mitigation

Many companies have found themselves with either little or no understanding of how to assess the potential risk to their products from counterfeiting, illegal diversion, tampering, and misbranding. All are forms of fraud and all pose risks to the products, customers, brands, and companies that own them. This session seeks to give a thorough understanding of how to assess this risk and how to create a mitigation strategy for the attendee’s company.

Attend this Seminar to:

- Expose the mysteries of risk assessment
- Lay out a risk assessment program and mitigation strategy for your company
- Learn to categorize risks and mitigation action plans
- Develop a proactive approach to product and brand risk management by moving from a reactive to a proactive brand protection program

Seminar Goals:

The goal is that attendees will be able to understand and use a Risk Assessment and Mitigation tool for their own company; be able to understand and use a technology assessment tool for ranking technology in combatting counterfeiting; and be able to understand and use a supplier assessment tool in selecting their product suppliers.

Seminar Agenda

1. Overview of Risk Assessment and Brand Protection
2. Risk Assessment: Where to Start
3. Risk Assessment: Risk Assessment Questions and Mitigation
4. Risk Assessment: Technology Assessment Strategy
5. Risk Assessment: Technology Assessment Methodology
6. Risk Assessment: Supplier Assessment Methodology
Presenter: David Howard, Outreach Specialist, Michigan State University

David Howard recently retired as the Global Director of Product Protection for the Global Brand Protection Group of Johnson & Johnson, where his responsibilities included product and package protection through the use of process and technology advancements for the Medical Devices and Diagnostics; Consumer; OTC; and Pharmaceutical divisions of Johnson and Johnson. He spent his career working for various small, medium and large corporations including Kliklok Corporation, Omark Industries, Bristol-Myers Squibb. Mr. Howard is the elected Chairman of the International Authentication Association and has served on the IAA board since its inception in 2007. He also served as the President of the A-CAPP Industry Advisory Board from May 2011 until his retirement in October 2013. Additionally, he also supports authentication and anti-counterfeiting efforts in various partnerships and on multiple fronts around the globe. Mr. Howard is a 1981 graduate of Michigan State University with a BS degree in Packaging Engineering and holds a 2005 MBA in Global Management. Currently, he serves as an Outreach Specialist at the A-CAPP Center.

Attendees:

This seminar is designed for brand protection professionals with varying levels of experience but has open registration.

Language:

English

For further questions or information, please contact Kari Kammel, Outreach Specialist, at kkammel@msu.edu.