

# Mass Customization

## Mass Customization Symposium

World class speakers & leading experts on Mass Customization will lecture & facilitate workshops & deliver practical examples of MC to implement in your business.

Nov. 4, 5 & 6<sup>th</sup> Tamaya Hyatt Spa & Resort,  
Albuquerque, New Mexico

- WORLD-CLASS SPEAKERS AND FACILITATORS
  - FANTASTIC ACCOMMODATIONS & SOCIAL ACTIVITIES
  - INTERACTIVE WORKSHOPS WILL DETERMINE MC OPPORTUNITIES
  - AN ACTION PLAN SPECIFICALLY CUSTOMIZED FOR YOUR COMPANY

Mass Customization is a mega-trend. A force for innovative change that has revolutionized some of the worlds largest and most successful companies. Via interactive workshops, facilitated by our esteemed panelists, learn the most powerful Mass Customization concepts. Post conference, you will receive a thoroughly documented action plan on how to profitably implement powerful Mass Customization concepts in your business.

### Highlights

Hands on weekend with world leading experts on Mass Customization

Working in small groups, facilitated by our panelists you will learn how MC will improve your business

A thoroughly documented plan, delivered after the conference, will clearly explain how to integrate opportunities into your work

**WORK** - A symposium for like minded professionals that want to participant and work with other industry leaders in understanding how MC can improve your work, business & professional life

**KEYNOTE** - World renowned experts in MC that cover the academic, practical, business and institutional fields.

[TC]<sup>2</sup> - Dr. Mike Fralix , MIT - Dr. Frank Piller, Marino Associates - Dan Marino

**GUEST SPEAKERS** - Share practical applications & provide the case studies from the MC pioneers. Business Affair founder Peter Tredwin, Sheryl Bercier Lean Manufacturing guru, Stuart Hamilton - Systems integration expert

**RELAX** - In a unique luxurious environment; work, learn and network. Enjoy complimentary golf, world class spa, horseback riding on a wonderful 500 acre resort at the foot of the Sandia Mountains, bordering the Rio Grande.

**SPECIAL SPOUSE PACKAGE** - Register spouses before July 15th and get special pricing and activity gold card for meals, golf, spa, horseback riding etc.



### ALL INCLUSIVE PACKAGE Business & All Social Activities

Gold Passport & Regency Club accommodation

\$400 social allowance to spend as you like

Play golf at The Twin Warriors Championship Golf Club

Enjoy the luxurious Tamaya Mist Spa

Fabulous food and entertainment

\$2,975

Discounts for early and group registrations



Register online: **after June 5th**  
<http://www.abusinessaffair.com/>  
and enjoy special spouse discount

OR call/email: 505 776-1086 [peter@abusinessaffair.com](mailto:peter@abusinessaffair.com)

