

### Executive Education Seminars

#### Seminar Overview

The Anti-Counterfeiting and Product Protection Program (A-CAPPP) within the School of Criminal Justice at Michigan State University is proud to offer this Executive Education seminar in anti-counterfeiting based on the graduate course *Anti-Counterfeit Strategy and Product Protection*. The seminar initially examines the overall strategy based on the opportunity (crime), looking closer at categorizing the actions (types of counterfeiting, types of counterfeiters, etc.), and the victim (consumers and retailers), including consumer roles in authentication.

#### 2012 Seminar Dates

January 24<sup>th</sup> and 25<sup>th</sup>, 2012 Risk Assessment Workshop

February 7<sup>th</sup> and 8<sup>th</sup>, 2012 Food Fraud

September 19<sup>th</sup> and 20<sup>th</sup>, 2012 Custom Program\*

September 26<sup>th</sup> and 27<sup>th</sup>, 2012 Anti-Counterfeiting Strategy-Risk Assessment

\*Please contact [spinkj@msu.edu](mailto:spinkj@msu.edu) for content and availability.

#### Seminar Objective

The seminar objective is to provide attendees with an insight in the emerging corporate management function of Product Protection, Brand Protection, and the growing area of anti-counterfeit strategy.

The seminar draws on a wide range of current experience and expertise, infusing many real-world applications and problem-solving that will provide you with an effective framework for addressing your organization's product protection needs.

#### Concepts Covered

- Anti-Counterfeit Strategy
- Diversion
- Tamper-Resistance
- Theft Prevention
- Roles in Authentication
- Supply Chain Security
- Legislation
- Criminal Justice/Tamper Resistance
- Emerging Trends/Anti-Counterfeit
- Advanced Topics and Solutions

#### Day 1 (8:30 am – 5:00 pm)

- Brand Protection to Product Protection
- Anti-Counterfeit Strategy
- Criminology and Prosecution
- Supply Chain
- Product Protection: theft, tampering, child-resistance

#### Day 2 (8:30 am – 3:30 pm)

- Advanced Topics
- Consumer Behavior and Retailing
- Packaging and Countermeasures
- Corporate Governance and Enterprise Risk Management
- Anti-Counterfeit Strategy Workshop

**Registration:** To register and pay via credit card, visit <https://noncredit.msu.edu/listSections.action?catalogid=15&offeringid=606>. To register and pay via check, contact Sara Heeg at [heegsar1@msu.edu](mailto:heegsar1@msu.edu). The cost of the two day seminar is \$1950.

**Location:** The courses will be conducted on the campus of **Michigan State University** at the National Food Safety & Toxicology Building, unless otherwise noted. Campus map: <http://maps.msu.edu/interactive/>.

#### Lodging Recommendations:

- **Kellogg Center**, MSU, PH: (800) 875-5090 \*Make Reservations Early!
- **Candlewood Suites** (The Henry Center), MSU, PH: (800) 541-4998.
- **Marriott of East Lansing**, PH: (517) 337-4440.

#### Course Instructor:

**John Spink, PhD**  
*Associate Director & Assistant Professor, Anti-Counterfeiting and Product Protection Program, School of Criminal Justice, Michigan State University.*

#### Chair

**US Technical Advisory Group for ISO Technical Committee 247 Fraud Controls and Countermeasures**

#### Chair

**State of Michigan's Food Safety Strategy/Packaging Subcommittee**

#### Chair

**International Association of Packaging Research Institutes (IAPRI), working group on Package Security and Anti-Counterfeiting**

**Contact the Instructor:**  
**Dr. John Spink**  
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**517.381.4491**

[www.a-cappp.msu.edu](http://www.a-cappp.msu.edu)

#### Experts from:

**Criminal Justice, Supply Chain, Food Safety, Risk Communication, Social Anthropology Law/Consumer Behavior and will represent Pharmaceutical Food OEM/Consumer Agency**