



# EVENT AGENDA

## BEST PRACTICES IN PRODUCT MANAGEMENT: *Building Insanely Great Products*

Apr 19 – 20, 2018

Captiva Island, FL

8:00 am – 5:30 pm EDT

[Register Now!](#)

### Overview:

This course will offer ideas and examples of how to determine if your product portfolio is in line with what your market trends and/or your customer's demands, find alternatives, evaluate each alternative and promote the final solution to the executives. It also provides a proven template and project plan how to proceed forward.

### Networking:

We strongly believe in the power of networking and in the concept of sharing openly and honestly various ideas and experiences. A special networking event will take place at the end of the day, from 5:30 pm until 7:30 pm. This is a great opportunity to connect with peers and exchange a few business cards.

### Day One Session: 8 AM - 5.30 PM

- Understand the marketing role inside your company
- Do's and don'ts for product managers: Lessons learned the hard way
- Financial concepts and decisions for marketers
- Product Portfolio Strategies
- Managing the Product Development process
- Product Development Stage-Gate Process
- Managing product life-cycle: from idea generation to product obsolescence
- Key marketing concepts review
- Creating the best value proposition for your product and service

### Day Two Session: 8 AM - 5.30 PM

- Understanding your company ERP system and get the most out of it
- Sales forecasting tools and concepts
- Pricing Strategies
- Marketing roles definition
- Understand your company culture
- How to get things done in marketing and sales-driven companies
- How to get things done in R&D driven companies
- How to get things done in finance-driven companies
- Your position in the company is centric: how to get along with everybody
- What the executive team really wants from marketing: Answer key questions
- Get along with finance and R&D teams: How to answer key questions
- How to get your point across: speak with the voice of your customer

Organized by

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