



# **BEST PRACTICES IN PRODUCT MANAGEMENT:**

## ***Building Insanely Great Products***

**Mar 1 – 2, 2018**

**San Diego**

**San Diego, CA**

**8:30 am – 5:30 pm PST**

# EVENT AGENDA

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SAN DIEGO, CA

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## 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.

## Day One Session: 8.30 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: 8.30 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: 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

## 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.

## Suggested Audience:

- Product Leaders (Director, VP, Business Unit Manager, Start Up, Entrepreneur);
- Product Manager and Product Marketing Manager;
- Product Owners and Strategists.
- Managers of Industry, Portfolio, Program; Field Marketing, Business

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PRODUCT MANAGEMENT:  
*Building Insanely Great  
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**A UNIQUE LEARNING EXPERIENCE THROUGH INNOVATIVE EVENTS  
LED BY TODAY'S TOP BUSINESS PEOPLE.**

**Why Attend?**

Axentys Events offer an outstanding learning and networking experience for business professionals and led by top business professionals.

**Quality:**

Our keynotes and workshops are led by experienced corporate and business practitioners focused on excellence in execution, business sustainability and innovation.

We make sure that our event agenda is addressing today's business challenges and/or provide the best or at least an exceptional training material. We only use the best presenters delivering best practices, best and proven execution methods and real world, case study material that will provide an outstanding learning experience.

**Networking:**

Our events offer a great opportunity to for collaboration and professional growth through meeting and learning from a diverse group of business professionals.

We strongly encourage our attendees to make new business relationships and exchange business cards during our networking session and our multiple networking breaks. Many times these new relationships can prove to be much more beneficial than the material presented. At the end of our session, all our attendees should have at least one more business contact to get the most out of these events and we will try our best to make that happen.

**Who Presents?**

Executives and Business Leaders, Subject Experts, Authors, Thought Leaders and Innovators. Our extensive industry relationships allow us to tap a phenomenal pool of highly talented professionals and we are constantly increase the size of that pool.

**Who Attends?**

Business executives, leaders, managers, industry practitioners, experts, consultants, entrepreneurs.



# OUR VENUES



Axentys extensively reviews conference venues, choosing those that offer the best value to business travellers. We negotiate hotel rates at the venue location to offer maximum on-site convenience at the best price. Furthermore, our venues prime location offers dozens of choices of off-site accommodations from boutique to internationally recognized brands.

Please contact us for your event venue and location attractions.

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