

EVENT AGENDA

BEST PRACTICES IN PRODUCT MANAGEMENT: *Pricing and Sales Strategy Done Right*

May 18, 2018

Le Meridian Chicago, Oakbrook, IL

8:00 am – 5:30 pm CDT

[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.

Organized by

Axentys Consulting Group

www.axentys.com | info@axentys.com

Morning Session: 8 AM - 1 PM

- What features make a product INSANELY successful?
- What competencies are critical for a successful product launch?
- Understand pricing and pricing strategies

Afternoon Session: 2 PM - 5.30 PM

- What is the practical meaning of operational excellence?
- Financial concepts and decisions for product leaders and marketers
- Cost effective Product Portfolio Strategies

Keynote by

Dan Dudici, Director of Product Management

Do's and Don'ts for Product Managers: Lessons learned the hard way

From Product Manager to Entrepreneur: Ensuring Success and Understand Failure

