



Le MERIDIEN

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

EVENT AGENDA

MAY 18, 2018

LE MERIDIAN CHICAGO

OAKBROOK, IL

8:00 AM – 5:30 PM CDT

KEYNOTE BY

Tim J. Smith, PhD - Adjunct Professor of Marketing and Economics at DePaul University

Pricing challenges and decisions arise at every stage of the offering innovation lifecycle, from ideation, to go-to-market, maturity, and de-marketing. But the tools and techniques use for early stage product management decisions are very different from those used in latter stages. In this session, Tim J. Smith, PhD will share how leading firms are integrating different pricing and price management techniques throughout the innovation lifecycle to maximize the success rate of new offerings and maximize the profit earnings on existing offerings.

Attendees will learn:

- What information is required to address pricing throughout the Innovation Lifecycle
- Which Pricing Techniques best align with specific Product Phase Gates.
- How Pricing at Maturity differs from Pricing at Launch
- How to evaluate and select the best sales channel strategy

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.

Morning Session: 8 AM - 1 PM

- What competencies are critical for a successful product launch?
- Do's and don'ts for product managers: Lessons learned the hard way
- Creating a robust sales and marketing strategy

Afternoon Session: 2 PM - 5.30 PM

- What is the practical meaning of operational excellence?
- Sales channels - development and management
- Cost effective Product Portfolio Strategies-private labelling

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 Development and Sales Management.



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

**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



Cantera Centre Chicago



Captiva Island Florida



Le Meridien Chicago



The Westgate San Diego



Marriott Oak Brook



Marriott San Diego



The LINQ Las Vegas



W New York

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.

4320 Winfield Rd

Warrenville

IL 60555, USA

www.axentys.com | info@axentys.com | +1 (800) 556-3162