



Best Practices in Product Management:

Product Portfolio Development via Strategic Partnerships

Nov 10, 2017

Chicago-Axentys Cantera Office

Cantera Centre, Warrenville, IL

1:00 pm – 5:00 pm CDT

EVENT AGENDA

NOV 10, 2017

CHICAGO-AXENTYS CANTERA OFFICE

CANTERA CENTER, WARRENVILLE, IL

1:00 PM – 5:00 PM CDT

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.

Afternoon Session: 1 PM - 5 PM

- Evaluate your portfolio and determine if it is properly addressing your customer needs
- Determine if your internal R&D resources are matching those needs
- Evaluate and implement alternatives
- Create a plan for each alternative
- How to successfully present the best alternative to the executives for approval
- How to create a project plan to successfully implement the new strategy

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:

Product Portfolio Development via Strategic Partnerships

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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