



# EVENT AGENDA

## 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

[Register Now!](#)

#### 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

#### 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.

