



EVENT AGENDA

BEST PRACTICES IN PRODUCT MANAGEMENT:

Building Insanely Great Products

Morning Session: 8 AM - 1 PM

- Do's and Don'ts for Product Managers: Lessons learned the hard way
- From Product Manager to Entrepreneur: Ensuring Success and Understand Failure
- What features make a product INSANELY successful?
- What competencies are critical for a successful product launch?

Afternoon Session: 2 PM - 5.30 PM

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

Overview:

This event addresses a wide range of business topics but has a special focus on product management and marketing. In particular, it is trying to offer general guidance on what it takes to build highly successful products from the perspective of people that worked in leading roles at companies such as Apple, HP, Schneider Electric etc.

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.

