



EVENT AGENDA

BEST PRACTICES IN PRODUCT MANAGEMENT:

Building Insanely Great Products

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.

Day One Session: 8 AM - 5.30 PM

- Understand the marketing role inside your company
- Do's and don'ts for product managers: Lessons learned the hard way
- Financial concepts and decisions for marketers
- Product Portfolio Strategies
- Managing the Product Development process
- Product Development Stage-Gate Process
- Managing product life-cycle: from idea generation to product obsolescence
- Key marketing concepts review
- Creating the best value proposition for your product and service

Day Two Session: 8 AM - 5.30 PM

- Understanding your company ERP system and get the most out of it
- Sales forecasting tools and concepts
- Pricing Strategies
- Marketing roles definition
- Understand your company culture
- How to get things done in marketing and sales –driven companies
- How to get things done in R&D driven companies
- How to get things done in finance-driven companies
- Your position in the company is centric: how to get along with everybody
- What the executive team really wants from marketing: Key questions they will ask and how to answer them
- Get along with finance and R&D teams: Key questions they will ask and how to answer them
- How to get your point across: speak with the voice of your customer