



EVENT AGENDA

BEST PRACTICES IN PRODUCT MANAGEMENT, DEVELOPMENT, SALES & MARKETING: *Product Innovation and Development Done Right*

Morning Session: 8.30 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
- Understand pricing and pricing strategies

Afternoon Session: 2 PM - 5.00 PM

- 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 best practices implemented during, before and after the creation of a new product or service. Our participants will meet and learn from leading industry practitioners on topics focused on the innovation process, providing examples, case studies and various tools used successfully in a variety of industries.

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.

