



BEST PRACTICES IN PRODUCT MANAGEMENT, DEVELOPMENT, SALES & MARKETING:

Product Innovation and Development Done Right

EVENT AGENDA

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. This event is also a unique opportunity for business professionals to network with a wide range of professionals from the same field or other industries but sharing the same passion of becoming the best informed professionals in their field.

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 AM - 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

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.



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MANAGEMENT, DEVELOPMENT,
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*Product Innovation and
Development Done Right*

**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?

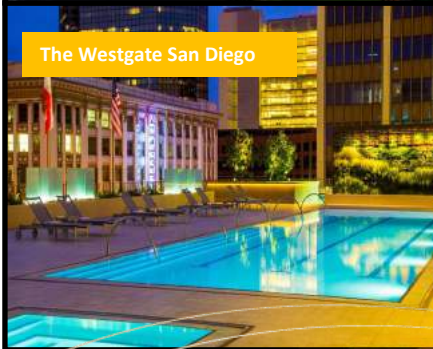
Executives and Business Leaders, Subject Experts, Authors, Thought Leaders and Innovators. Our extensive industry relationships allow us to tap a phenomenal pool of highly talented professionals and we are constantly increase the size of that pool.

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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