



EVENT AGENDA

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

The Power of Business Analytics

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.

Morning Session: 8 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 - 5.30 PM

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

Keynotes

- Decision Making with Business Analytics
- Evaluate and Select the Best Sales Strategies
- Analytic Tools
- Using Analytics to Drive Customer Satisfaction

