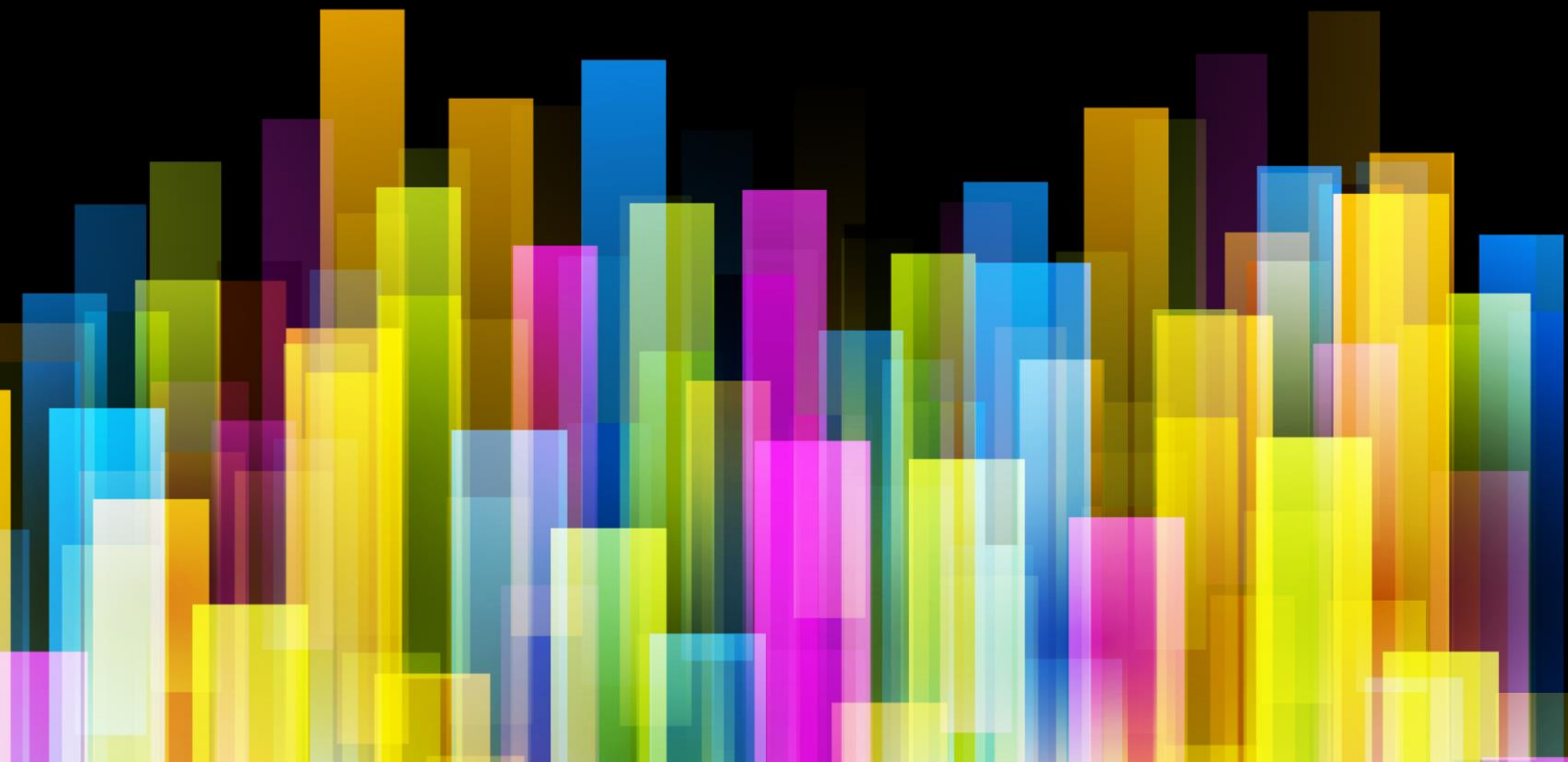


PRODUCT MANAGEMENT & INNOVATION

May 15 & 16, 2017 • Chicago



Product Management & Innovation 2017

Dynamic product planning, management and innovation are more important than ever in the pursuit of competitive advantage. Customers' ever changing wants and needs drive the need to offer products with distinct characteristics and market these products in a way that motivates customers and promotes loyalty. This is where the challenge arises for product managers; to develop more efficient innovation practices, optimize use of customer knowledge and insights, better manage product lifecycles and increase the effectiveness of marketing initiatives.

The Product Management & Innovation Event 2017

addresses the full spectrum of product management, from streamlining innovation to end of lifecycle. Comprised of three unique tracks, this is the most comprehensive product management event available. Attendees will learn from leading industry practitioners on topics focused on innovation, business planning, product strategy, performance and customer insights.

Attendees will instantly realize the difference between this forum and other conferences. Learning sessions are vendor agnostic and there are **NO sales pitches**. Presentations will be conducted by the most talented corporate experts and thought leaders, both regionally and nationally. For those who are interested in learning more about available tools, a select few vendors will be invited to provide demos and information by request.

Key Learnings & Take-Aways

- Evidence-based approach to product management through effective insights and analytics
- Innovation optimization and prioritization
- Unique methods for gaining and leveraging customer insights
- Growth strategies through a full product lifecycle analysis
- Product portfolio optimization
- Go-To-Market strategies and high-impact product launches
- Product forecasting techniques to anticipate introduction and growth metrics
- Collaborative innovation processes to leverage the knowledge and insight of a wealth of stakeholders
- Product roadmapping to effectively plan ownership of different product attributes throughout the product lifecycle
- Information management for better decision making
- Innovation risk analysis
- Competitive landscape analysis and economic variables that impact product development, operations and launch
- Communication and integration among product developers, managers, marketers and sales organizations

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AGENDA

Monday, May 15th

8:30am	<i>Opening Address</i> Experience-Driven Product Planning	
9:30am	<i>Keynote</i> Collaborative Innovation	
10:30am	<i>Keynote</i> Entrepreneurship & Product Management	
11:30am	<i>Keynote</i> Disruptive Product Strategy	
12:15pm	Lunch	
	Product Strategy & Management	Product Insights & Innovation
1:00pm	Product Roadmapping & Vision Planning	White Space: Identifying Market Opportunities
2:00pm	Go-To-Market Planning	Innovation Prioritization and Optimization
3:00pm	Product Launch Planning & Optimization	Voice of Customer Excellence
4:00pm	<i>Closing Address:</i> Organizing & Managing a High-Performance Product Team	
4:30pm	Networking Reception	

Tuesday, May 16th

8:30am	<i>Opening Address</i> Product Management through Analytics: Creating Profit through Science	
9:30am	<i>Keynote</i> Growth Strategies Across the Product Lifecycle	
	Product Strategy & Management	Product Insights & Innovation
11:00am	Strategic Product Management	Bridging the Gap Between Customers & R&D
12:00pm	Lunch	
1:00pm	Strategic Partnerships for Product Success	Persona Development & Utilization
2:15pm	<i>Closing Address:</i> Product Management & Business Strategy Mapping	

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Keynotes – Monday, May 15th

Experience-Driven Product Planning

Implications and challenges for leveraging customer insights for product planning

- Customer listening methodology to promote innovation
- Visualize the change in customer and consumer dynamics for better product strategy and planning
- Map customer experience with predicting future innovations
- Understand what influences customers and how to innovate to improve their quality of life

Collaborative Innovation

Use cross-functional innovation teams to maximize human capital in the innovation process

- A holistic approach to innovation that utilizes the breadth of knowledge found throughout the organization
- Meaningfully transform the ways in which people engage with each other as they pursue critical questions
- Use people, processes and technology to better plan and prioritize innovation
- Better understand the risks and value of partnerships in the innovation process

Entrepreneurship and Product Management

How to run your product like a business owner & a playbook to be successful in their roles

- Tactical skills to become a leader of your team and owner of your product(s)
- Tools for optimizing the roadmap process to ensure efficiency and speed
- Learning about your customers and leveraging your leadership capabilities to create additional buy-in
- Techniques to deliver value-first, growth second

Disruptive Innovation & Product Management

Identify disruptive competition and develop innovation to gain competitive advantage

- Engaging discussion and case studies on products and technologies that disrupt categories and markets
- Method to migrate disruptive innovation from ideation through execution
- Use customer insights and voice of customer to better understand the direction their business is headed, and be first to market

Organizing & Managing a High-Performance Product Team

Scaling product teams to build a highly effective product management function at your organization

- B

Breakout Sessions

Product Roadmapping & Vision Planning

Develop an effective roadmap and codify product vision for product excellence

- Incorporate the most effective product management measures
- Determine what KPIs are essential to meet strategic objectives
- Assess the input and performance metrics used in the forecasting process
- Utilize a management system to monitor and drive performance
- Develop timely, engaging reports with thorough analysis of results

Go-To-Market Planning Framework

Utilize a framework for planning and analyzing a go-to-market strategy

- Use customer and market data to evaluate the best channel approach to market
- Align the value proposition to current portfolio and strategic objectives
- Utilize a prioritization and ranking system that determines the best approach to customer engagement
- Develop an organizational process to guide customer interactions from contact to fulfillment

Product Launch Planning & Optimization

Identifying and overcoming common mistakes that derail and delay product launch

- How to set a clear direction and manage the politics that often accompany change
- How to ensure that you understand all the changes required to launch your new product
- How to know if you're really ready to launch
- How to know if your launch is a success

White Space: Identifying Market Opportunities

Applying Innovation Intelligence for market segmentation and targeting

- Use VOC-driven insights to unlock growth and new product opportunities
- Use advanced tactics to identify strengths and weaknesses of competitors
- Identify access and challenge points for new market entrants
- Use analytics to uncover unmet market needs

Innovation Prioritization & Optimization

Develop a simplified product development and portfolio management framework

- Strategic framework to assist with simple and effective prioritization decisions
- Just-in-time tools to help with real-world portfolio management challenges
- Phased approach to defining and evaluating products and portfolios for optimal resource allocation
- Methodology to extrapolate information and score innovation for prioritization

Voice of Customer Excellence

Create deep product insights that drive optimization and enhance experience

- Effective methodology used to capture Voice of Customer
- Using customer analytics to promote customer-driven innovation
- Framework for combining VOC with analytics strategy
- Product lifecycle analysis and linking VoC to product lifecycle stages

Keynotes – Tuesday, May 16th

Product Management Analytics: Creating Profit through Science

Data-based Business Development for digital products and interactive media

- Business intelligence goals for product development
- Potential impact from a sophisticated analytics practice
- Hurdles, initial scope, and pattern recognition
- Business demands, product needs, and identifying variables

Growth Strategy Across the Product Lifecycle

Evaluate how category lifecycle stages impact marketing decision making and brand growth

- Gain a better understanding of the fundamentals of Category Life Cycle
- Align the marketing mix to category lifecycle through effective management of innovation, product range, communication and pricing
- Bring your brand in line to lifecycle thinking
- Develop pricing and marketing strategies that align to each phase of the Category Life Cycle
- Key examples of disruptive product growth
- Examine the business and competitive landscape to better understand the category that you compete in and lifecycle phase

Product Management & Business Strategy Mapping

Product management, innovation and the power of knowing how it all fits together

- Discover the value of business strategy mapping and how it aligns to product management
- Map projects from potential to profitability for both the business and the customer
- Understand the balancing act required to stay competitive without destroying your business
- Create a situational analysis to evaluate product potential and understand the competition
- Develop a product action plans and measurable outcomes to gauge performance

For information on registering, presenting or sponsoring Product Management & Innovation 2017, please visit:

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Breakout Sessions

Strategic Product Management

Align product initiatives to business strategy for buy-in and optimal resource allocation

- Strategic planning methodology that enables the development of superior products
- Developing value propositions and identifying unmet needs
- Aligning customer needs to strategy planning
- Methodology for holistic scanning of business environment to create competitive advantage and ensure product success

Strategic Partnerships for Business Growth

The power of partnerships and licensing to gain entry, access customers and build brand

- How to set a clear direction and manage the politics that often accompany change
- How to ensure that you understand all the changes required to launch your new product
- How to know if you're really ready to launch
- How to know if your launch is a success

Integrated Productization

Bridging the gap between customers and R&D

- Customer-centric product development from concept to launch
- Developing customer personas to gain insight into wants and needs
- Prototyping and testing to ensure value creation
- Product launch and marketing strategy that leverages customer learnings

Persona Development & Utilization

Create customer personas and product scenarios to tell a product story that produces unified vision

- Bridge the gap between customers and research and development
- Develop customer and user personas to create scenarios on how product features will be received
- Find common characteristics in customer and users through persona and storyboarding scenario analysis
- Taking personas to the next level to revamp not only products but UX and organizational culture and strategy

2016 Attendees

2016 marked the 7th year of the Product Management & Innovation Event. In the calendar year, nearly 600 attendees participated in the event at three separate locations nationally. The event hosts a breadth of industry and product demographics and in return, crafts a speaker faculty with an equally diverse background.

Most attendees find the most value in the learning and sharing of best practices at Product Management & Innovation. However, other value-adds include networking with a national group of like-minded professionals, exposure to new technologies, business development and recruitment opportunities.



To 15 Industries Represented

Bio Tech
Financial Services
Industrial Technology
Financial Services/ Fin Tech
Healthcare/Health Tech
Higher Education
IT & Information Services
Insurance
Medical Devices
Publishing
Software & SaaS
Telecommunication
IoT
High Tech (other)
Digital

Most Common Functional Rolls

Product Management
Innovation & Innovation Labs
UX/UI Design
Marketing
Solutions Design
Engineering
CXO

2016 Presenters

2016 Presenter Highlights

VP, Product Management

Hotwire/Expedia

SVP, Product Management

GoDaddy

Chief Innovation Officer

CareerBuilder

VP, Global Innovation

Yahoo!

VP, Head of Innovation Labs

Flextronics

Chief Product Owner

ADP

VP, Product

Scripps Networks Interactive

Group Product Manager

Intuit

VP, Global Digital Experience

McDonald's

Author

Customer Experience for Dummies

VP, Innovation

Johnsonville

Director, Product Innovation & BI

Sears

Head of Global IoT Innovation

Cisco Systems

Lecturer, Innovation Advisor

Stanford University

We strive to craft a presenting faculty that mirrors the diversity of that of the attendees. New products, mature products, startups and Fortune 100 – product executives from each of these business types will be contributors to this event. Within these types of companies we also understand the importance of agile practices vs. traditional and waterfall, open source vs. pay-to-play, B2B vs. B2C, external customer vs. internal customer focus.. and more. Our objective is to ensure the presenting group is well rounded and takes all of these nuances into consideration.

One last thing to note – We make every effort to promote vendor-neutrality. Sponsors will not present or pitch their wares within the agenda.



Networking

Not only do attendees come to learn innovative skills and best practices in product management, innovation and marketing, they also come to meet with peers from different industries across the nation. Keeping this in mind, attendees are given a chance to network with colleagues from an array of backgrounds and disciplines.

Network with colleagues and thought leaders from a breadth of industries and functional disciplines

This event includes a number of valuable networking opportunities over the course of two days, including multiple networking breaks and a cocktail reception. The Product Management & Innovation Event has hosted thousands of product managers since its inception in 2010.



Join the Product Management, Marketing & Innovation Group on LinkedIn

<http://www.linkedin.com/groups/Product-Management-Marketing-Innovation-4782107/about>

Organizations that attended 2016 events include:

Aflac • Agilent Technologies • Allis Information Management Inc.
Allstat • Almac Grou • Amadeu • AmbyrGe • American Airlines
American Family Insuranc • American Heart Association • AmesburyTruth
Amway • Applegate • APQC • Aqua-Aerobic Systems, Inc.
Arthrex California Technology • ASA Electronics, LLC • ASSA ABLOY
Autotrader • Barrette Outdoor Living • Bentley Systems
Bio-Rad Laboratories, Inc. • Birst • Blue Cross of Idaho • Blue Ox
Blue Shield of CA • Bostik • BriskHeat Corp. • Buckman
Careerbuilder.com • Cars.com • CBST • CDW • Cincom • Citi
City National Bank • Clearslide • Code • Comcast
Consumer-Perspective LLC • CreativeOne • Cree
Crown Equipment Corporation • Cummins • Dart Container • Deloitte
Disney • DTS, Inc • Durvet • EA • Earth Friendly Products
Edgewell • EFG Companies • Elevations Credit Union • Emmi Solutions
Energys • Entellus Medical • Ernst Young • Experian • ExxonMobil
FedEx Services • FEI • First American • Flex • Flextronica
Florida Hospital • Flotek • GE • Generac Power Systems
HAI Group • Har-Tru • HealthcareSource • Heraeus Precious Metals
Hexaware • Hilton • HP Enterprise • Huge • Humana • IDEX Corp
ILSCO Corporation • IMS Health • Inovonics • InPro Corporation
International Paper • Intralox, LLC • ITA Group • IDF • John Deere
Johnson Controls • Justice AV Solutions • Kalmar USA • Key Bank
Killerspin • Knowles • Landis+Gyr • Little Caesar Enterprises, Inc.
Luxottica • Lytx Inc. • Magna Seating Systems • Magnetek
Marlin Business Services • Mayo Clinic • Medtronic • Megadyne
MHI Global • Microsoft • Midmark • Milestone AV Technologies
Moen • Monsanto • Natus • NBI • Nielsen Catalina Systems
Nordco • Openmarket • Owens Corning • Paycor • Paylocity
Pee's Coffee • Pentair • Persistent Systems • PhishMe • Placon
Planalytics • Point Click Care • PolyOne • Praeses • ProfitStars
Progexion • Pyromation • Radius • RIX Industries • RLI
Rockline Industries • Royal Bank of Canada • S & C Electric
Sallie Mae • Scholastic • Scotsman • Simplot • Smith & Nephew
SP Scienceware • Spectrum Brands • Spraying Systems
State Bar of Wisconsin • Steris Corporation • Stryker • Sun Life Financial
Sutherland Global Services • Swimways • Sykes Enterprises, Inc.
Tableau Software • TD Ameritrade • TechSoup • Teva Pharmaceuticals
The Hartford • The Hartford • The Jackson Laboratory • ToolingU-SME
Transaction Network Services • Transcend Insights • Tronox • TrueBlue
Unify Inc. • Union Bank • Uponor • US Bank • US Cellular • USAA
VELUX Skylights • Veritas • Verity Credit Union • Verizon Wireless
Voith Turbo, Inc. • Vonage • Vormetric • Voya Financial • Wabash
Watkins Manufacturing • Watts Water • Webroot • Wells Fargo
West Pharmaceutical Services, Inc. • Wiley • Wolters Kluwer • Yazaki
And many more...

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