

product

focus



Product Management Leadership Forum

for technology-based products



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www.productfocus.com

"An exclusive workshop focused on leading and improving product management in your business."

What is it?

For product management leaders in companies with technology-based products.

Through a series of workshops and discussions this forum will

- explore how to build a high-performance product management function
- give you the tools, knowledge and support you need to lead a world class team
- give you an opportunity to discuss the issues that matter with peers and industry experts

Is it for you?

If you're like many product management leaders, you're very busy with day-to-day operational work. There's little time and support for working on building a high-performance product management function.

The Forum provides an oasis away from the usual daily distractions. It gives you the dedicated time and space to focus.

Why a forum for product management leadership?

Product management conferences are a good source of new information. However, you can often spend a lot of time passively listening to people presenting. Or you can find yourself grouped with a mix of people from all levels whose jobs are completely different to yours.

This exclusive Forum is for product management leaders. Limited to 16 delegates, it has a high degree of participation and discussion with peers who are facing similar challenges.

This Forum gives you the dedicated focus and expert support needed to improve the product management in your business.



Leadership Forum for technology-based products

What are the benefits?

- Explore how to build the value of product management to your business
- High quality peer-level discussions and learning in small groups
- Insider perspectives from peers and product management experts
- Space and time to uncover insights and discuss the issues that matter



See what previous delegates said:
<http://bit.ly/ProductManagementAudit>

Product Management Leadership Forum

What's the format of the forum?

The forum is a full-day event, starting at 8:30 and finishing at 17:00.

Focused agenda

The event includes focused discussions on topics that are critically important to effective product management. Sessions are a mix of Product Focus presentations, facilitated group workshops and individual activities.

Come away with an action plan

During the day you'll gather insights, tools and ideas to help you build a plan of how to improve product management in your business.

Come away with a set of tools

We will share the tools we use to review and assess product management at technology companies along with our insights and expert recommendations.

Agenda



"Exclusively for leaders of product management teams"

- 8:30-9:00 ● Breakfast and coffee, meet and greet
- 9:00-9:15 ● Introduction to the Product Management Leadership Forum
- 9:15-10:30 ● Your challenges in product management today
- 10:30-10:45 ● What challenges do Product Focus see?
- 10:45-11:15 ● Coffee
- 11:15-12:00 ● Benchmarking product management live
- 12:00-12:30 ● Unique Product Focus tools to help you move forward
- 12:30-13:30 ● Lunch
- 13:30-15:00 ● Solving your product management challenges
- 15:00-15:20 ● Coffee
- 15:20-16:00 ● Applying best practice for product leaders and teams
- 16:00-16:30 ● Addressing the big product management issues
- 16:30-17:00 ● Bringing it all together and creating your plan
- 17:00-17:30 ● Post-forum drinks

Registered address

Sheridan House

Penwood Heights

Penwood

Newbury, Berkshire

RG20 9EP

Product Management Leadership Forum

When is it?

The forum is a full-day event starting with breakfast at **8:30** and finishing at **17:00**.

Please see our website for dates and venues - www.productfocus.com

Post-forum drinks with final session

We have a post-forum drinks get together after the event at **17:00**, with both alcoholic and non-alcoholic options available. This is an ideal time to chat with other leaders, reflect on the day, exchange contact details and enjoy yourself.

Who will host the event?

The event will be hosted by a Director of Product Focus.

Where will the event be hosted?

We currently hold our Leadership Forum courses across the world.

Please see our website for venues, dates and prices - www.productfocus.com



"Refreshing venue away from daily chaos and crises, giving time and space to uncover insights and untangle complex challenges"

What is included?

Workshop binders and a full set of our posters and Product Management Journals are included.

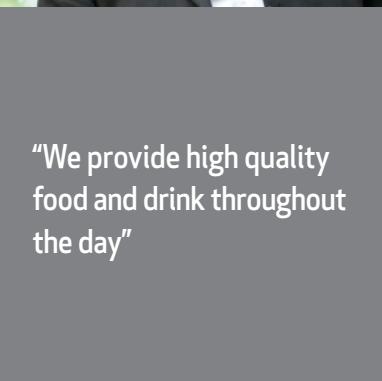
Breakfast, lunch, refreshments, and snacks throughout the day are all provided.

Please contact us if you have any special dietary requirements.

The event is limited to 16 delegates. Please contact us to request a place at the Forum.





"Forums have a strong bias for active participation, peer-level discussion, debate and learning"



"We provide high quality food and drink throughout the day"

To find out more please contact us on

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 or email us at info@productfocus.com