

## Product Management

- When:** September 13<sup>th</sup> - 14<sup>th</sup> 2011, 9am – 5pm  
**Where:** Palladia Central Court, London  
**How much:** £1,200

Learn how to capitalise on and create market opportunities, and to leverage the compelling strengths of your business to create successful products or services.

Join Mary Ryan, founder of Product Innovator Ltd, and former Dublin City Female Entrepreneur of the Year, for an intensive 2-day course on Product Management.

### What you will learn at this course:

- **Product Management Processes** that can help to minimise the risks of your product or service development, at the different stages of the product lifecycle
- How to **validate product concepts** with the market before costly implementation
- Getting the **price** point right
- What is the best **strategic approach** when bringing new products or services to market
- How to **articulate the benefits** of your product or service in a compelling, clear and simple way to your target customers, speeding up the sales cycle
- Maximising your **product launch** and **go to market** planning

**Exercises and discussions will be based on the needs of the participants, so expect to return to your office armed with practical tools, skills and concepts that will have an immediate impact on your day to day role.**

### Book Today:

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