

Product Management Planning & Analysis *2011*



Integrated Business Planning
Advanced Analytics
Price, Margin and Profitability
Data Management
Commercialization Planning
Innovation Processes
Performance Analysis



Earn 12 CPE Credits

Program Agenda

Monday, September 12th, Day One

8:00 am Registration, orientation and opening remarks

8:30 am Keynote:
Competitive Advantage through Analytics
Harness analytics to promote better strategic planning and drive execution

9:30 am Keynote:
Data Translation, Interpretation and Quality Analysis
Reduce time and improve accuracy of data collection

10:30 am Networking Break

11:00 am **Strategic Product Lifecycle Management**
Build a holistic product management strategy based on lean principals

Noon Lunch & Networking Break

1:00 pm **Integrated Commercialization Planning**
Develop cross functional, full life-cycle product introduction capabilities

2:15 pm **Advanced Product Innovation Processes**
Leverage practices that promote efficient innovation throughout the organization

3:30 pm **Product Roadmapping**
Engage in collaborative roadmapping with both internal and external stakeholders

4:30 pm **Networking Reception**

Tuesday, September 13th, Day Two

8:00 am Registration, orientation and opening remarks

8:30 am Keynote:
Leveraging Customer Insight
What drives your customers and how do you segment them according to their value

9:30 am Keynote:
Data Consolidation & Aggregation
Reduce time and improve accuracy of data collection

10:30 am Networking Break

11:00 am **Predictive Analytics for Customer Insight**
Maximize new product introduction potential through effective predictive modeling

Noon Lunch & Networking Break

1:00 pm **Competitive Intelligence**
Develop a fact-based approach to understanding competitors

2:15 pm **Product Finance, Price, Margin and Profitability**
Support managerial decisions with product financial planning & analysis

3:30 pm Adjourn

Product Management Planning & Analysis 2011

In today's marketplace, good analytics can be the key differentiator in challenging markets. An organization's ability to harness and leverage the wealth of relevant data available to them is a key factor in effective strategic planning. **Product Management Planning & Analysis 2011** is a comprehensive event focused on cross-functional integration, leveraging data, forecasting, planning frameworks and performance analysis.

Product Management Planning & Analysis 2011 is designed to give you effective tools for forecasting, measuring, monitoring and managing products and product portfolios. This forum provides best practices, case studies, hands on learning approaches and interactive dialogue sessions delivered by industry experts, practitioners and methodologists.

3 Attendee Group Rate

\$ 3,995.⁰⁰



Past Presenter Organizations Include



blue of california



Day One:

Keynote Case Studies & Best Practices



8:30 am

Keynote: Competitive Advantage through Analytics

Harness analytics to promote better strategic planning and drive execution

- Optimize distinct business capabilities to gain competitive advantage
- Effective analysis that allows senior management to make more informed decisions
- Decision support aligned to business needs and objectives
- Utilize analytics to better determine ROI
- Establish predictive capabilities through analytics for better forecasting

9:30 am

Keynote: Data Translation, Interpretation and Delivery

Deliver meaningful information to drive better business decisions

- Understand data quality and implement a system of checks and balances
- Develop efficient and cost-effective data cleaning and standardization systems
- Tools for data monitoring that report variations in quality and accuracy
- Manage processes for data mining, flow and transfer of intelligence
- Create linkages between data gathering, data analysis and strategic planning

11:00 am

Strategic Product Lifecycle Management

Build a holistic product management strategy based on lean principals

- Control the complexity of the complete PLM value Chain
- Framework for cradle-to-grave product life-cycle model
- Forecasting costs from inception through market exit
- Capitalize on internal and external stakeholder capabilities for more efficient lifecycle management
- Gauging practices for understanding where a product is in its lifecycle



Day One:

Best Practices & Strategy Sessions

1:00 pm

Integrated Commercialization Planning

Develop cross functional, full life-cycle product introduction capabilities

- Align commercialization plan with all stakeholders for effective launch
- Map path-to-market options and analyze which best supports commercialization
- Reduce risks that hinder a product from reaching its market potential
- Link supply data with production forecast
- Analyze a new product in respect to product portfolio

2:15 pm

Advanced Product Innovation Processes

Leverage practices that promote efficient innovation throughout the organization

- Create a single source of product and process knowledge to facilitate innovation
- Determine market constraints most relevant to product offerings
- Prioritize innovation needs to meet organizational goals
- Use innovation to create a portfolio mix that aligns strategic objectives
- Create an innovation mix that considers both organizational and customer needs

3:30 pm

Product Roadmapping

Engage in collaborative roadmapping with both internal and external stakeholders

- 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

Day Two:

Keynote Case Studies & Best Practices



8:30 am

Keynote: Leveraging Customer Insight

Leverage analytics for better customer insight and competitive advantage

- Using data to develop effective customer retention programs
- Acquire new customers based on existing customer analytics
- Applying customer data to predict future behavior and sales
- Measuring the lifetime value of customers for better forecasting
- Create good impact assessments based on customer reactions

9:30 am

Keynote: Data Consolidation & Aggregation

Reduce time and improve accuracy of data collection

- Develop time efficient and cost effective data gathering strategies
- Consistently extract, analyze and collate data from a variety of sources
- Identify and evaluate process improvement methodologies for data collection
- Implement controls to ensure data flow and integrity
- Cascade strategies across functions and departments to ensure successful execution

11:00 am

Predictive Analytics for Customer Insight

Enhance new product introduction potential through effective predictive modeling

- Develop better line of site to business and marketing needs
- Customer retention and product analysis metrics to optimize business performance
- Take advantage of innovative tools for improved predictability
- Applying past customer data to predict product introduction results
- Measuring the lifetime value of customers for better forecasting



Day Two:

Best Practices & Strategy Sessions

1:00 pm

Competitive Intelligence

Develop a fact-based approach to understanding competitors

- Apply analytical insight to competitive market analysis
- 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**
- Create dynamic competitor profiles to forecast changes in the competitive landscape

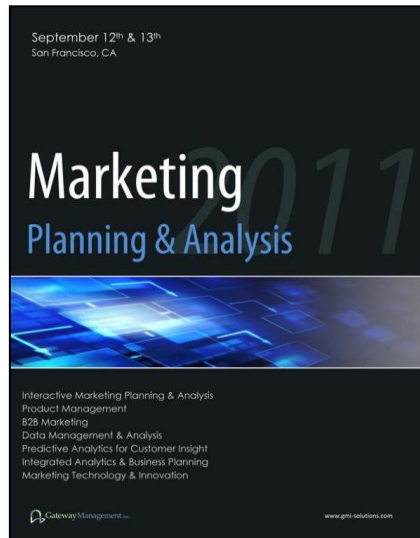
2:15 pm

Product Finance, Price, Margin & Profitability

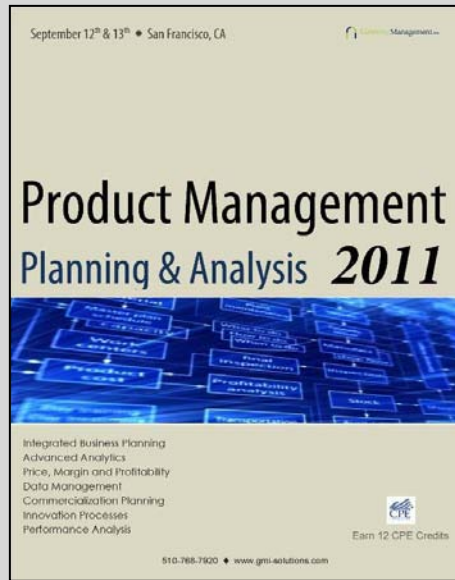
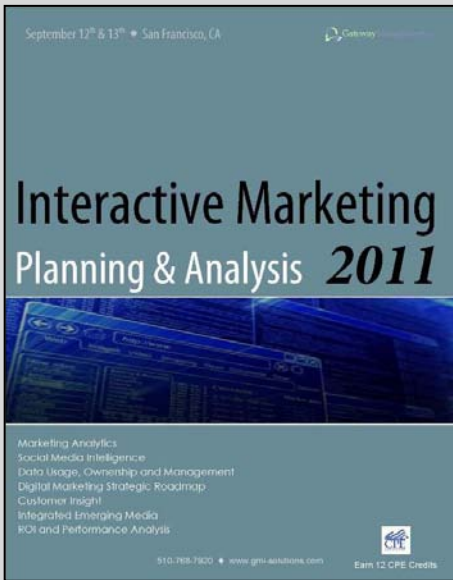
Support managerial decisions with better product financial planning and analysis

- Total product cost and budget forecasting
- Methods for continuous cost forecasting for better full-cost analysis
- Improve gross margins through effective pricing strategies
- Benchmark performance against competition
- Translate data cross-functionally between product, marketing and finance

Marketing Planning & Analysis 2011 is a premier, three-track, cross-functional learning and networking event



(Click an image to access full brochure)



This unique collaborative program provides attendees the opportunity to learn from industry-leading practitioners and methodologists. Each morning, attendees will gather for keynote presentations from strategic planners and business intelligence executives from top organizations. Following these keynote addresses, attendees will break out into separate areas to learn from experts discussing topics specific to their functional and organizational interests.

A unique Networking Opportunity

Not only do attendees come to learn innovative skills and best practices in marketing planning, 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 across analytical functions.

Network with colleagues and industry experts from different analytical functions

A diverse group of attendees with backgrounds in marketing, sales, product management and integrated business planning will be in attendance. The combined networking event offers a great chance to learn from peers and discuss issues and initiatives that drive better marketing performance.



Product Management Planning & Analysis

Gateway Management is a recognized leader in providing premier training events on strategic planning through analytical insight. 2010 attendee companies include:

| | |
|--------------------------------|----------------------------|
| Accuray | JDS Uniphase |
| Actelion Pharmaceuticals | JP Morgan |
| Adobe Systems | Juniper |
| Affymetri | FW Murphy |
| AGCO | Genworth |
| Alere | Gilead |
| Allstate | Hardies |
| American Superconductor | IHG |
| Amway | IMClone |
| AMICA MUTUAL INSURANCE COMPANY | INGRAM MICRO |
| AppliedMicro Circuits | Intuit |
| Appro | Jabil Circuit |
| Array BioPharma | JCI |
| Audi | JDS Uniphase |
| Atmel | JP Morgan |
| Bank of the West | Juniper |
| BASF | Keurig |
| Beekley | Kaiser Permanente |
| Blessing Health | KLA-Tencore |
| Bose Corporation | Lam Research |
| Briggs International | Land O' Lakes |
| Cadence | Levi's |
| Cedar Sinai | Liberty Mutual Group |
| Celanese Corporation | Life Technologies |
| Centura Health | Lincoln Industries |
| Cepheid | McDean |
| Charles Schwab | Macys.com |
| Chik-Fil-A | Mercedes-Benz USA |
| Chipotle | Micron Technology |
| Chiquita | Microsoft Corporation |
| Cisco | Mutual of Omaha |
| Citrix | Nestle |
| CNN | NetApp |
| Comcast | Nike |
| ConAgra | Nissan |
| Cox | Papa Murphy's Intl. |
| Dean Foods | PayPal |
| Diebold | Popeyes® Louisiana Kitchen |
| Dolby | Procter & Gamble Company |
| Dominoes | RCI |
| EA | Rent-A-Center |
| eBay | Research In Motion |
| EJ Gallo | Roche |
| Gap Inc. | SanDisk |
| Genentech | Sara Lee |
| Gilead | Sephora |
| Hamilton Beach Brands, Inc. | Stryker |
| | Symantec |

San Francisco

Area, Venue & Travel Information



Area – San Francisco International Airport

Located near San Francisco International Airport, our venue provides excellent access to Bay Area transportation as well as all the city has to offer. Gateway Management has on-the-ground **knowledge of the area's best restaurants, hotels and shows to maximize your experience outside the Summit.**

Hotel and Accommodation Facilities

Our venue's excellent location offers easy access to the entire San Francisco Bay Area. We have scouted locations throughout the city and find that the San Francisco Airport offers excellent accommodations, a unrivaled meeting environment and tremendous value.

Travel

This event is best accessed by-way-of San Francisco International Airport. A hotel shuttle leaves every 20 minutes from SFO, directly to the event location. Oakland International Airport offers another convenient traveling option for our non-local guests and can be accessed by BART trains or taxi cabs.

Venue – Westin San Francisco International Airport

Venue Address:



Earn CPEs

CPE Credits: 13

Gateway Management is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN, 37219-2417. Web site: www.nasba.org.

| | |
|-----------------------|------------|
| Program Level: | Basic |
| Delivery Method: | Group-Live |
| Prerequisites: | None |
| Advanced Preparation: | None |



Product Management

Registration & Contact Information

Registration Form

Name

Title Organization

Street Address

City/State/Zip

Telephone Fax

Email

Payment Information

Check/Purchase Order

Credit Card

Name on Card

Card Number

Expiration Date CV2 (card verification number)

Billing Address

City/State/Zip

Cancellation/Rescheduling Policy

All cancellations that made four weeks or longer from the summit's start date will be provided a full refund or credit toward current or future Gateway Management programs. Any cancellations made within four weeks of the programs start date will be provided with credit toward current or future Gateway Management programs.

Fees ♦ Registration

Early Registration \$ 1,599.00

Standard Registration \$ 1,799.00

3 Attendee Group Rate \$ 3,995.00

Additional Attendee \$ 1,299.00

For "Early Registration", register by June 24, 2011

Call

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Fax

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Online

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For group discounts, packages and local information please email Jeff Brown:

jbrown@gmi-solutions.com