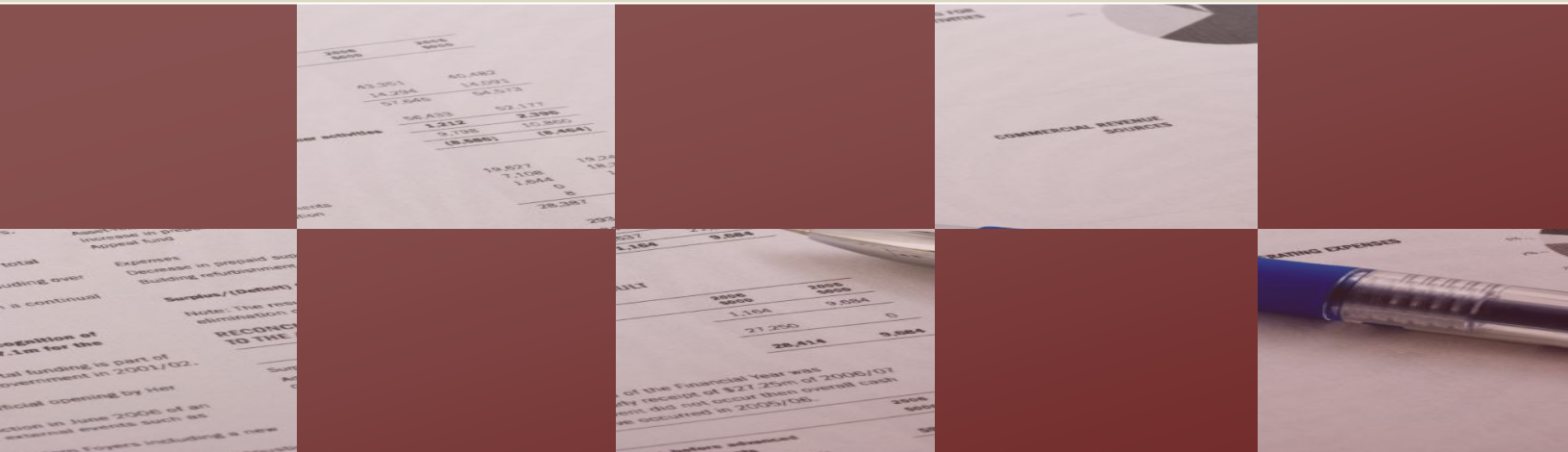


Business Planning & Analysis

Product Management Planning & Analysis



Integrated Business Planning
Competitive Advantage through Analytics
Advanced Analytics
Data Translation, Interpretation & Delivery
Performance Analysis
Predictive Analytics & Forecasting



Earn 13 CPE Credits

Agenda



Day One – October 20, 2011

8:30 am	<i>Keynote:</i> Integrated Strategic Planning <i>Improve organizational performance with cross functional enterprise planning</i>
9:45 am	<i>Keynote:</i> Competitive Advantage Through Analytics <i>Harness analytics to promote better strategic planning and drive execution</i>
11:00 am	Product Roadmapping <i>Engage in collaborative roadmapping with both internal and external stakeholders</i>
12:00 pm	Lunch and Networking Break
1:00 pm	Advanced Product Innovation Processes <i>Leverage practices that promote efficient innovation throughout the organization</i>
2:15 pm	Integrated Commercialization Planning <i>Develop cross functional, full life-cycle product introduction capabilities</i>
3:30 pm	Product Finance, Price, Margin and Profitability <i>Support managerial decisions with product financial planning & analysis</i>
4:30 pm	Networking Reception

Day Two – October 21, 2011

8:30 am	<i>Keynote:</i> Advanced Analytics <i>Decision making based on facts, data and analytical insight</i>
9:45 am	<i>Keynote:</i> Data Aggregation and Interpretation <i>Deliver meaningful information to drive better business decisions</i>
11:00 am	Strategic Product Lifecycle Management <i>Build a holistic product management strategy based on lean principals</i>
12:00 pm	Lunch and Networking Break
1:00 pm	Competitive Intelligence <i>Develop a fact-based approach to understanding and anticipating the competition</i>
2:15 pm	Product Portfolio Optimization <i>Optimize product portfolios through effective management of innovation, introduction and existing products</i>
3:30 pm	Adjourn

In today's marketplace, good analytics are the key differentiator for smarter decision making and gaining competitive advantage. An organization's ability to harness and leverage the wealth of available product and customer data is a key factor in effective strategic and tactical planning. **Product Management Planning & Analysis 2011** is a comprehensive learning and networking opportunity analyzing the most pressing concerns of product management through the use of analytical insight.

Product Management Planning & Analysis 2011 is a unique opportunity for those looking to expand their ability to effectively manage products and portfolios through the use of analytical insight.

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.

- *A unique experience designed specifically for the role or Product and Portfolio Managers*
- *Expert practitioners and methodologists across industry sectors*
- *Networking opportunity to meet with colleagues and industry experts*

Bring Your Team
3 Attendee Group Rate

\$ 3,995

Product Management Planning & Analysis 2011

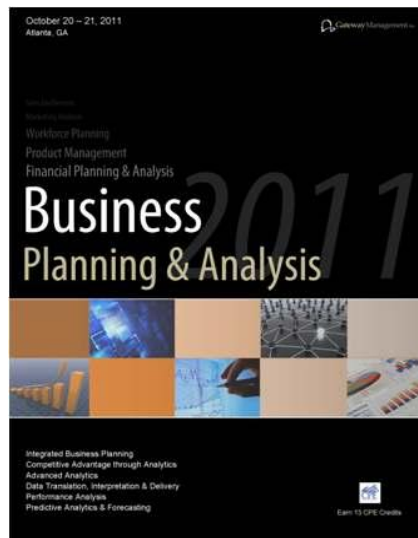
Recent Presenters Include:



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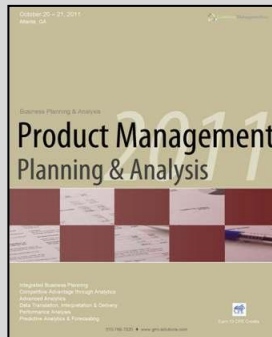
Business Planning & Analysis 2011 is a premier, five-track, cross-functional learning and networking event



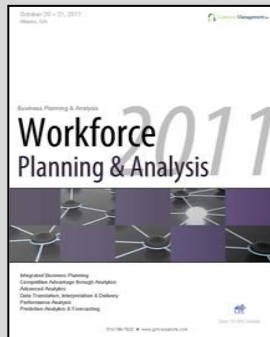
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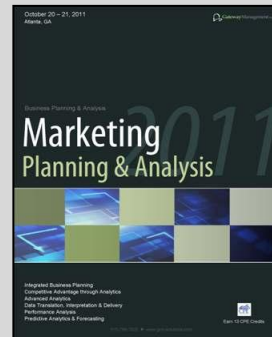
FP&A 2011



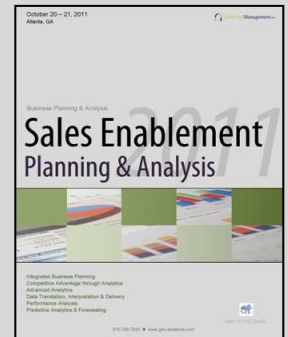
Product Management Planning & Analysis 2011



Workforce Planning & Analysis 2011



Marketing Planning & Analysis 2011



Sales Enablement Planning & Analysis 2011

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



8:30 am

Keynote:

Integrated Strategic Planning

Improve organizational performance with cross functional enterprise planning

- Use a functionally integrated approach for streamlined business planning
- Leverage technology and advanced processes for more accurate enterprise information
- Insure sales and operations plans are linked to strategic plan
- Evaluate plans and activities based on the true economic impact of each consideration
- Extend visibility to identify impacts of specific market events well into the future

9:45 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

11:00 am

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

1:00 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

2:15 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

3:30 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



8:30 am

Keynote:

Advanced Analytics

Decision making based on facts, data and analytical insight

- Use advanced statistical and econometric methodologies to make better predictions
- Total cost minimization and net revenue maximization methodologies
- Develop models for better scenario planning for predictive sales and risk management
- Multivariate testing and advanced regression modeling
- Synthesize integrated analytical insights into tactical planning

9:45 am

Keynote:

Data Aggregation and Interpretation

Deliver meaningful information to drive better business decisions

- Developing cross-functional support to align people, process, data, metrics and technology
- Implement controls to ensure data flow and integrity
- Cascade strategies across functions and departments to ensure successful execution
- Identify and evaluate process improvement methodologies for data collection and delivery
- Consistently extract, analyze and collate data from a variety of sources

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

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 Portfolio Optimization

Optimize product portfolios through effective management of innovation, introduction and existing products

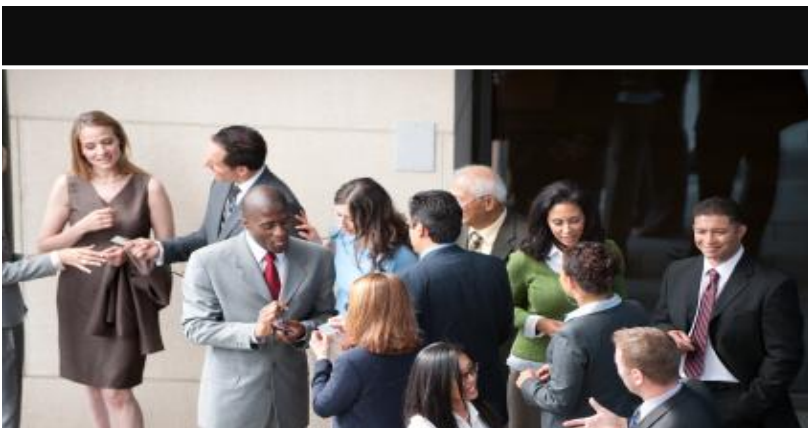
- Apply analytics to optimize and gauge portfolio performance
- Gauge individual product effectiveness within the portfolio
- Anticipate changing trends and how they will affect the whole product portfolio
- Develop triggers to prompt product innovation
- Visualize individual product lifecycle stage and develop a portfolio "age"

A unique Networking Opportunity

Not only do attendees come to learn innovative skills and best practices in business planning, they also come to meet with peers from different industries across and functional backgrounds. 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

Five business analytics events are being held simultaneously, focusing on FP&A, marketing, product management, workforce planning and sales enablement. The combined networking event offers a great chance to learn from peers and discuss issues and initiatives that drive better performance.



This is a cross-functional, cross-industry event. Attendees from the following companies have found value in attending past Planning & Analysis events:

Accuray	JCI
Actelion Pharmaceuticals	JDS Uniphase
Adobe Systems	JP Morgan
Affymetrix	Juniper
AGCO	Gap Inc.
Alere	Genworth
Allstate	Hardies
American Superconductor	Harvard Clinical Research Institute
Amway	JDS Uniphase
AMICA MUTUAL INSURANCE	Johnson Matthey
AppliedMicro Circuits	JP Morgan
Appro	Juniper
Array BioPharma	Keurig
Audi	Kaiser Permanente
Atmel	KLA-Tencore
Bank of the West	Lam Research
BASF	Lancer Corp
Beekley	Land O' Lakes
Blessing Health	Levi's
Briggs International	Lexis Nexis
Cadence	Liberty Mutual Group
Cedar Sinai	Life Technologies
Celanese Corporation	Lincoln Industries
Centura Health	McDean
Cepheid	Maxwell Technologies
Charles Schwab	Maxygen, Inc.
Chik-Fil-A	Macys.com
Chipotle	Lonza
Chiquita	Mercedes-Benz USA
Cisco	MGM Resorts
Citrix	Micron Technology
CNN	Microsoft Corporation
Comcast	Morrison & Foerster LLP
ConAgra	Mutual of Omaha
Copa Airlines	Nestle
Cox	NetApp
Dean Foods	Nike
Diebold	Nissan
Dolby	Omnicell, Inc.
Dominoes	Papa Murphy's Intl.
EA	PayPal
eBay	Popeyes® Louisiana Kitchen
EJ Gallo	Procter & Gamble Company
Emerson	RCI
Eon US	Rent-A-Center
ESPN	Research In Motion
Exelon Corporation	Roche
Expedia	SanDisk
F5	Sara Lee
Facebook	Scottrade
FedEx	Sephora
Ferring Pharma	Stryker
Fifth Third Bank	Symantec
FL Smidth	Tibco
Flour	Timberland
Foot Locker	Tempur Pedic
FW Murphy	Trident Micro
Gap Inc.	URS
Genentech	USAA
Gilead	Visa Inc
Grant Thornton LLP	Vonage
Hamilton Beach Brands, Inc.	WellPoint, Inc.
IHG	Wells Fargo
Infinity Pharmaceuticals	Turner Sports
Intuit	And many more...

Atlanta

Area, Venue & Travel Information



Earn CPEs

CPE Credits: 13

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

Area – Atlanta, GA

Located in the heart of the Buckhead in uptown Atlanta, our venue is conveniently positioned to access the best of what the city has to offer. Close proximity to some of the city's best restaurants and attractions will ensure that attendees will enjoy their experience away from the conference as well.

Hotel and Accommodation Facilities

Our venue's prime location offers dozens of choices of accommodations from boutique to internationally recognized brands. We have special attendee rates available at summit location: **InterContinental Buckhead Atlanta**



Room Rate
\$ 185.⁰⁰ / night

Reservations:

*Mention the **Gateway Management Room Block** to the customer service agent to receive this exclusive reduced rate.*

Travel

Most guests will arrive via Hartsfield-Jackson Atlanta International Airport. The venue is located approximately 25 minutes by car or shuttle.

Summit Venue – InterContinental Buckhead Atlanta

Venue Address:

InterContinental Buckhead Atlanta
3315 Peachtree Road NE
Atlanta, GA 30326



Product Management Planning & Analysis 2011

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.

Registration Tuition

<input type="checkbox"/>	Early Registration	\$ 1,599. ⁰⁰
<input type="checkbox"/>	Standard Registration	\$ 1,799. ⁰⁰
<input type="checkbox"/>	3 Attendee Group Rate	\$ 3,995. ⁰⁰
<input type="checkbox"/>	4 Attendee Group Rate	\$ 4,995.⁰⁰
<input type="checkbox"/>	Additional Attendee	\$ 1,299. ⁰⁰

For "Early Registration", register by July 29, 2011

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asmith@gmi-solutions.com