

The **Product Management & Innovation Event** 2012

March 12-14, San Francisco, CA

Product Planning and Analysis
Integrated Business Planning and Analysis
Advanced Product Innovation Processes
Strategic Product Lifecycle Management
Product Marketing
Growth Strategy Across the Category Lifecycle

Program Agenda



Monday, March 12, 2012

8:30 am	Keynote Product Planning and Analysis <i>Harness analytics to promote better strategic planning and drive execution</i>		
9:30 am	Keynote Information Management for Product Decision Making <i>Managing information and data resources in a complex decision-making environment</i>		
	Product Innovation	Product Management	Product Marketing
11:00 am	Advanced Product Innovation Processes <i>Leverage practices that promote efficient innovation throughout the organization</i>	Product Roadmapping <i>Engage in collaborative roadmapping with both internal and external stakeholders</i>	Go-To-Market Planning Framework <i>Utilize a framework for planning and analyzing a go-to-market strategy</i>
12:00 pm	Lunch and networking break		
1:00 pm	Collaborative Innovation <i>Use cross-functional innovation teams to maximize human capital in the innovation process</i>	Strategic Product Lifecycle Management <i>Build a holistic product lifecycle management strategy based on lean principals</i>	Hi-Impact Product Launch <i>Align marketing plans to product objectives for optimal launch results</i>
2:15 pm	Competitive Intelligence <i>Develop a fact-based approach to understanding competitors for improved insight into product planning</i>	Integrated Commercialization Planning <i>Develop cross functional, full life-cycle product introduction capabilities</i>	Marketing Mix Optimization <i>Maximize resource allocation for more effective usage of marketing spend</i>
3:30 pm	Innovation Prioritization Matrix <i>Develop a simplified product development and portfolio management framework</i>	Product Portfolio Optimization <i>Optimize product portfolios through effective management of innovation, introduction and existing products</i>	Growth Strategy Across the Product Lifecycle <i>Evaluate how category lifecycle stages impact marketing decision making and brand growth</i>
4:30 pm	Networking Reception		

Tuesday, March 13, 2012

8:30 am	Keynote Integrated Business Planning and Analysis <i>Align sales and operations planning to streamline product management and measure effectiveness</i>		
9:30 am	Keynote Product Forecasting <i>Establish an integrated approach to forecasting throughout the product lifecycle</i>		
	Product Innovation	Product Management	Product Marketing
11:00 am	Predicting Future Innovation <i>Use predictive analytics to maximize your innovation success and return on innovation</i>	Product Launch Planning & Analysis <i>A fully integrated, cross-functional approach to product sales, operations and marketing planning</i>	Multi-Channel Analytics <i>Advanced analytics capabilities across a breadth of marketing channels</i>
12:00 pm	Lunch and networking break		
1:00 pm	Innovation Measurement, Risk and Performance Evaluation <i>Evaluate the performance and risks of innovation strategy and implementation</i>	Product Finance, Price, Margin and Profitability through the Lifecycle <i>Support managerial decisions with product financial planning & analysis</i>	Data-Driven Competitive Positioning <i>Next-generation positioning methodology to distinguish your offerings and create value in the marketplace</i>
2:15 pm	Communication and Integration <i>Enhance organizational performance by integrating communication throughout the organization</i>		
3:30 pm	Adjourn		

Wednesday, March 14, 2012

9:00 am	Post-conference Workshops		
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The Product Management & Innovation Event 2012

Dynamic product innovation, management and marketing are more important than ever in the pursuit of competitive advantage. Customers' ever changing wants and needs drive the need to develop more efficient innovation practices, optimize use of knowledge and insights, better manage product lifecycles and increase the effectiveness of marketing initiatives.

The Product Management and Innovation Event 2012 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. Tracks include:

The Product Innovation Forum
The Product Management Forum
The Product Marketing Forum

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.

The Product Management & Innovation Summit is a unique opportunity for business professionals looking to leverage thought leadership from some of the world's leading organizations

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
- Sales and operations planning framework
- Predictive analytics to anticipate and prioritize future innovation
- Product pricing and cross-selling strategies throughout the entire product lifecycle
- 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

Who Should Attend?

Product Managers
Innovation Managers
Marketing Professionals
Market Research Managers
Competitive Intelligence
Business and Customer Insights
Strategic Planners
Product Developers
Data Managers
Product and Business Analysts
CEOs, CMOs, COOs, CIOs
Forecasting Managers
Commercialization Managers
Relationship Marketing

Wednesday, March 14th

Workshops

Optimal Product Management

All day workshop 9:00am – 4:00pm

This workshop introduces Optimal Product Management. The course provides attendees with a deep understanding of how great companies do Product Management and Product Marketing. Attendees will learn the skills and knowledge necessary to be excellent Product Manager and/or Product Marketing Manager in ANY company or industry. With these skills, they will be able to effectively manage and market any product at any stage in the lifecycle, for any specific product.

Course Learning Objectives:

- Deep understanding of how great companies do Product Management and Product Marketing
- Learn skills and knowledge necessary to be excellent Product Manager and/or Product Marketing Manager in ANY company or industry
- Effectively manage and market any product at any stage in the lifecycle
- Apply the product management process effectively for a specific product
- Prepare for the industry-standard prestigious AIPMM CPM and/or CPMM credentials

About the Instructor:

Since 1998, the 280 Group's consultants, contractors and trainers have helped a wide range of companies, from Fortune 500 to startups to deliver and market great new products and achieve excellence in product management and product marketing. Whether you need a high-level consultant to plan your product strategy, a seasoned veteran to run an industry-changing product launch or a mid-level Product Manager contractor to write an MRD, or training and consulting to dramatically increase the effectiveness of Product Management or Product Marketing at your company, the 280 Group can provide you with expert, professional talent to help you get the job done right.

Product Category Lifecycle: Growth Strategy Workshop

Half-day workshop 9:00am – 12:00pm

Understanding the stages of product category lifecycle is a critical part of strategic planning, forecasting and evaluation. Furthermore, the long term success of a brand often depends on have the foresight to make decisions based on anticipated outcomes. This workshop achieves the developing of a full category lifecycle framework, matching the marketing mix with lifecycle and developing growth strategies throughout the lifecycle stages.

Course Learning Objectives:

- Understanding the category lifecycle
- Matching the marketing mix to the category lifecycle
- Evaluating and prioritizing innovation, product range, communication and pricing
- Examples and applications of disruptive growth
- How to bring your brand in line to lifecycle thinking

About the Instructor:

Bob Clark has over 25 years of strategic marketing and product experience in consumer packaged goods. Mr. Clark has held senior marketing positions at Lipton (Unilever), Kellogg Brands, Sara Lee and SC Johnson Company. Mr. Clark is founder and president of 24k Marketing, an independent, strategic marketing resource to help drive growing businesses.

Day One:

Keynotes

Thought Leadership in Innovation and Product Management

Day One - 8:30

Product Planning and Analysis

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

Day One – 9:45

Information Management for Product Decision Making

Managing information and data resources in a complex decision-making environment

- Understand data quality and implement a system of checks and balances
- Implement governance and stewardship
- 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

Day One:

Break-out Sessions

Best Practices, Case Studies and Strategy Sessions

Product Innovation Forum

11:00 am

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

1:00 pm

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 facing the organization
- Use people, processes and technology to better plan and prioritize innovation
- Better understand the risks and value of partnerships in the innovation process

2:15 pm

Competitive Intelligence

Develop a fact-based approach to understanding competitors for improved insight into product planning

- 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

3:30 pm

Innovation Prioritization Matrix

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
- Three phase approach to defining and evaluating products and portfolios for optimal resource allocation
- Methodology to extrapolate information and score innovation for prioritization

Product Management Forum

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

Strategic Product Lifecycle Management

Build a holistic product lifecycle 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

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 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"

Product Marketing Forum

11:00 am

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

1:00 pm

Hi-Impact Product Launch

Align marketing plans to product objectives for optimal launch results

- Develop a data-driven market research approach for planning product and sales objectives
- Use a multi-channel approach that clarifies objectives, roles and responsibilities
- Evaluate the product to ensure it aligns to portfolio and strategic objectives
- Create a messaging strategy based on market research
- Develop a governance and accountability framework that addresses all stakeholders

2:15 pm

Marketing Mix Optimization

Maximize resource allocation for more effective usage of marketing spend

- Identify key advertising, marketing, internal and external drivers
- Provide an analytical framework for strategy assessment via simulations
- Support continuous feedback and improvement

3:30 pm

Growth Strategy Across the Product Lifecycle

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

- Gain a better understanding 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
- Key examples of disruptive product growth

Day Two:

Keynotes

Thought Leadership in Innovation and Product Management

Day One - 8:30

Integrated Business Planning and Analysis

Align sales, marketing and operations planning to streamline product management and measure effectiveness

- Use a functionally integrated approach for streamlined business planning
- Create a communication and governance culture to ensure optimal execution
- Leverage technology and advanced processes for more accurate product and customer information
- Insure sales, marketing and operations plans are linked to strategic plan

Day One – 9:45

Product Forecasting

Establish an integrated approach to forecasting throughout the product lifecycle

- Develop, implement, and manage collaborative forecasts
- Create and prioritize forecasting objectives aligned to product goals
- Make transparent, interrelated and aligned business assumptions
- Capitalize on collective knowledge & decision making, while reducing redundancy
- Utilize tools and technology to implement advance forecasting practices

Day Two:

Break-out Sessions

Best Practices, Case Studies and Strategy Sessions

Product Innovation Forum

11:00 am

Predicting Future Innovation

Use predictive analytics to maximize your innovation success and return on innovation

- Use data and predictive analytics to better understand current and future customer needs
- Process for evolving customer needs into future goals for innovation
- Understand innovation goals, how to achieve them and when to bring to market
- Align innovation prioritization with “How to Look” for innovation to create innovation efficiencies

1:00 pm

Innovation Measurement, Risk and Performance Evaluation

Evaluate the performance and risks of innovation strategy and implementation

- Quantify the benefit of each innovation investment using rigorous measurement practices
- Analyze, map, monitor, document and resolve innovation questions and processes
- Use an evidence-based approach to ensure plan effectiveness
- Create rolling measurement models for continuous analysis

2:15 pm

Communication & Integration

Enhance organizational performance by promoting marketing planning and awareness

- Maximize the liaison role between marketing and executive decision makers
- Incorporate planning and analysis throughout the organization
- Translate marketing data to engage employees and attain improved buy-in
- Provide access to information to promote accountability and transparency
- Assist departments and business units to track and achieve their performance

Product Management Forum

11:00 am

Product Launch Planning & Analysis

A fully integrated, cross-functional approach to product sales, operations and marketing planning

- Develop a responsibility framework that aligns to product goals and objectives
- Take an analytics-based approach to planning and evaluating the success of a product launch
- Use a sales and operations planning (S&OP) methodology to ensure launch preparedness
- Create a system of communication and accountability throughout different organizations and functions

1:00 pm

Product Finance, Price, Margin and Profitability through the Lifecycle

Support managerial decisions with product financial planning & 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

Product Marketing Forum

11:00 am

Multi-Channel Analytics

Advanced analytics capabilities across a breadth of marketing channels

- Incorporate forward-looking insight to execute successful multi-channel marketing activities
- Gain comprehensive business insights across all customer touch points
- Utilize effective analysis to gain deep access into customer behavior and trends
- Correlate customer interactions across multiple channels
- Integrate multi-channel analytics into broader strategic planning initiatives

1:00 pm

Data-Driven Competitive Positioning

Next-generation positioning methodology to distinguish your offerings and create value in the marketplace

- Use analytics to define the market need that a new product will fulfill
- Leverage search engine optimization (SEO) analytics tools
- Take a data-driven market profiling approach to better understand market needs
- Create a governance framework for product messaging that aligns to brand, strategy and portfolio objectives

A Unique

Networking Event

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 three days, including an event-launch cocktail reception, multiple networking breaks and a networking reception. Additionally, pre and post-event forums are available to meet peers prior to the event and stay in touch following this engagement's closure.

Organizations that attended 2011 events include:

Accuray • Actelion Pharmaceuticals
Adobe Systems • Affymetrix • AGCO • Alere
Allstate • American Superconductor • Amway
Amica Mutual • AppliedMicro Circuits
Appro • Array BioPharma • Audi • Atmel
AutoTrader.com • Bank of the West • BASF
Beekley • Blessing Health • Bose Corporation
Briggs International • Cadence • Carlson
Cedar Sinai • Celanese Corporation
Centura Health • Cepheid • Charles Schwab
Chik-Fil-A • Chipotle • Chiquita
Cisco • Citrix • CNN • Comcast • ConAgra
Copa Airlines • Cox • Dean Foods • Diebold
Dolby • Dominoes • Electronic Arts • eBay
EJ Gallo • Emerson • England Logistics
Eon US • Ericsson • ESPN • Exelon Corporation
Expedia • F5 • Facebook • FedEx
Ferring Pharma • Fifth Third Bank • FL Smidth
Flour • Foot Locker • FW Murphy • Gap Inc.
Genentech • Gilead • Grant Thornton LLP
JCI • JDS Uniphase • JP Morgan
Juniper • Genworth • Hamilton Beach Brands, Inc.
Hardies • Harvard Clinical Research Institute
IHG • IMClone • Infinity Pharmaceuticals
Ingram Micro • Intuit • Jabil Circuit
JCI • JDS Uniphase • Johnson Matthey
JP Morgan • Juniper • Keurig
Kaiser Permanente • KLA-Tencore
Lam Research • Lancer Corp • Land O' Lakes
Levi's • Lexis Nexis • Liberty Mutual Group
Life Technologies • McDean
Maxwell Technologies • Maxygen, Inc.
Macys.com • Mercedes-Benz USA • MGM Resorts
Micron Technology • Microsoft Corporation
Mutual of Omaha • Nestle • NetApp
Nike • Nissan • Omnicell, Inc.
Papa Murphy's Intl. • PayPal
Popeyes® Louisiana Kitchen • Procter & Gamble
RCI • Rent-A-Center • Research In Motion
Roche • SanDisk • Sara Lee • Scotttrade
Sephora • Stryker • Symantec • Tibco
URS • USAA • Visa Inc • Vonage
WellPoint, Inc. • Wells Fargo • Turner Sports
Sony Playstation • Sigma-Aldrich • Qwest
HighMark Inc • InComm • Netsuite
Parker Hannifin • SunTrust Bank • UTi
Blue Cross • Gen-Probe • Lockheed Martin
Ventura Foods • Syncapse • Assurant Solutions
Abbott Laboratories • Certiport • Camden
JDSU • Robert Half International • PamLab
Harley Davidson • Safeway • Onvia
Bally Tech • Planview • Manheim

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Contact Jeff Brown for detailed speaker
information:
jbrown@gmi-solutions.com



Location – 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 region and found that hotels near San Francisco International Airport offer excellent accommodations, an unrivaled meeting environment and tremendous value. Furthermore, venues along the San Francisco Peninsula are the perfect launch point to explore the Bay Area

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. San Jose International Airport is another convenient alternative but would likely require renting a car.

Venue – Westin San Francisco International Airport

The Westin San Francisco Airport
1 Old Bayshore Highway
Millbrae, CA 94030



Room Rate
\$ 149.⁰⁰ / night

Reservations: 1-888-627-8404

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

Online Reservations:



San Francisco

Area, Venue & Travel Information



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The Product Management and Innovation Event 2012

Registration & Contact Information

Attendee Information

Attendee Name	
Title	Organization
Email	Phone Number
Additional Attendee Name	
Title	Email
Additional Attendee Name	
Title	Email

Payment Information

Check/Purchase Order Credit Card

Name on Card	
Card Number	
Expiration Date	CV2 (card verification number)
Billing Address	
City/State/Zip	

Pay By Check:
Checks should be made payable to Gateway Management. The mailing address for checks and tax forms is:

Gateway Management
2625 Alcatraz Avenue, #341, Berkeley, CA 94705

Cancellation/Rescheduling Policy:
All cancellations 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 Altamont Group programs.

The Product Management & Innovation Event 2012

<input type="checkbox"/>	Early Registration <i>Includes Monday – Tuesday event plus networking reception</i>	\$ 1,599. ⁰⁰
<input type="checkbox"/>	Standard Registration <i>Includes Monday – Tuesday event plus networking reception</i>	\$ 1,799. ⁰⁰
<input type="checkbox"/>	Additional Attendee <i>Includes Monday – Tuesday event plus networking reception</i>	\$ 1,299. ⁰⁰
<input type="checkbox"/>	3 Attendee Rate <i>Includes Monday – Tuesday event plus networking reception</i>	\$ 3,995. ⁰⁰
<input type="checkbox"/>	Optimal Product Management Full Day Workshop <i>Wednesday, March 14th</i>	\$ 899. ⁰⁰
<input type="checkbox"/>	Product Growth Strategy Half-Day Workshop <i>Wednesday, March 14th</i>	\$ 499. ⁰⁰
<input type="checkbox"/>	Innovation & Product Prioritization Half-Day Workshop <i>Wednesday, March 14th</i>	\$ 499. ⁰⁰

For "Early Registration", register by December 30, 2011

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