

# € TRAINING

Comprehensive Product Management



17 - 21 June 2024  
Bangkok (Thailand)  
JW Marriott Bangkok



# Comprehensive Product Management

REF: M2213 DATE: 17 - 21 June 2024 Venue: Bangkok (Thailand) - JW Marriott Bangkok Fee: 6960 Euro

## Introduction:

This training program trains Product Managers to excel in all aspects of product development, from market research to launch. Participants will enhance their skills to lead teams, devise strategic visions, and navigate the product lifecycle. They emerge ready to drive innovation and success in their roles.

## Program Objectives:

At the end of this program, you will be able to:

- Learn to define product strategy and KPIs based on market analysis.
- Pitch a product vision to get stakeholder buy-in, and design a user-centered prototype that adheres to engineering constraints.
- Take a product through the development process, with a focus on high quality, risk management, and communication.
- Build tests to enhance product features based on market data.

## Targeted Audience:

- Business Development Managers; Marketing; Sales Product and Brand Managers.
- R & D Managers and Personnel.
- Managing Directors and Directors over a wide range of business areas.
- Employees involved in Strategy Planning.
- Aspiring Product Managers seeking to enter the field.
- Junior Product Managers aiming to enhance their skills and advance their careers.
- Experienced Product Managers looking to refine their strategic and leadership abilities.
- Professionals transitioning from related roles, such as project management or marketing, into Product Management.
- Entrepreneurs seeking to develop their product management acumen for their own ventures.

## Program Outlines:

## Unit 1:

### Product Strategy for Product Managers:

- Identify the right problems to solve through market research, target user definition, and market sizing.
- Create a compelling vision and strategy that will set up the team to solve those problems.
- Understand how to communicate effectively to get people excited and invested in your ideas.

## Unit 2:

### Product Design:

- Take an idea through concept, design, and user validation phases, and create a spec to hand off for development.
- Use design-thinking methodologies to explore various ideas; then converge on a single idea.
- Map out the full concept through creation of a prototype that can be used to validate that you're solving a problem for real users.

## Unit 3:

### Product Development:

- Learn the critical soft skills needed to manage the development and execution phase of the product.
- Collaborate with cross-functional teams and perform key activities that occur during development, including the lifecycle of a code change, test plan creation, early feedback intake, issue prioritization, and go/no go launch meetings.

## Unit 4:

### Product Launch Preparation:

- Create a plan, identify the launch risks, and figure out how to minimize their impact on your launch.
- Collaborate with a variety of teams including marketing, sales, customer support, and more to prepare them to interface with customers as the product is launched.

## Unit 5:

### Product Launch Execution:

- Execute the launch and use feedback from your customers to determine the next steps for your product.