

// PRODUCT MANAGEMENT TRAINING

// THURSDAY 17 OCTOBER 2019

// MEETPOINT MIDLANDS, HIGH STREET,
KEGWORTH, DERBYSHIRE, DE74 2DA**COURSE OVERVIEW**

This one-day course is designed for those who want to know what are the key skills a successful product manager uses in their core value adding work. The course is a starting point and provides a sound basis to build from. You might be considering undertaking an MBA, moving into marketing, business development or general management, or possibly just want a refresher and different perspective on this key role for a profitable business. Specifically the course will include: The basics of the Four Ps: Product, Place, Promotion and Price; the work of Professor Robert Cooper – Winning at New Products; Market Intelligence System and Sources (MISS); the important basics of SWOT and PESTE analysis; Product Launch; Brand Management, how to calculate a worldwide market and more.

TARGET AUDIENCE

- Product Managers
- Business Development Managers
- Strategy Managers
- Advertising and PR Managers
- Marketing Managers

This course is primarily targeted at the Med-Tech sector and closely relating industries, however the principles and insights can be applied to any sector.



// COURSE PROGRAMME

TIME	EVENT
09:00	Registration & Refreshments
09:30	Welcome & Introductions
09:35	Four Ps, Roles of Product Managers, Publications, Papers, Patents and Posters
10:45	Refreshments & Networking
11:00	Winning at New Products, MISS, The power of observation and provocative debate
13:00	Lunch & Networking
13:30	SWOT & PESTE Analysis, Product Launch, Brand Management & Advertising
15:30	Refreshments & Networking
15:45	Unique Selling Propositions & market penetration in diverse markets
16:30	Close

LEARNING OUTCOMES

- Find out what an MBA can teach you
- Understand why product management is so important to the success of a business and where to go to learn more
- Guidance on marketing & business development
- Where to find and use clinical insights
- How to use SWOT and PESTE analysis
- How to determine your Unique Selling Propositions

COSTS

Member cost: £200

Non-Member cost: £300

EARLY BIRD OFFER*:

£160 for members

£240 for non-members

All prices are excluding VAT

*Book before 5pm on Thursday
19 September 2019

// SPEAKER PROFILE

// TREVOR LEWIS

// DIRECTOR, MEDICAL DEVICE CONSULTANCY

Trevor has been a successful R&D Engineer, Investment Analyst, Product Manager, Marketing Manager and General Manager in several international businesses. He has used his Product Management skills in all roles he has held in the past and ever since - right up to the present. Throughout his business career he has assisted companies with strategic research, market analysis, partner selection, acquisition introductions, marketing strategies and brand management. He has led projects that have won Queen's Awards for Innovation and Export; been a key partner in large scales concerted action programmes and helped both small spin-outs and large companies achieve funding.

He is also well known internationally for his work in regulatory affairs, especially training regulators on behalf of the European Commission.

Trevor's early career was in the Royal Air Force, initially as an Apprentice Technician, then as a Flying Officer - including going solo in a Jet Provost! He regards the excellent officer training, especially in regards to leadership and how to think, as pivotal in his development as a successful business professional and indeed as a Product Manager!

 **MDC** Medical Device Consultancy