



*Training Course:  
Product Management*

*7 - 11 October 2024  
Geneva (Switzerland)*

## Training Course: Product Management

Training Course code: MA1922 From: 7 - 11 October 2024 Venue: Geneva (Switzerland) - Training Course Fees: 5250 € Euro

### Introduction:

Global Horizon Training Center is proud to offer this comprehensive 5-day training program on Product Management. This program is designed to equip participants with the necessary knowledge and skills to effectively manage the entire lifecycle of a product, from conception to launch, growth, and eventual decline. Through a combination of lectures, case studies, group discussions, and hands-on exercises, participants will gain a thorough understanding of the principles and best practices of Product Management.

### Objectives:

- Understand the fundamentals of Product Management
- Learn how to identify and validate market opportunities
- Develop a product roadmap and go-to-market strategy
- Learn how to effectively manage product development teams and processes
- Understand how to measure product success and optimize product performance

### Target Audience:

This training program is designed for individuals who are involved in Product Management or those who are interested in pursuing a career in this field.

This includes product managers, product owners, project managers, business analysts, marketing professionals, and entrepreneurs.

### Outlines:

#### Day 1:

- Introduction to Product Management
- Understanding the Market and Customer Needs

- Identifying and Validating Market Opportunities
- Conducting Market Research and Analysis

Day 2:

- Defining Product Vision and Strategy
- Developing a Product Roadmap
- Creating a Go-to-Market Plan
- Pricing Strategies and Revenue Models

Day 3:

- Agile Product Development
- Managing Product Development Teams
- Product Development Processes and Methods
- Prototyping and MVPs

Day 4:

- Product Launch Strategies
- Product Marketing and Sales
- Customer Acquisition and Retention
- Product Performance Metrics

Day 5:

- Product Optimization and Iteration
- Managing Product Portfolios



- Product Management Best Practices
- Course Summary and Evaluation

## Registration form on the Training Course: Product Management

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Company Information

Company Name: .....  
 Address: .....  
 City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
- Please invoice my company

### Easy Ways To Register

Telephone:  
+201095004484 to  
provisionally reserve your  
place.

Fax your completed  
registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
booking form with cheque  
to: Global Horizon  
3 Oudai street, Aldouki,  
Giza, Giza Governorate,  
Egypt.