Global Horizon
TRAINING CENTER

Training Course: Product Management

24 - 28 August 2026
Tbilisi (Georgia)

Training Course:
Product Management

Training Course code: MA1922 From: 24 - 28 August 2026 Venue: Tbilisi (Georgia) - Training Course Fees: 5775 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 program is designed for professionals involved in Product Management or those aspiring to enter the field, including:

- Product Managers
- Product Owners
- Project Managers
- Business Analysts
- Marketing Professionals
- 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

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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.