

Product management

Dubai (UAE) - VOCO Dubai

24 - 28 November 2024

UK Training

PARTNER



Product management

code: LM28 From: 24 - 28 November 2024 Venue: Dubai (UAE) - VOCO Dubai Fees: 3900 Pound

Introduction

Welcome to the "Mastering Product Management" course, a dynamic program designed to empower professionals with the skills and knowledge essential for effective product management. In an ever-evolving business landscape, successful product management is a key driver of innovation and business growth. This course is crafted to provide a holistic understanding of the product management lifecycle, equipping participants with the tools to navigate challenges and drive product success.

Objectives

- Foundations of Product Management
- Strategic Product Planning
- Effective Product Development
- Strategic Marketing and Launch
- Product Lifecycle Management and Continuous Improvement

Course Outlines

Day 1

Introduction to Product Management

- Role and Responsibilities of a Product Manager
- The Importance of Customer-Centric Product Management
- Overview of the Product Management Lifecycle

Day 2

Strategic Product Planning

- Crafting a Compelling Product Vision and Strategy
- Market Research and Analysis
- Competitive Positioning and Differentiation

Day 3

Effective Product Development

- Ideation and Conceptualization
- Agile Product Development Methodologies

A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) in gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

UK Training
PARTNER

- Cross-Functional Collaboration in Product Teams

Day 4

Strategic Marketing and Launch

- Creating a Successful Product Launch Plan
- Integrating Marketing Strategies with Product Management
- Digital Marketing and Branding for Product Success

Day 5

Product Lifecycle Management and Continuous Improvement

- Sustaining Products Through Their Lifecycle
- Harnessing Customer Feedback for Improvement
- Case Studies: Real-World Applications of Product Management

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver king piece behind it. The board is checkered, and there are concentric circles in the background.

UK Training
PARTNER

Blackbird Training Cities

Europe & USA



Zurich (Switzerland)



Stockholm (Sweden)



Lyon (France)



Copenhagen (Denmark)



Bordeaux (France)



Annecy (France)



Oslo (Norway)



Edinburgh (UK)



Glasgow (Scotland)



Malaga (Spain)



London (UK)



Istanbul (Turkey)



Amsterdam (Netherlands)
(Switzerland)



Düsseldorf (Germany)



Paris (France)



Barcelona (Spain)



Munich (Germany)



Geneva



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Manchester (UK)



Milan (Italy)

USA & CANADA



Los Angeles (USA)



Florida (USA)



Online



Boston (USA)



Washington (USA)



Miami (USA)



New York (USA)



Toronto (Canada)



Blackbird Training Cities

Asia



Baku (Azerbaijan)



Maldives (Maldives)



Manila (Philippines)



Bali (Indonesia)



Bangkok (Tailand)



Beijing (China)



Jakarta (Indonesia)
(Malaysia)



Moscow (Russia)



Singapore (Singapore)



Sydney (Australia)



Tokyo (Japan)



Kuala Lumpur

Afrika



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Marocco)



Nairobi (Kenya)



Dubai (UAE)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)

UK Traininig
PARTNER

Blackbird Training Clients

 MANNAI CORPORATION MANNAI Trading Company WLL, Qatar	 GAC UNE FILIALE D' EGA Alumina Corporation Guinea	 Booking.com Booking.com Netherlands	 OXFAM Oxfam GB International Organization, Yemen	 Capital Markets Authority Kuwait
 Waltersmith Waltersmith Petroman Oil Limited Nigeria	 QNB Qatar National Bank (QNB), Qatar	 Qatar Foundation Qatar	 AFRICAN UNION ADVISORY BOARD ON CORRUPTION Tanzania	 KFAS KFS Kuwait
 Reserve Bank of Malawi Malawi	 Central Bank of Nigeria Nigeria	 Ministry of Interior Kingdom of Saudi Arabia KSA	 Mabruk Oil Company Libya	 Saudi Electricity Company KSA
 BPKH Badan Pengelola Keuangan Haji BADAN PENGELOLA KEUANGAN Haji, Indonesia	 NATO Italy	 ENI ENI CORPORATE UNIVERSITY, Italy	 GULF BANK Gulf Bank Kuwait	 General Organization for Social Insurance KSA
 Defence Space Administration Nigeria	 National Industries Group (Holding), Kuwait	 Hamad Medical Corporation Qatar	 USAID Pakistan	 STC STC Solutions, KSA
 North Oil Company North Oil company,	 EKO EKO Electricity	 OMAN BROADBAND Oman Broadband	 UNITED NATIONS UN,	 Authority for Electricity Regulation, Oman Authority for

UK Training
PARTNER

Blackbird Training Categories

Management & Admin

Professional Skills
Finance, Accounting, Budgeting
Media & Public Relations
Project Management
Human Resources
Audit & Quality Assurance
Marketing, Sales, Customer Service
Secretary & Admin
Supply Chain & Logistics
Management & Leadership
Agile and Refinement

Technical Courses

Hospital Management
Public Sector
Special Workshops
Oil & Gas Engineering
Telecom Engineering
IT & IT Engineering
Health & Safety
Law and Contract Management
Customs & Safety
Aviation
C-Suite Training



International House 185 Tower Bridge
Road London SE1 2UF United Kingdom



+44 7401 1773 35
+44 7480 775526



training@blackbird-training.com



www.blackbird-training.com

UK Training

PARTNER

