

Product management

Amsterdam (Netherlands)

11 - 15 November 2024

UK Training

PARTNER



Product management

Code: LM28 From: 11 - 15 November 2024 City: Amsterdam (Netherlands) Fees: 4200 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

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

Blackbird Training Cities

Europe



Podgorica (Montenegro)



Stockholm (Sweden)



Lyon (France)



Birmingham (UK)



Copenhagen (Denmark)



Bordeaux (France)



Annecy (France)



Oslo (Norway)



Edinburgh (UK)



Glasgow (Scotland)



Sarajevo (Bosnia and Herzegovina)



Malaga (Spain)



London (UK)



Istanbul (Turkey)



Amsterdam (Netherlands)



Düsseldorf (Germany)



Paris (France)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)

USA & Canada



Los Angeles (USA)



Florida (USA)



Online



Boston (USA)



Washington (USA)



Miami (USA)



New York (USA)



Malta (Malta)



Toronto (Canada)



Blackbird Training Cities

Asia



Baku (Azerbaijan)



Maldives (Maldives)



Manila (Philippines)



Bali (Indonesia)



Bangkok (Thailand)



Beijing (China)



Moscow (Russia)
(Malaysia)



Singapore (Singapore)



Sydney (Australia)



Tokyo (Japan)



Dubai (UAE)



Kuala Lumpur



Jakarta (Indonesia)

Africa



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Marocco)



Nairobi (Kenya)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



Blackbird Training Clients



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



BLACKBIRD
FOR TRAINING

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

 +44 7401 1773 35
+44 7480 775526

 Sales@blackbird-training.com

 www.blackbird-training.com

UK Training
PARTNER

