



NEW
Online

Crash course PROFESSIONAL PRODUCT MANAGEMENT

Best practice know-how in 1 day

YOUR TRAINER
Ingo Lewerendt

Live online seminar (seminar language english)

- Why product management is absolutely required for securing the future
- Which tasks, roles and competencies Product Managers have
- Which tools Product Managers should use
- How Product Managers create the basis for for the success of new products
- How PMs launch products internationally and manage the life cycle
- Classic and agile product management. What are the differences?
- Which forms of organization in product management are conducive or inhibiting?
- Why Product Managers need a lean product strategy
- How the interfaces to development, marketing and sales work securely
- Which processes and documents Product management needs
- How professional product management helps to increase the sales and contribution margin potential of products

Ideal quick introduction to Product management
Learn how Product management works, which requirements Product Managers should meet, which processes, documents and tools are useful. Find out what multiplies the success of Product Managers. Understand the mind set of the “entrepreneur in the company” and what is important for product success in practice. Recognize in good time which trends of „New Product management for the 20th“ are relevant for you. The special feature: You gain best practice know-how and valuable suggestions in a very short time.

Participants

- Anyone who wants to understand how professional product management works
- Newcomers and those who want to update their knowledge
- Employees and leaders from Product Management, Marketing, Sales, Business Development, R&D, Industry Management, Innovation Management

Deepen your PM knowledge in 1 day

- compact
- practice-oriented
- highly competent

✓ With many best practice examples

Training and tools for your success

Numerous Product Managers, Marketing Managers, R&D Managers and other executives from well-known companies have enthusiastically participated in in-house or open trainings at MSC Management Seminar Center, e.g.: 1&1 Internet, 3M, ABB, Aebi Schmidt, Aerzener, Allweiler, Amphenol Tuchel, Analytic Jena, Arcor, Assa Abloy, Auerswald, Atmel, Balluff, BAUMER, Big Dutchman, Biotronik, BITZER, Böllhoff, BOSCH, Bosch Rexroth, Brugg, Bürkert, Canon, Ceratizit, Claas, Daimler, Danfoss, DEGUSSA, Dentsply, Dornier, Deutz, DOKA, Dormakaba, Dürr, Eaton, ebm papst, Elaxy, Emerson, Epcos, Eternit, Festo, Georg Fischer, Carl Freudenberg, Friadent, FRIATEC, Fronius, GEA, Geberit, GEZE, Giesecke & Devrient, Gilgen Doors, Gira, Gossen, Grundfos, Harting, Heidelberger Druckmaschinen, Hekatron, Hella, Hettich, Honeywell, Huber & Suhner, Institut für Mikrotechnik, Jetter, Jungheinrich, Kathrein Werke, KBA, Keba, KENDRO, Knauf, Knorr-Bremse, Kontron Elektr., KSB, Kuka, Kyocera, Landis+Gyr, LAUDA, Lenord Bauer, LEICA, Leitz, Lenze, Leoni, Liebherr, Lumberg, Lucas-Nülle, Magura, MED-EL, Metabo, Metrolux, Micro-Epsilon, MINOLTA, Morpho Cards, Multi-Contact, Murrelektronik, Oerlikon, Omicron, Pepperl+Fuchs, Philips, Phoenix Contact, Pilz, Prominent, RAFI, Rittal, ROTO FRANK, SAP, Sartorius, Schott, SEW Eurodrive, SIEMENS, SMA, Somfy, SSI Schäfer, STIHL, Swisscom, tectis, Tehalit, Testo, Toshiba, Trilux, Tyco Electronics, Unilux, Vaillant, Viega, Viessmann, Vishay, Voith, Wago, WashTec, Wavetek, Web.de, Weidmüller, WestfaliaSurgeWieland, WIKA, Wincor Nixdorf, Würth, ZEISS, Zehnder and much more. Seminar reviews from participants can be found under www.peterkairies.de/testimonials

Register quickly and easily online or by fax: +49 (0) 7261 - 58 76

REGISTRATION

Crash course PROFESSIONAL PRODUCT MANAGEMENT

Live online seminar

- September 15, 2021
- January 26, 2022
- May 24, 2022
- November 23, 2022



Name _____

Company _____

Department / function _____

Street _____

Postcode / town _____

Telephone number _____

E-Mail _____

The participation fee of 740,- Euro plus legal VAT we transfer upon receipt of the invoice.

Date _____ Signature _____

subject to modifications



TARGET GROUP

Companies that manufacture and / or sell technical or consulting-intensive products, software and service companies.

PARTICIPANTS

- Anyone who wants to understand how professional product management works
- Newcomers and those who want to update their knowledge
- Employees and leaders from:
 - Product Management
 - Marketing
 - Sales
 - Business Development
 - R&D
 - Industry Management
 - Innovation Management

SERVICES / FEES LIVE ONLINE SEMINAR

The participation fee for the 1-day compact seminar is 740,- Euro plus VAT.

The fee includes

- ✓ 1 day live online seminar
- ✓ Seminar documents as PDF for download
- ✓ Basic toolbox (templates & tools for PMs) for download

SEMINAR LOCATION / SEMINAR TIMES

Live online seminar

Home office or workplace

9:00 a.m. to 4:30 p.m. (CET)

REGISTRATION / INFORMATION

MSC Management Seminar Center GmbH

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CANCELLATION CONDITIONS

In the case of cancellations (exclusively in writing) up to 4 weeks before the start of the seminar, the full amount of the participation fee will be credited. For cancellations between the 4th and 2nd week before the start of the seminar, half the fee will be charged. In case of later cancellations, the entire fee will be due. Of course, a substitution of the registered participant is possible. It is of course possible to represent the registered participant.

Crashkurs PROFESSIONAL PRODUCT MANAGEMENT

1. Why the importance of product management continues to increase. What is the position of the PM in the company?

- Success factor speed of innovation and market-driven products
- Forms of organisation, advantages and disadvantages
- Requirements, tasks
- Processes, competences

2. Classic and agile product management (SCRUM)

- Differences
- Typical roles: Product Manager, Product Owner
- Advantages and disadvantages
- What, for what?

3. Key factors for the success of new products

- Product management influence

4. Tools and practical examples

- Market and competitive analyses
- Overview of methods, techniques and tools (MSC Praxistoolbox for Product Managers)
- Strengths-weaknesses analyses, SWOT
- Product comparisons, benchmarking
- Evaluation of key buying factors
- Product and market life cycle analyses (PLCM)
- Market segment potential analyses
- Product application matrix

5. Business case, requirements profile, specifications and functional specifications. Product backlog.

Who is responsible for what?

- Requirements management
- Product definition process and team
- Product vision and business case
- Structure, content, example of requirements profiles (requirements specification, MRD)
- Product Backlog

6. Strategic role of the Product Manager

- Formulation of the product strategy
- Product portfolio management

7. Visualization of product roadmaps.

- Example + tool for the roadmap

8. Cooperation with sales, development, marketing and other departments

- Understanding of roles
- Reduction of interface conflicts

9. Introduction of products into international markets

- Launch strategy. The right timing
- Launch plan, budgeting
- Activities and checklists
- Targeted use of the marketing mix instruments

10. Practical example: Presenting products effectively to target groups. Arguing more convincingly than competitors

- Creating a master argumentation
- Presenting new products to sales and customers
- Overview of modern tools and argumentation techniques

11. Practical example: Increase marketing performance

- Interface to marketing
- Briefing content correctly
- Use of benefit messages, USP's
- Internet presence, trade fairs
- Launch package, sales support

12. Controlling tasks in product management

- Product lifecycle management and KPI's

13. Outphasing products

- Phases, activities, role of the PM

14. Success factors in product management

- Summary
- MSC Product Management Annual Report
- Trends „New Product Management for the 20th“

Live online seminar

Venue	■ Conveniently from your home office or workplace
Interactive Communication	■ Participant questions and answers via zoom ■ Video conference ■ Whiteboard ■ Surveys with online tool
Practical relevance	■ Best Practice examples ■ Practical tips ■ Exercises on own examples of the participants ■ Exchange of experience
Documents	■ Download the seminar documents (PDF)
Deepening	■ Download MSC Basic Toolbox for Product Manager for implementation in practice
Technical requirements	■ Notebook with camera, microphone and internet access ■ Additionally desirable smartphone ■ No special technical or software knowledge required.

REFERENT / TRAINER



Ingo Lewerendt is a trainer and coach specialising in the topics of requirements management, business development, product management and innovation management. He studied communications engineering and has about 20 years of practical experience as

a Product Manager, director of product management, director of product strategy and head of strategic business development. For years, he has been passing on his know-how in addition to his training activities as a speaker and workshop leader, e.g. at the MSC annual conference for Product Managers.

YOUR CONTRIBUTION TO COMPANY SUCCESS

„Anyone who wants to survive in the market needs innovative and above all successful products. In my many years of experience as a consultant / trainer, I have advised more than 180 successful companies, including companies with top global positions. In the search for the rules of the successful, I came across the success factor “product management” very early on. The amazing thing: all particularly successful companies had one thing in common. Not only were they above average market and customer-oriented, they also had a very well-functioning product management system. Companies with professional product management grow faster and generate higher earnings than their competitors.“ Peter Kairies, CEO MSC Management Seminar Center.

The Product Manager makes a significant contribution to securing the future of the company.

METHODOLOGY

„Professional Product Management“ is a compact crash course and is ideal for a quick introduction to the „world“ of modern product management. The training places particular emphasis on practical relevance and usability. **It communicates competently and compact the basic knowledge of product management for everyone who wants to learn how professional product management works today. For beginners and Product Managers who want to update their knowledge.**

