

# Strategic Product Management

A training course that defines the Product Management profession and provides attendees with practical knowledge, useful tools and skills to be more effective as a market-driven Product Manager.

## Who should attend?

Product and Marketing people of all levels and those interested in pursuing a career in Product Management.

## Learn how to:

- Write compelling business cases and product strategies aligned to corporate objectives.
- Identify market needs and turn them into lucrative business opportunities.
- Plan and prepare product roadmaps for maximum growth.
- Articulate real customer problems in concise market requirement documents.
- Take new products to launch with strong marketing messages and value propositions.

## Each course is:

- Delivered in a highly interactive mode, requiring attendees to participate and provide personal input.
- Extremely practical and interlaced with case studies and exercises to promote a strong understanding of topics.
- Limited to 12 participants.

## The Product Manager's Toolkit™ **FREE WITH COURSE**

Every course participant receives a full version of the Product Manager's Toolkit™ which contains over 30 best practice templates of the most common documents Product Management and Product Marketing professionals write. (normally \$130)

4 day course  
Mar 11/12 & 18/19  
2010

Sydney  
CBD

### COURSE FACILITATOR

Nick Coster, co-founder and Director of brainmates, is our resident facilitator for the Product Management courses. He has held a number of technical and strategic Product Management roles at Telstra, BigPond, Excite@Home, Optus, Westpac and eBay. Nick brings over 10 years of practical Product Management experience to you.

### REGISTER TODAY

Complete the Registration Form attached. If you would like more information call brainmates on (02) 9232 8147 or visit [www.brainmates.com.au](http://www.brainmates.com.au).

Training courses are limited to 12 seats – book now so you don't miss out.

## Strategic Product Management

The Strategic Product Management course aims to achieve one main outcome: to make your life as a Product Manager easier.

What do we mean by that?

### **Know your role within the Product Team and use tools to efficiently and comprehensively complete tasks.**

During the first two days of the course we define Product Management and its two disciplines: Product Marketing and Product Planning, and we introduce you to a methodology that will help you create successful market-driven products based on best practices and processes used by top companies. You will learn how to complete all essential tasks the Product Manager undertakes, and how to efficiently work with other staff members in the Product Team. You will also be taught how to use the key templates in the the Product Manager's Toolkit™ (PMTK) - a comprehensive set of product planning and product marketing tools that will help you think through and document product ideas and requirements.

### **Identify lucrative market opportunities and where to best position your product and services in the marketplace.**

Companies operate in dynamic and complex environments that impact their profitability. It is imperative to strategise the direction of your products and services to meet overall business objectives. The Business and Market Planning™ seminar will be held on the third day and will explore key concepts and processes used in formulating plans that evaluate market opportunities and shape the resulting marketing efforts. You will learn how to analyze the market, produce intelligent market strategies and product roadmaps, as well as compelling business cases and marketing messages.

### **Write clear requirements that solve real customer problems.**

Ambiguous market requirements lead to flawed products and dissatisfied customers, but well-defined market requirements are the basis for a smooth development process and marketplace success. The fourth day will focus on Procedural Requirements Management™ - a seminar that takes you deeper into identifying and articulating market requirements by helping you create personas, use cases and product frames so your product architects will create a product or service your customers will love.

# Product Management Training Course

## Registration Form

### Step 1: Personal Details

Company Name .....

Address.....

Suburb ..... Postcode .....

Phone + ..... (.....) ..... Fax + ..... (..... ) .....

#### Participant 1

Name.....

Position .....

Email ..... Referred by .....

Dietary requests.....

#### Participant 2

Name.....

Position .....

Email ..... Referred by .....

Dietary requests.....

### Step 2: Payment Method (Credit Card Only)

The fee for the Strategic Product Management course is \$2799 (GST Inclusive) per person.

We accept Visa, MasterCard and AMEX (5% surcharge for payment with AMEX)

expiry   /   credit card security code

name on credit card \_\_\_\_\_

signature \_\_\_\_\_

(Number of Participants) ..... X \$2799.00 = (total amount) \$.....

### Step 4: Submit Form

Please submit your completed registration form:

**POST:** brainmates, PO Box R1295 Royal Exchange NSW, Australia

**FAX:** (02) 9232 1694

**EMAIL:** training@brainmates.com.au

Registrations will be confirmed by email. Course fee includes morning tea, lunch and afternoon tea.

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**CANCELLATION POLICY**  
brainmates reserves the right to cancel sessions and issue refunds. In the event that a participant is unable to attend after their registration and pay have been submitted, a substitute is welcome to attend in their place. No refunds will be given unless 14 days notice is provided in writing before the start date of the training session.

**PRIVACY NOTE**  
Personal information collected by brainmates is treated as confidential and will not be shared with any third parties.