

Attendance strictly limited  
to 35 participants

**EARLY BIRD DEADLINE –**

Register before May 31  
and save \$200

(see page 4  
for details)

# PRODUCT MANAGEMENT:

## Rationalizing and Revitalizing the Portfolio for Market Growth

**July 17-18, 2007**  
**Chicago, Illinois**

AN INTERACTIVE TWO-DAY WORKSHOP FOCUSED ON HOW TO  
LEVERAGE NEW MARKETS, PRODUCTS AND OPPORTUNITIES  
WHILE PHASING OUT THE OLD



LED BY ONE OF THE FOREMOST PRODUCT MANAGEMENT GURUS:

**Linda Gorchels**, acclaimed author of *THE PRODUCT MANAGER'S HANDBOOK*,  
*THE PRODUCT MANAGER'S FIELD GUIDE* and *THE MANAGER'S GUIDE TO DISTRIBUTION  
CHANNELS* and Director of Marketing Education Programs, Executive Education,  
University of Wisconsin-Madison School of Business

*"Linda has a great method of  
coaching that makes you  
want to get back to the office  
and put things into action.  
Her teaching style keeps you  
engaged and craving more."*

Jamie Judge, Category Manager  
BatteriesPlus.com

- ❖ **REALIGN YOUR PRODUCT PORTFOLIO.** Identify key leverage points; align portfolios with market opportunities, corporate strategies and brand architecture
- ❖ **RATIONALIZE AND REJUVENATE YOUR PRODUCT OFFERINGS.** Reduce product complexity, revive product growth and extend products and brands
- ❖ **EXPLORE NOVEL APPROACHES TO IDENTIFYING NEW PRODUCT OPPORTUNITIES.** Break free from the status quo; learn to better evaluate new product concepts
- ❖ **DEVELOP A MARKET-BASED MINDSET.** Make portfolio decisions that enable you to gain new customers while maintaining your most important current ones
- ❖ **REFINE YOUR GO-TO-MARKET SYSTEM.** Ensure launch success with key stakeholders and channel partners

PRESENTED BY



[www.ManagementRoundtable.com](http://www.ManagementRoundtable.com)

**RESERVE TODAY!**

800.338.2223

July 17-18, 2007  
Chicago, Illinois

# PRODUCT MANAGEMENT: Rationalizing and Revitalizing the Portfolio for Market Growth

## ARE YOU SEEING THE WHOLE PICTURE?

**W**e live in an environment of increasing product complexity, intense global competition, and accelerating customer sophistication. And sometimes the best choices aren't the most obvious. Learn how to manage what really matters.

During this interactive two-day workshop you will receive proven strategies, tools and methods to:

### **Realign and refocus your product portfolio**

Companies attempt to reduce risk by creating portfolios of offerings for customers. However, there is no one perfect means of risk reduction, and product managers should experiment with various approaches to portfolio design. This course explores some of the criteria and concepts you can consider to realign and refocus your offerings.

### **Explore new ways to revitalize your products**

Every company has a perceived brand. What's yours — and what should you be doing to maintain it or to revitalize it? While nothing can compensate for undesirable or poor-quality products, it's also true that great products will not sell themselves. Explore robust and flexible strategies to revive product growth.

### **Break away from the status quo in identifying new opportunities**

With today's wealth of information resources it should be easier than ever to find the data you need to evaluate new opportunities. Too often, that's not the case. Learn why.

### **Rethink how you engage customers**

Who are your most important current customers and what are you doing to keep them? Which prospects would you like to add and how are you reaching out to them? Develop a market-based mindset to drive product development and increase sales.

### **Conquer channel and sales challenges during product launch**

Your products don't exist in a vacuum. New products, new markets, new competition and new technologies are all good reasons to revisit and refine your current go-to-market system. Learn how to improve your relationship with the companies and individuals who are critical to your launch success.

Through lecture, case examples, group exercises, and facilitated Q&A, you will come away with clear and practical action steps to focus your portfolio and unify your development, launch and sales efforts.

## ABOUT THE INSTRUCTOR

**Linda Gorchels** is recognized internationally for her product management expertise and has provided training to thousands of managers in the U.S. and China. She is on the faculty of the executive education department of the University of Wisconsin-Madison School of Business where she has financial responsibility for the executive marketing curriculum. Previously, she held positions with VEREX Assurance, Wm. C. Brown Publishers, and Lear-Siegler, Inc.

An award-winning author, Linda received the Excellence in Thought Leadership distinction in 2006 from the Association of International Product Marketing & Management for the 3rd edition of *The Product Manager's Handbook* (2006). This book and its companion, *The Product Manager's Field Guide*, are recommended reading for many groups. These two works, along with her co-authored book, *The Manager's Guide to Distribution Channels*, have been translated into multiple languages.

## WHO SHOULD ATTEND

Developed for the experienced practitioner, this workshop will provide participants with a new competency in product management. It is highly recommended for VPs, Directors and Managers of Product Management, Product Development, R&D, Marketing, Sales, and Process Improvement. The session will also be beneficial for VPs, Directors and Managers of Supply Chain, Logistics, Operations and all others that are affected by product rationalization decisions.

**Note:** Because the role of product management is often shared among functions (and/or not clearly defined), this session is beneficial for managers from different disciplines to attend together. Special attention will be focused on establishing common ground and bridging organizational gaps.

## TUESDAY, JULY 17, 2007

7:30 – 8:30

Registration & Continental Breakfast

8:30 – 9:00

Introductions and “Setting the Stage”

9:00 – 12:00

**The Business Case for Product Portfolios**

*Portfolio definitions and structures*

- identifying key leverage points
- matrix axes alternatives

*Aligning product portfolios with . . .*

- market opportunities
- corporate strategies
- brand architecture

12:00 – 1:00

Lunch

1:00 – 4:30

**Pruning the Portfolio (Part I)**

*Product line rationalization*

- developing criteria to eliminate products
- developing effective phase-out strategies

4:30

Wrap-Up of Day 1 Sessions

5:15 – 6:30

Networking Reception

## WEDNESDAY, JULY 18, 2007

8:30 – 12:00

**Pruning the Portfolio (Part II)**

*Revitalization*

- exploring ways to reduce complexity
- repositioning myths and realities
- extending products and brands

*New Product Ideation*

12:00 – 1:00

Lunch

1:00 – 4:00

**Implementing the Launch**

*Key attributes of a successful product launch*

- determining launch readiness
- stakeholder belief builders

*Go-to-market considerations*

- what sales and channel partners really want to know
- tools for motivating resellers

4:00

Workshop Adjourns

## DELIVERABLES

- Complimentary copies of all three of Linda Gorchels’ acclaimed books on Product Management and Distribution Channels
- Specific templates both from class and on a CD contained in the Product Manager’s Handbook (considered the product management ‘bible’ by many)
- A tool kit for refining product portfolios
- Checklists for business case preparations and product launch
- Suggested resources to tap for further information
- Recommendations and advice for your specific situation

Highly recommended as a team activity — clarify roles and hand-offs, jointly create your product management action plan (*group rates offered — see page 4*).



*In this workshop, you will learn to:*

- 1 Select relevant metrics to reassess product portfolios
- 2 Weigh the pros and cons of revitalization approaches for existing products
- 3 Perceive opportunities that may have previously been hidden
- 4 Articulate the need for cohesive brand logic for product lines
- 5 Outline pertinent standards for rationalizing products
- 6 Improve on past approaches to product elimination strategies
- 7 Expose common positioning myths
- 8 Broaden the base of input for new product ideas
- 9 Determine launch readiness by adapting a universal launch checklist
- 10 Refine sales and channel training to improve effectiveness

*“Linda’s knowledge and presentation style, along with a useful mix of hand-outs, class discussion, and role-playing, provide a wonderful training experience. I feel like I am well prepared for my first product management effort.”*

Andy Bryan, Sales Application Engineer  
Kolberg - Pioneer, Inc.



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# 4

## WAYS TO REGISTER:

**CALL:** 1.800.338.2223 or 781.891.8080  
(weekdays, 9:00am-5:30pm EST)

**FAX:** 781.398.1889

**WEB:** [www.ManagementRoundtable.com](http://www.ManagementRoundtable.com)

**MAIL:** Product Management  
c/o Management Roundtable  
92 Crescent Street  
Waltham, MA 02453

**Dates:** The workshop will begin at 8:30am (registration and continental breakfast at 7:30am) on Monday, July 17, 2007 and will adjourn on Tuesday at 4:00pm.

**Fee: WORKSHOP FEE: \$1995** includes materials, binder, books, luncheons, reception, continental breakfasts, refreshment breaks.

**Early Bird Special: \$1795** – Register before May 31, 2007

### Location and Accommodations:

The workshop will be held at the **WYNDHAM CHICAGO, 633 NORTH ST. CLAIR STREET, CHICAGO, ILLINOIS 60611**. Please call 312.573.0300/ 800.996.3426 directly for room reservations. *Be sure to mention that you will be attending the Management Roundtable Product Management Workshop to receive the discounted group rate of \$189.*

**Team Discounts:** Teams of 3 or more may deduct \$100 per person from the conference fee. For teams of 6+, call Tracey Kimball at 781.891.8080, ext. 214 or 800.338.2223.

**No-Risk Guarantee:** Your satisfaction is 100% guaranteed — money back or credit.

### Cancellations/Substitutions:

You may send a substitute attendee in your place at any time with no penalty (please inform us in advance, if possible). Cancellations made within 5 business days are subject to a \$200 administration fee. No-shows are liable for the full fee.

July 17-18, 2007 • Chicago, Illinois

❖ **Refocus your product portfolio**

❖ **Rationalize and revitalize your product offerings**

❖ **Rethink how to engage customers**

❖ **Determine launch readiness**

**Please accept the following registration(s):** (please photocopy for additional people)

Name Mr./Ms. \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Division/Dept \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

### PAYMENT INFORMATION:

Check for \$ \_\_\_\_\_ enclosed, payable in US funds to Management Roundtable

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### ABOUT MANAGEMENT ROUNDTABLE

The Management Roundtable (MRT) is the foremost knowledge and networking resource for industry practitioners involved in product, service, technology, and business development. Practitioner-oriented and unbiased, MRT's focus is on strategies and processes that enable speed, innovation, profitability, and overall competitive

advantage. Through its highly regarded conferences and publications, MRT has helped companies achieve their objectives since 1980. Its newest membership offering, the Management Roundtable FastTrack, (<http://fasttrack.roundtable.com>) offers direct, year-round access to leading-practice insights via teleconference and online reports.