



Learn.  
Connect.  
Transform.

# 2019 PRODUCT STRATEGY AND EXPERIENCE SUMMIT

MARCH 27-28, 2019  
SAN FRANCISCO, CA

\*Proposed agenda below – session topics and times can change up until the forum\*

## **DAY 1 - WEDNESDAY, MARCH 27<sup>th</sup>, 2019**

### **7:45am Registration and Breakfast**

### **8:15am Welcome and Opening Comments**

8:30am Opening Keynote:

### **Collaborative Forecasting and Insights**

The Angles of Attack Algorithm

Predicting industry change can be challenging. We'll use a series of techniques developed by the presenter to help demystify the process and equip participants to anticipate, simulate and monitor for indicators and warnings of changes that will affect their competitiveness. We'll also use a fun industry example to run a small simulation event that can help everybody assess which skills they'll need to develop for the organizations they serve.

### **9:30am 15 Minute Networking and Refreshment Break**

9:45am Keynote:

### **Product Prioritization, Alignment and Decision Making**

Developing a data informed approach to create a process for generating ideas, prioritizing which ones to focus on, and getting buy-in from key stakeholders

- Learn how to gather actionable data from product analysis, surveys, user testing and more
- Identifying and scoring the highest value initiatives
- Successfully gain executive and stakeholder support by bringing customer data to the table

### **10:45am 15 Minute Networking and Refreshment Break**

11:00am (choose from 3 sessions):

### **Leveraging Product Partnerships Effectively**

Developing collaborative and mutually beneficial processes to innovate and improve product development strategy

- Common pitfalls to watch for in your product strategy, touchpoints and roadmap
- Collaborative approaches to ensure transparency to all stakeholders and proper flow of data throughout your product roadmap
- Establish key metrics and benchmarks to ensure continuous improvement and innovation

11:00am (choose from 3 sessions):

### **Innovation through Experience Design**

Grow and develop products and services that have importance and are critical for your users. Discover new user insight inputs and turn customer and user feedback into successful product integrations. Capitalize on new technology to enable real-time feedback and allow your development and insight teams to reach their full potential. Gain insights into Rapid Design techniques that can take your products and services to the next level.

9:30am 15 Minute Networking and Refreshment Break

11:00am (choose from 3 sessions):

### **Disruptive Innovation – The Future of Competitive Intelligence**

### **12:00pm Lunch**

1:00pm (choose from 3 sessions):

## **Executing Product Market Strategy**

1:00pm (choose from 3 sessions):

## **Building for the Mobile Experience**

Gain perspective on the latest practices for planning, designing, and building the mobile experience

- Solve the right problem for people on mobile devices
- Take the lessons of desktop software development and build for mobile
- Create experiences that delight users and get them coming back for more

1:00pm (choose from 3 sessions):

## **In-Depth Workshop: Competitive Wargaming and Simulations**

Develop situational awareness of competitive position

In the real world, most competitive issues are usually focused on tactical and operational problems or responses to emerging competitive threats rather than “grand strategy” initiatives that require external support and guidance to make actionable. This is why the hottest trend in business wargaming today is “skilling up” teams of internal facilitators with the ability to take on tactician support roles for exercises attacking the following seven (7) business problems:

- Product Extensions and New Feature Design
- New Market or Segment Entry with Existing Products and Services
- Reacting to New Competitors with Asymmetric Market Power or Resources
- Anticipating Disruptive Threats to your Business Model or Industry Structure
- New Leadership Changes at Major Incumbent Competitors or your own Company
- Mergers, Acquisitions and Alliances to Fortify Talent, IP or Product/Feature Development
- Addressing Shifting Customer Needs/Wants Ahead of Competitor Reactions

In this workshop, we will introduce these seven specific applications that can be most commonly addressed by internal wargame tacticians. Every master strategist or tactician started out as a novice so, join this exciting presentation and begin your journey toward making wargames and competitive simulations more accessible and actionable in your organization.

## **2:00pm 15 Minute Networking and Refreshment Break**

2:15pm (choose from 3 sessions):

## **Product Planning through Analysis & Transformation**

Techniques & tools in applying data analysis and analytics to product planning and strategic thinking

- Applying analytics and data analysis to decision making
- Capitalizing on predictive analytics to improve product launch, growth and full lifecycle planning
- Apply simple modeling and forecasting techniques to spot opportunities and inefficiencies in the supply chain

2:15pm (choose from 3 sessions):

## **In-Depth Workshop: Persona Insights & Development**

Strategies encompassing the intersection of research, engineering and product management

- Exploring gaps and solutions in digital vs physical product planning
- Streamlining process, role and execution in strategy
- Managing customer & user privacy in product development
- Product adoption, support and management

2:15pm (choose from 3 sessions):

### **In-Depth Workshop: Competitive Wargaming and Simulations (Continued)**

Develop situational awareness of competitive position

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### **3:15pm 15 Minute Networking and Refreshment Break**

3:30pm (choose from 3 sessions):

### **Rise from a Product Manager to a Product Leader**

3:30pm (choose from 3 sessions):

### **In-Depth Workshop: Persona Insights & Development (Continued)**

Strategies encompassing the intersection of research, engineering and product management

- Exploring gaps and solutions in digital vs physical product planning
- Streamlining process, role and execution in strategy
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## 4:30pm 15 Minute Networking and Refreshment Break

4:45pm Closing Keynote:

### **The Experience Matters**

Gain insights and an intelligence baseline through a day in your customer's eyes

- Gain insights by analyzing your customer and users product touch-points and journey
- Identify motivations behind user behavior and expectations to better innovate and frame your product
- Encouraging "experience thinking" collaboratively throughout your team, stakeholders and organization

## 5:45pm Networking Reception

# DAY 2- THURSDAY, MARCH 28<sup>th</sup>, 2019

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## 7:45am Registration and Breakfast

## 8:15am Welcome and Opening Comments

8:30am (choose from 2 workshops):

### **In-Depth Workshop: Product and Experience Journey Mapping**

Analyze and optimize your customer and user's journey and touchpoints to improve the experience and gain insights. This key step in the experience plan will help uncover trouble areas of the customer experience, help prioritize which areas are most crucial and where to devote the most resources to make the most impact

8:30am (choose from 2 workshops):

### **In-Depth Workshop: Leveraging the Single Person CI Unit**

Establishing the CI presence and facing the challenges as a solo CI practitioner

- Laying the groundwork for success
- Developing a roadmap and winning buy-in
- Collaboration and inter-department partnering
- Things you can do to virtually scale
- Explore the indicators and next steps for when your CI function is ready to expand

## 10:45am 15 Minute Networking and Refreshment Break

11:00am (choose from 2 sessions):

### **Rapid Prototyping in a Digital/Physical World**

Prototyping experiences in a digital/physical world to validate requirements, test minimal viable products, and accelerate the design & development process.

- Prototyping Methodology, Process & Collaboration
- Art of the Possible & Design Thinking Case Studies
- Prototyping for digital and physical experiences

11:00am (choose from 2 sessions):

### **Digital Marketing Toolsets**

Take competitive intelligence to the next level

Understanding and learning how to react to the competitive landscape can mean life or death for your company. Truly grasping your competitors means immersing yourself into their worlds. Comprehending their languages and being aware of their cultures. Delving into their DNA.

Harness traditional and hidden digital toolsets and the data they provide to help you create a holistic picture of your competitive ecosystem. Dig deep and find out what is really taking place behind the public screen of your rivals' online presence.

This session will introduce you to tools you didn't know existed. You will learn to use these secret avenues as well as conventional approaches to uncover your competitors' strategies.

## 12:00pm Lunch

1:00pm (choose from 2 sessions):

### **Design For Data: Principles to Implement Data Solutions to Transform your Business**

Big Data, Analytics and Machine Learning have all been hot topics and buzz words in recent years. In order to incorporate these concepts into your business, where do you start in the life cycle process and how do you do it? This presentation will go through understanding what data really is, how it should be captured and managed, as well as ways to build a wide variety of value from these well-defined building blocks. We will also discuss risks and liabilities with data that should be planned for before any public deployment.

1:00pm (choose from 2 sessions):

### **Social Listening for Competitive Advantage**

Explore techniques and approaches to gathering and making usable analysis from the ever-changing social web

- Leveraging automation for information gathering
- Taking the next step and turning data into usable, effective and actionable insights
- Real-time SWOT analysis & intelligence listening

## 2:00pm 15 Minute Networking and Refreshment Break

2:15pm:

### **Competitive Product Benchmarking**

Using incomplete competitive information to improve your product's competitiveness

- Identifying differences in competitors product or service
- Provide a relevant benchmark analysis
- Establish a framework for analysis of opportunities (cost analysis, partnerships, etc)