

# Certified Product Manager®

*From Idea To Launch – Master The Inbound Skills*

**8 – 10 December 2018\***  
Conrad Hotel, Dubai, UAE

# Certified Product Marketing Manager®

*From Launch To Withdrawal – Master The Outbound Skills*

**11 – 13 December 2018\***  
Conrad Hotel, Dubai, UAE

Exam Preparation And Certification Courses

**8 – 13 December 2018\***  
Conrad Hotel, Dubai, UAE

OFFER

**3 FOR 2**

Save up to **\$1000**  
by booking early!

## On These Courses, You Will:

1. **Take** the exam to become an AIPMM Certified Product Manager® and/or a Certified Product Marketing Manager®
2. **Benefit** from a higher level of credibility and differentiation amongst your peers
3. **Understand** best practice in product management and product marketing, and how they can apply to your organisation
4. **Manage** the front end (idea, concept, development, test, launch) and the commercialisation phase (launch, growth, maturity, decline) of the product lifecycle more effectively

*Get Certified And Gain A Higher Level Of Professionalism*

Major Middle East companies employing Certified Product Managers and Certified Product Marketing Managers



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The Association of International Product Marketing and Management (AIPMM) is the world's largest professional organisation of product managers, brand managers, product marketing managers and other individuals responsible for guiding their organisations and clients through a constantly changing business landscape. It is the only organisation that represents those who manage the entire product lifecycle throughout any industry. Currently over 8000 members strong, it has offerings in North America, Europe, the Middle East, and Southeast Asia.

### About The Certification

The AIPMM has a primary objective to provide educational programmes and the standards of excellence necessary for a product or brand professional to achieve professional recognition. Through the Certified Product Manager® and Certified Product Marketing Manager® courses, individuals have the opportunity to pursue continuing education and increase industry involvement and industry-wide recognition by achieving certified designations.

Included in the course fees are all prerequisites for applying for the Certified Product Manager® and/or the Certified Product Marketing Manager® certification, membership in the AIPMM and the exam, which will be administered on the last day of each course.

The certified courses are intended to complement each other. Each course can be taken separately or both can be combined for maximum benefit.

Those who pass the exam conducted on the last day of each course will become a Certified Product Manager® and/or Certified Product Marketing Manager®. You may then use the designations CPM® and/or CPMM® on your business cards and résumé. Certified Product Manager®, CPM®, Certified Product Marketing Manager® and CPMM® are all registered trademarks of the AIPMM.

**Please Note:** These are exam preparation courses that emphasize the fundamentals of topics covered on the tests. We encourage all delegates looking for a more in depth training to consider our closely related 5-day training courses that are referenced in this brochure. Please contact Informa for further details.

### Prerequisites And Pre-course Reading

There are no specific prerequisites for the courses. You will be sent, in advance, a list of suggested reading and supplemental information to help you prepare. The certification exam is designed to test general business knowledge, including topics that cannot be covered on the course. Candidates with an education in business and several years of experience generally score higher on the exam than those with minimal experience, but the course and exam have been proven to be a useful introduction for those with as little as several months of experience in the function.

### Valuable Savings

Course fee include:

- CPMM Exam Fee - **\$395** each
- A single annual membership to AIPMM - **\$125**

## Meet Your Expert Course Leader



**Leland (Lee) D. Shaeffer**, Managing Director of PLM Associates, helps companies improve their marketing, product management and overall product lifecycle management practices. His expertise includes strategic business and product planning, product design, product management and marketing.

As part of his practice, he has instructed numerous executive courses and workshops in the USA, Middle East, Europe and Asia, and he has often spoken at national and international conferences. In addition, Lee has published many articles on product development and marketing, and he was a contributing author for "The PDMA Toolbook For New Product Development 3."

Lee has held senior positions in marketing, business development, product management and engineering at companies including Apple Computer, Unisys and Imagery/Eastman Kodak. He was also a consultant at McKinsey & Company, where he specialised in product and market strategy.

Lee is on the advisory board of the Association of International Product Marketing and Management (AIPMM) and is a Vice Chairman Emeritus of the Product Development and Management Association (PDMA). A recipient of AIPMM's "Trainer of the Year" award, he holds a BS in electrical engineering from the Massachusetts Institute of Technology and an MBA from Stanford University.

The two closely related Certified Product Manager® (CPM®) and Certified Product Marketing Manager® (CPMM®) courses are offered in two formats:

- Three days, on which the focus is on exam preparation
- Five days, which focuses primarily on training and secondarily on preparation for the exam

CPM/CPMM Courses	3-Day Courses	5-Day Courses
<b>Primary Focus</b>	Exam Preparation*	Training
<b>Secondary Focus</b>	"Light" training/refreshers on key topics/a validation of many of your existing practices	Exam Preparation* (certain topics addressed on the exam will be summarised to allow more depth in other areas)
<b>Case Studies And Group Exercises</b>	Limited	Yes
<b>Prerequisites</b>	No specific prerequisites Several months' work experience recommended Business degree and/or several years' work experience will be helpful but not necessary for taking the exam	

\*Due to the AIPMM philosophy of testing for general business knowledge and experience, certain exam questions cover topics not addressed during the training

Please contact Informa for more information.

### Certification Exam

The exams will be administered during the final day of each course and are usually completed in three hours, but we will allow four hours to ensure you have adequate time to finish.

It will require several weeks to grade, after which you will be informed whether you have passed or failed. If you don't pass you will have an opportunity to review your scores with one of the senior members of the grading team, and you will be given the opportunity to retake the exam the next time it is administered at no additional course charge.

### Attendance

Delegates must meet two criteria to be eligible for the AIPMM Certificate:

1. Satisfactory attendance – delegates must attend all sessions of the course. Delegates who miss more than 2 hours of the course sessions will not be eligible to sit the course assessment
2. Successful completion of the course assessment

Delegates who do not meet these criteria will receive an Informa Certificate of Attendance. If delegates have not attended all sessions, the Certificate will clearly state the number of hours attended.

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**Course Timings** Registration and coffee will be at 08.00 on Day One. Course sessions will start at 08.30 and end at 14.30. There will be two short breaks for refreshments at appropriate times and lunch will be served at the end of each day's sessions.

## Course Introduction

Product management is the function responsible for championing new products throughout the front end of the product lifecycle, from inception through to launch. It is the "go-to" function that orchestrates internal activities and ensures the best possible outcome for the product. On this course, you will discover best practice in product management that you can apply in your organisation to improve the success rate of your products. The course will be highly interactive and will include numerous exercises that reinforce the key points.

## Who Should Attend

This exam preparation course is ideal for people who wish to refresh their memory on sound principles and practices, while preparing for the exam to gain the Certified Product Manager® credential. For a thorough focus on in-depth training please attend the five-day version of the CPM course.

## Day One

### Course Overview And Objectives

To begin the course you will identify the major challenges you are facing so the course material can be focused on the issues that are most valuable to you.

### Overview Of Product Lifecycle Management

This section provides an overall view of the product lifecycle and discusses the role of product management and product marketing in managing the product from cradle to grave.

### Understanding Products

Effective product management starts with a deep understanding of the product.

- The definition of a product and the different levels of a product that exist from the customers' perspective
- The various core benefits that a customer seeks and why these are critical to the product manager
- Why factors beyond the product itself often have the greatest impact on buying decisions and customer satisfaction
- Different types of products and how these differences impact the nature of the product requirements

### Product Lines And Product Mix

Rarely does a product stand alone – it is part of a product line, and the line is part of a product mix. This section discusses each and describes the role of product extensions in increasing market coverage.

### Key Product Decisions

There are many decisions and considerations facing the product manager when he/she is defining the product. This section examines the different elements of a product and how each must be considered explicitly.

- Product attributes
- Packaging
- Labelling
- Support
- Relationship to the brand

**Action Learning Exercise: Enhancing the product solution**

### Market Segmentation

Proper market segmentation is the foundation for successful product management. In this section we will review segmentation and market targeting.

## Day Two

### Product Positioning

It is important for your product to be positioned clearly in the minds of your customers and prospects, since fuzzy or poorly articulated positioning may cause them not to take the next step in the purchase process.

- The importance of market segmentation in determining your product positioning
- How and when to position your product
- The warning signs that positioning needs revising

**Action Learning Exercise: Positioning a product**

### Strategic Planning And Portfolio Management

This section summarises strategic planning and portfolio management, which in turn provide context for the product development process.

Specific topics include:

- The role of a good mission statement
- The BGG Growth Matrix

### The Product Lifecycle: Inception Through Launch

Product management is responsible for the first half of the product lifecycle – inception through launch. This section reviews the stages of the product lifecycle with a focus on the critical first stages.

- The stages of the product lifecycle and the key activities within each
- Acquisition as an alternative to internal development
- A methodology for managing the development process that is in widespread use today
- A proven approach to screening ideas and the common mistakes that are made at this important step in the process

### Preparing For The Launch

In addition to marking the transition from development to commercialisation, the launch is also the typical handoff of the product to product marketing from product management. Both functions need to be intimately involved for the transition to run smoothly.

- Overall activities associated with the product launch
- Internal launch preparedness
- Ensuring a smooth transition to production

### The Extended Value Chain

There are many companies ultimately involved in delivering the solution to the customer, each with a specific role to play. This section examines the value chain from the perspective of:

- The direct value chain for your product
- The extended chain of companies delivering the complete solution to your customers
- How to develop and nurture your extended value chain to leverage your company's internal resources

**Action Learning Exercise: Benefits of the extended value chain**

## Day Three

### Product Management Tools

A review of popular tools and techniques that have proven helpful to product managers, including:

- Pricing strategies for new products
- Competitive forces
- The product/market expansion matrix
- Gathering market intelligence
- Expanding internationally

### Review

An opportunity to review and ask questions on any part of the material before the exam. As time allows, you will have the opportunity to take a closer look at topics of particular interest.

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**Course Timings** Registration and coffee will be at 08.00 on Day One. Course sessions will start at 08.30 and end at 14.30. There will be two short breaks for refreshments at appropriate times and lunch will be served at the end of each day's sessions.

## Course Introduction

Product marketing is the function responsible for ensuring the success of the product in the marketplace. It starts with a successful launch and continues as the product moves through growth, maturity and eventual decline. It is the function that initiates pricing actions, product focused marketing communications activities and represents the product to sales people, the channel and often to the customers. During this course, you will discuss best practice in product marketing that you can apply in your organisation to improve the success rate of your products. The course will be highly interactive and will include numerous exercises that reinforce the key points.

## Who Should Attend

This exam preparation course is ideal for people who wish to refresh their memory on sound principles and practices, while preparing for the exam to gain the Certified Product Marketing Manager® (CPMM) credential. For a thorough focus on in-depth training please attend the five-day version of the CPMM course.

## Day One

### Course Overview And Objectives

To begin the course you will identify the major challenges you are facing so the course material can be focused on the issues that are most valuable to you.

### Overview Of The Product And Product Lifecycle Management

In order to provide a baseline for the topics that follow, this section provides an overall view of the product lifecycle and discusses the role of product management and product marketing in managing the product from cradle to grave.

### Stages Of The Product Lifecycle

Product marketing is responsible for the second half of the product lifecycle – launch through to obsolescence. This section reviews the stages of the product lifecycle with a focus on the stages that directly contribute to revenue and profit.

- The stages of the product lifecycle and the key activities within each
- What to expect at each stage of the lifecycle, and the important decisions that need to be made within each of them
- Special lifecycles that do not follow the normal patterns

### Branding

The brand is often the most powerful tool used in marketing products, and it provides a context for product and marketing decisions.

- The strategic decisions involved in shaping the brand
- Brand equity, positioning and sponsorship
- Naming considerations
- Brand development

### Product/Market Expansion

Growth is vital to the long-term survival of any business. In this section we will review expansion strategies involving penetration, leveraging existing products and markets, and diversification.

**Action Learning Exercise: Expanding into new markets and new products**

## Day Two

### Competitive Strategy

Here we examine the various strategies a company can use to fight or co-exist with the competition, together with the pros and cons of each.

- Understanding competition and its impact
- The leader, challenger, follower and niche player
- Choosing the right marketing strategy to gain competitive advantage

**Case Problem: Extending the product lifecycle**

## Customer Buying Behavior

To successfully manage (and help the sales force manage) the sales funnel, product marketing managers need to understand customer buying behaviour.

- Factors influencing consumer and business buying behaviour
- The buyer decision process
- Stages in the adoption process, and what is required to move the buyer to the next stage

## Overview Of The Marketing Mix

This section reviews the 7 Ps of marketing. "Product" is the subject of the entire course; the remaining 3 of the 4 classical Ps are covered in the next 3 sections below.

## Pricing

There are many considerations when setting product pricing, including its influence on customer and competitive behaviour and the statements it makes about product positioning. This section discusses:

- Common pricing strategies and pricing best practice
- The various factors to consider when setting or adjusting the pricing

## Promotion (Communicating With The Target Customer)

In this section we will cover selected topics, including:

- The marketing brief
- The role of digital and social media

## Integrated Marketing Communications\*

With the increase in social media, customers and prospects receive messages regarding your company and products from a variety of sources – not all of them are under your control. In this section we address:

- The various communications channels available to you and to your customers
- The problems that arise with the conventional approach to marketing communications approach, and an integrated approach that overcomes those problems
- The key steps within an integrated marketing campaign
- Various methods of structuring the key messages

## Day Three

### Place (Distribution)\*

There are often one or more intermediaries through which the product flows in getting from the vendor to the customer.

- The role and value add of the intermediaries
- The various forms of consumer and business marketing channels
- Channel design decisions
- Channel behaviour and the problems to avoid

## Managing The Marketing Process

Successful product marketing requires the careful orchestration of all factors leading to successful sales.

- The marketing process and the crucial steps in product marketing
- The marketing plan
- Organising and implementing the marketing function

## International Considerations

This section summarises the key considerations when determining if and how to expand into new geographic territories. Here, we also discuss the role of centralised and localised marketing decision making.

## Review

An opportunity to review and ask questions on any part of the material before the exam. As time allows, we can take a closer look at topics of particular interest to the delegates in attendance.

Before the exam you will finish the final section of the course and there will be an opportunity to ask questions and review portions of the material.

\* To allow more time for discussion, certain topics are included in the binder and summarized during the presentation.

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## FOUR WAYS TO REGISTER

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*Course fees include documentation, luncheon and refreshments. Delegates who attend all sessions will receive a Certificate of Attendance.*

All registrations are subject to our terms and conditions which are available at [www.informa-mea.com/terms](http://www.informa-mea.com/terms). Please read them as they include important information. By submitting your registration you agree to be bound by the terms and conditions in full.

*\*Book and pay full fee for two colleagues and the third attends for FREE. Not applicable in conjunction with corporate discounts. Payment to be settled before start of the course to avail the offer. The 3 for 2 offer is valid on full price final fee registration only.*

Pricing excludes 5% VAT, which will be charged where applicable

	Event	Course Fee Before		Course Fee Before		Final Fee
Entire Event (Both Courses)	8 – 13 December 2018*	29 September 2018	US\$ 4,695	3 November 2018	US\$ 5,195	US\$ 5,695
Course 1 (3 days) Certified Product Manager®	8 – 10 December 2018*	29 September 2018	US\$ 2,995	3 November 2018	US\$ 3,495	US\$ 3,995
Course 2 (3 days) Certified Product Marketing Manager®	11 – 13 December 2018*	29 September 2018	US\$ 2,995	3 November 2018	US\$ 3,495	US\$ 3,995

## DELEGATE DETAILS

First Name: Surname:

Job Title:

Company:

Address:

Postal Code: Country: City:

Tel: Mobile: Fax:

Email:

### PAYMENTS

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the event. Only those delegates whose fees have been paid in full will be admitted to the event.

### AVOID VISA DELAYS – BOOK NOW

Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible. Visas for non-GCC nationals may take several weeks to process.

### CANCELLATION

- If you are unable to attend, a replacement delegate will be welcomed in your place. If you cancel your registration 57 days or more before the event, you will receive a refund minus a 10% cancellation fee (plus VAT where applicable). Cancellation after 56 days before the event or if you fail to attend the event will be 100% payable. All cancellations must be sent by email to register-mea@informa.com marked for the attention of Customer Services Cancellation.
- All registrations are subject to acceptance by Informa Middle East which will be confirmed to you in writing.
- Due to unforeseen circumstances, Informa reserves the right to cancel the course, change the programme, alter the venue, speaker or topics.
- For full details, please visit [www.informa-mea.com/terms-and-conditions-for-delegates](http://www.informa-mea.com/terms-and-conditions-for-delegates)

### EVENT VENUE

Conrad Hotel, Dubai, UAE  
Tel: +971 4 444 7444

### ACCOMMODATION DETAILS

We highly recommend you secure your room reservation at the earliest to avoid last minute inconvenience. You can contact the Hospitality Desk for assistance on:  
Tel: +971 4 407 2693 Fax: +971 4 407 2517  
Email: [hospitality@informa.com](mailto:hospitality@informa.com)

HK/DC MARKETING, SALES & COMMUNICATIONS

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