



Product Management – a systematic approach to business growth

Wednesday **24th November 2010**
Venue: **Freescale East Kilbride**
Time: **2:00pm**

The next event will focus on *“Setting & Maintaining Development goals”*

In this mix of presentations and workshop we will explore the challenges that all technology companies face; How to manage the design process to keep focus on customer needs.

We will start this event with a short presentation of the product management story so far. This recap will cover, Finding the right customer, how to determine customer needs & building a bullet proof business case.

We will then have a presentation from an industry expert on the next phase, the handover to engineering and the setting of development goals. This will lead into our workshop where delegates can learn from each other how to best control this phase of product development.

Agenda:

14:00 Tea & Coffee and Networking	
14.30 Introduction & Welcome	Freescale
14.40 Product Management – the story so far	Gerry Watt
14.55 Setting Development Goals	Ken McDermott, GMI
15.10 Workshop	All
16:00 Feedback and Discussion	
17:00 Close	

Attendance is **free** to members of:

Scottish Optoelectronics Association, **Electronics Scotland** and the **ESPKTN**

(Non-members £50)

Start time 2:30pm for registration, Tea & Coffee and some networking.

Numbers are limited – please book early to avoid disappointment.

To register for this event please email one of the following;

gerry.watt@electronics-scotland.com

chris.gracie@optoelectronics.org.uk

