

Product Management – a systematic approach to business growth

Wednesday 13th January 2010

Venue: Dakota Hotel, Eurocentral, off A8/M8

Time: 2.30pm

The next event will focus on "How Do you know what your customers really want?"

In this mix of presentations and workshop we will examine a narrow but crucial part of product development. – How to find out what your customers hidden needs are.

We will quickly showcase two industry experiences and then run a workshop to develop our own toolkit of methodologies that can be used to tackle this problem. This toolkit must work for both SME's and large companies.

Agenda:

15.00 Introduction

15.05 Showcase 1

15.15 Showcase 2

15.30 Workshop

16.30 Feedback and Discussion

18:00 Close

Gerry Watt/Chris Gracie

John Scott

Gary Colquhoun

Gerry Watt/Chris Gracie

This advance notice is to get the date booked in your diary.

If you intend to come along – please register with Chris or Gerry as this will help us to get the right venue for the numbers.

Meanwhile have a good Christmas and we will see you in the new year!

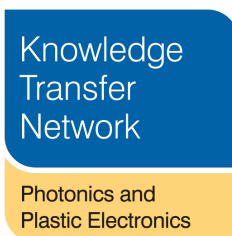
To register for this event please email one of the following;

gerry.watt@electronics-scotland.com

chris.gracie@optoelectronics.org.uk

Attendance is **free** to members of:

Scottish Optoelectronics Association, Electronics Scotland and **EKTN & PPE KTN**



(Non-members £50)
Start time 2:30pm for registration,
For Tea & Coffee and some networking.
Numbers are limited – please book early

