



– WHAT LEADING PRODUCTS ARE CREATED FROM MARKET INSIGHT CONFERENCE 13th-14th of November 2014, Stockholm

78% of all responders put Market Insight as a priority between 8 to 10 in our latest market survey. That is why we arrange the greatest conference ever seen to help you find new ways to create market insight.

We can ensure you that this is **THE** conference people will talk about for months! Our speaker list is stronger and more international than before. We have invited Rich Mironov – Silicon Valle; Harri Pendolin – Finland; and Warwick Taws – Australia, to share their insights and tricks with you.

At the end of day two Rich Mironov and Tolpagorni will run a separate workshop creating new understanding in tools and ways of working to create market insight using gamification. Don't miss this interfused session of Swedish vs. US insight.

TOLPAGORNI RECOMMEND SPEAKERS:

KEYNOTE: RICH MIRONOV (US)



“People at the west coast are nuts, except Rich who’s the only reasonable guy in Silicon Valley” Steve Johnson, previous instructor at Pragmatic Marketing, said when talking to Tolpagorni a few weeks back. And we couldn’t agree more! Rich has deep technical roots in B2B infrastructure, SaaS and consumer online. His success formula is combining “what-we-can-build” with “what-markets-will-pay-for”. Fetch your ticket and let him inspire you with his charisma and ingenious personality to go back and build successful products!

THOM THAVENIUS



“What happens when you combine Intelligence work based on defense methodology with cutting edge Artificial Intelligence and apply this to market analysis? The game changing company SRS will guide you into a world of insights by new thinking models and affordable technology.” The mind behind it all is Thom Thavenius Head of Advisory Services, SRS. Thom will open doors to new levels of insight with his knowledge and understanding about gathering, structuring and analysing information to create insight.

BOOK NOW: kristin.svensson@productmanagement.se

WHO ELSE IS SHARING INSIGHTS?

- **PRAGMATIC MARKET ANALYSIS - THAT WORKS! - PER LÖWGREN, ABB ROBOTICS**
ABB Robotics is a success story in every way. Succeeding in markets all over the globe! Per will share the Robotics secret –on how they enter the markets with the right portfolio. He will also guide us into the world of market studies and how it has helped them to formulate competitive product portfolios.
- **HOW TO ORGANIZE INFORMATION TO CREATE INSIGHTS - ÅSA ODE, QLIK**
One of the big challenges is to structure and draw the right conclusions from all input to create insights. One channel often neglected is used by Qlik. They collect Ecosystem data through their support to ensure good input when making decisions.
- **FEED R&D WITH INSIGHTS FROM THE MARKET - JIM OLANDER, ERICSSON**
Having the insights at your table is fine but using them in the development is even better. The challenge to define and communicate with R&D successfully.
- **INSIGHT BASED PORTFOLIO PLANNING - JOHAN WESTBERG, TRIMBLE**
Trimble is a global organization providing advanced positioning solutions for productivity increases and safety improvements to be realized.
- **IDENTIFY DISRUPTIVE MARKET CHANGES - BJÖRN EKELUND, ERICSSON:** What happened in the mobile telecom industry? How could it happen and why? How can you build insights about coming disruptive changes in the market?
- **ROADMAPPING – THE WAY TO DO IT SUCCESSFULLY - HARRI PENDOLIN, PRODMAN**
Creating and using roadmaps in a fast moving high-tech industry in a good way, is a powerful tool to use.
- **CREATE YOUR WORST COMPETITOR - WARWICK TAWS, TOLPAGORNI**
Taking a different perspective is not easy. Do you know your own weaknesses? Can you foresee what the competition would do if they could? Because if they can – they will.

TARGET:	Product managers, Product marketing, Directors & VP.	VENUE:	Clarion Hotel, Ringvägen 98, Skanstull. Metro: skanstull.
WHAT:	Conference 1½ days, Workshop ½ day, Tutorial 1 day	TIME DAY 1-2:	09.00-17.00 (08.30-09.00 registration)
REGISTER:	Email Market Insight to kristin.svensson@productmanagement.se OBS! Limited amount of seats!		

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