

Mid Peninsula Professional Alliance April Event

How to introduce your product or service

Running a High Impact Product Launch

Speaker: Brian Lawley, Author, Product Manager and Owner of *The 280 Group*.

You can spend months building a great product or service that meets the needs of YOUR customers. Yet many FAIL to manage the most important moment in a new product or service's life -- its introduction to the market.

How did your last roll out of a new product or service go? Come and hear Brian tell us how to run a high-impact product launch that sets a positive trajectory for your product's success for years to come.

Do the launch right and you'll reap the benefits of significant early revenues, industry and competitive visibility and excellent press and PR coverage.

This session will cover creating a plan, setting goals, budgeting, timing, positioning & messaging and other critical factors for maximizing your ROI.

Walking away from this seminar attendees will:

- Understand how to plan launches that will realistically meet their sales goals
- Have an idea of when to begin planning for a launch
- Be more effective at creating positioning and messaging for their products & services
- Get a sense of what budget is needed for small, medium and large-scale launches
- Know what elements are critical for the product launch.

Scott's Seafood Restaurant, Palo Alto, CA

7:30 AM to 9:00 AM Tuesday, April 15, 2008

Preregistration price/deal: \$31.95 includes breakfast, presentation and FREE book, "Expert Product Management" by Brian Lawley

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<https://www.123signup.com/register?id=tzhjt>

Payment at door is \$34.95, (cash or check) and does NOT include free book, although they will be available for sale.

