

The next event of the Silicon Valley Business (Marketing/Sales/Biz Dev) Meetup will be great for marketers or any business professional in need of effectively rolling out a new product. Brian Lawley, author of 'Expert Product Management' and 'Expert Product Management Toolkit Bundle' and CEO of the 280 Group, will share the tips and tricks needed to drive success of your next product launch. Make yourself available on Tuesday, April 15th at 5:30.

WHAT: Author Brian Lawley will Discuss How to Plan & Execute a High-Impact Product Launch.

WHO should come: Anyone interested in planning and creating high-impact product launches.

WHY: Good networking, good knowledge transfer, great presenter.

WHEN: Tuesday, April 15, 2008 at 5:30 PM

WHERE: Apple, 10500 N De Anza Blvd. Bldg 3, Rm #02 Theatre, Cupertino , CA 95014

COST: \$20 fee until April 13, (\$25 after April 13th), Pay by shopping cart.

NOTE: Cost includes an autographed copy of the book "Expert Product Management"

REGISTER: Register at: <http://networkmarket.meetup.com/415/calendar/7612107/>

MAKE PAYMENT: Use this url: <http://tinyurl.com/2hqfwb>

5:30-6:30 Signup and networking

6:30-7:30 Interactive talk by Brian Lawley 7:30-8:30 Additional networking

SPECIAL OFFER:

The new release of the book "Expert Product Management Toolkit Bundle" includes 4 toolkits which normally run ~\$400. The book sells for \$349 and we will make a special offer for those in attendance to receive \$100 off the purchase of this book during the day of the event. If you'll be at the event, we'll give you a coupon. If you can't make it to the event and would still like the coupon, bringing the cost down to \$249, please send us an e-mail.

SUMMARY:

Presentation Topic: How to Plan & Execute a High-Impact Product Launch

Companies spend months or even years building great products that meet the needs of their customers. Yet when it comes to bringing them to market effectively and getting the biggest possible return for their investment, companies often do not develop an effective plan or execute it well.

A high-impact product launch can set 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 success of a product launch

About the Presenter:

Brian Lawley is the CEO and Founder of the 280 Group, a Product Management services firm that provides consulting, contractors, training and templates. He is also President of the Silicon Valley Product Management Association, the world's largest Product Management Association, which he quadrupled in membership size during his tenure. During his twenty year career in Product Management he has defined, launched and marketed over fifty successful products for companies such as Apple, Symantec, Adobe, Palm, SAP, Nokia and dozens of startup and mid-sized companies.

Mr. Lawley is the Author of the Book "Expert Product Management: Advanced Techniques, Tips & Strategies for Product Management & Product Marketing." He also developed the 280 Group Product Management Office and Toolkit series, which contains on-demand narrated training presentations, templates and examples that covers topics such as Product Roadmaps, Product Launches, Beta Programs, Developer Programs, Product Reviews and the overall Product Lifecycle. He is the editor of Product Management 2.0, a newsletter and the PM 2.0 Blog devoted to excellence in Product Management. He routinely writes guest articles for a variety of publications from organizations such as SDForum, AIPMM, SVPMA and Softletter.

He frequently speaks on the topic of Product Management, has delivered several keynote addresses at well-known conferences and has been featured on CNBC's World Business Review and the Silicon Valley Business Report. Mr. Lawley is a Certified Product Manager (CPM) and Certified Product Marketing Manager (CPMM). He earned an MBA with honors from San Jose State University and Bachelors Degree in Management Science from the University of California at San Diego with a Minor in Music Technology.

You can learn more about the presenter and his books at
<http://happyabout.info/expertproductmanagement.php>