Product Launch and Management: From Concept to Market

21 – 25 June 2027
Milan (Italy)



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Why This Course

Successful product launches are critical to business growth, market competitiveness, and customer satisfaction. Executing a launch that aligns strategy, marketing, and operations requires careful planning, collaboration, and data-driven decision-making.

This intensive 1-week program equips product managers and marketers with the knowledge and practical skills to plan, execute, and analyze impactful product launches. Through hands-on exercises, case studies, and real-world simulations, participants will gain the confidence to lead launches that drive measurable results and long-term product success.

What You'll Learn and Practice

By participating in this program, you will:

- Develop strategic product launch plans aligned with organizational goals.
- Create effective go-to-market strategies, messaging, and marketing collateral.
- Coordinate cross-functional teams to ensure seamless execution.
- Implement data-driven performance tracking and post-launch optimization.
- Manage post-launch activities and the ongoing product lifecycle.

The Program Flow

Day 1: Strategic Launch Planning

- Understanding the product launch lifecycle.
- Setting strategic goals and KPIs for launch success.
- Conducting market analysis and opportunity assessment.
- Developing a comprehensive launch timeline and roadmap.

Day 2: Go-to-Market Strategy Development

- Defining target audience and unique value propositions.
- Crafting messaging and positioning that resonates with customers.
- Selecting optimal marketing channels and tactics.
- Designing pricing strategies for market entry.



Day 3: Cross-Functional Collaboration and Execution

- Building and managing effective launch teams.
- Coordinating sales enablement and training initiatives.
- Aligning product development, support, and marketing efforts.
- Managing risks and contingency planning for launch success.

Day 4: Launch Execution and Monitoring

- Implementing the launch plan effectively.
- Tracking real-time performance and making adjustments.
- Managing launch day operations and stakeholder communication.
- Engaging early adopters and collecting actionable feedback.

Day 5: Post-Launch Analysis and Optimization

- Evaluating launch success against KPIs and objectives.
- Conducting post-launch reviews and lessons learned sessions.
- Developing strategies for sustained growth and market impact.
- Managing the long-term product lifecycle effectively.

Individual Impact

- Gain confidence in planning and executing high-impact product launches.
- Strengthen cross-functional collaboration and leadership skills.
- Apply data-driven techniques to evaluate and optimize launch outcomes.
- Access practical tools and templates for immediate implementation.

Organizational Impact

- Improve time-to-market and launch effectiveness.
- Enhance coordination across product, marketing, and sales teams.
- Increase customer engagement and adoption during launches.
- Build sustainable product strategies that support long-term growth.

Training Methodology

- Interactive workshops and hands-on exercises.
- Real-world case studies and practical simulations.
- Launch planning templates and analysis frameworks.
- Peer discussions and structured feedback to reinforce learning outcomes.



Beyond the Course

Participants will leave equipped to:

- Create a comprehensive, customizable product launch plan.
- Execute launches efficiently while managing risk and resources.
- Analyze performance metrics and implement optimization strategies.
- Drive successful product introductions that deliver measurable business impact.

