



Product Managers Teaching Product Management

Product Management Educational Conference (PMEC East) brings focus to the careers of Product Managers.

Sacramento, CA, October 26, 2006 --(PR.com)-- Who are the best educators of product managers? Where can a new or a seasoned product manager go for insight, education and networking? Where can a product manager find all the tools, educators and cohorts to make the job easier? These things are the main focus behind the Product Management Educational Conference presented by the Association of International Product Marketing & Management.

This two-day conference has been a much-needed gathering place for the last four years - for not only new product managers - but also for seasoned veterans and those working in complementary roles. They all recognize the importance of effective product management. Attendees in the past have come from a variety of industries and companies including Microsoft, A T & T, Bank of America, Oracle, Gartner Group, Dow Chemical, Sankyo Pharma, McKesson, Symantec, and State Farm Insurance.

This conference is preceded by two pre-conference workshops taught by practicing product managers. The Help! I'm a Product Manager workshop will be taught by Mara Krieps and Linda Merrick of Pivotal Product Management. The workshop entitled Product Management - The Devil is in the Execution will be led by John Mansour of ZIGZAG Marketing and Product Management University.

The PMECEast will be held at the Hyatt Harborside at Logan International Airport in Boston, MA and will run from November 8 through 10, 2006. PMECEast 2006 also boasts a lineup of other dynamic speakers and topics sure to recharge and jump-start the creative juices in any product manager or brand manager. For those busy product managers who are unable to carve out two full days from their calendar or for those who can't get the budget for the conference - there is an answer. The conference will feature free public sessions and a free Networking Expo. Free sessions run from 1:00pm to 5:00pm on Thursday Nov. 9, followed by the free Networking Expo from 5:00pm to 8:00pm. On Friday Nov. 10, the public sessions will run from 9:00am to 2:30pm.

PMECEast 2006 is sponsored by the Association of International Product Marketing and Management (AIPMM), the hub for all things product management. The AIPMM is the only worldwide professional association dedicated to product managers, brand managers, product marketing managers and other professionals who cover the entire discipline of the product life-cycle throughout any industry.

For information or to register for the conference, go to <http://www.aipmm.com/pmec>

For information on the Networking Expo email: pmeceexpo@aipmm.com

About the Association of International Product Marketing and Management

The AIPMM provides value to its individual members, corporate members, and sponsors by providing



training, education, certification and professional networking opportunities. Membership benefits include the national Product Management Educational Conference, regional conferences, the Career Center, peer Forums, tools, templates, publications and eligibility to enroll in the Certification Programs. The Certified Product Manager (CPM) and Certified Product Marketing Manager (CPMM) program allows individual members to demonstrate their level of expertise and provides corporate members an assurance that their product professionals are operating at peak performance. The new and improved website now allows members rapid access to the vast array of professional resources, including exclusive member-only content including articles from the Journal of Product & Brand Management. Visit often to get timely, useful, pertinent information you can trust.

For more information on issues concerning product management and product managers go to <http://www.aipmm.com>.

###

Editorial Contact:

Paula Gray

AIPMM

Paula.gray@aipmm.com

(877) 275-5500 x706



Contact Information:

Association of International Product Marketing & Management

Paula Gray

877-275-5500

paula.gray@aipmm.com

www.aipmm.com

Online Version of Press Release:

You can read the online version of this press release at: <http://www.pr.com/press-release/21084>

News Image:

