



2024 Onsite Conference
Access the agenda at pgl.llc/2405



Agenda



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1:00 Check-in, Networking, Meet the Sponsors

1:30 Welcome and Introductions

1:35 A word from our venue host: Keith Langbo

SESSIONS FROM 1:55 TO 4:40

4:45 Final Words

4:45 Respond to the email survey to win prizes

4:50 Networking and snacks
Courtesy of Pendo and TEKSystems

5:30 Clean up and depart

About ProductCampRTP™

Founded in 2008, ProductCampRTP™ is dedicated to sharing best practices, tools and training around products – from conception to renewal.

Unlike other product-related events, ProductCampRTP™ is not owned or chartered by another company.

We are industry agnostic, with educational content that may be applied to a variety of industries, including technology (software, hardware, cloud services), manufacturing, services (like healthcare), and more!



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ORGANIZERS



Cef Gonzalez
Overall Camp Wrangler,
& Sponsorships



Steve Johnson
Co-wrangler and
webmaster



Julia Busch
Logistics Chair



Lordan Bulanadi
Logistics



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Kelly Walton
Marketing Co-Chair



Amit Sawant
Marketing
Co-Chair



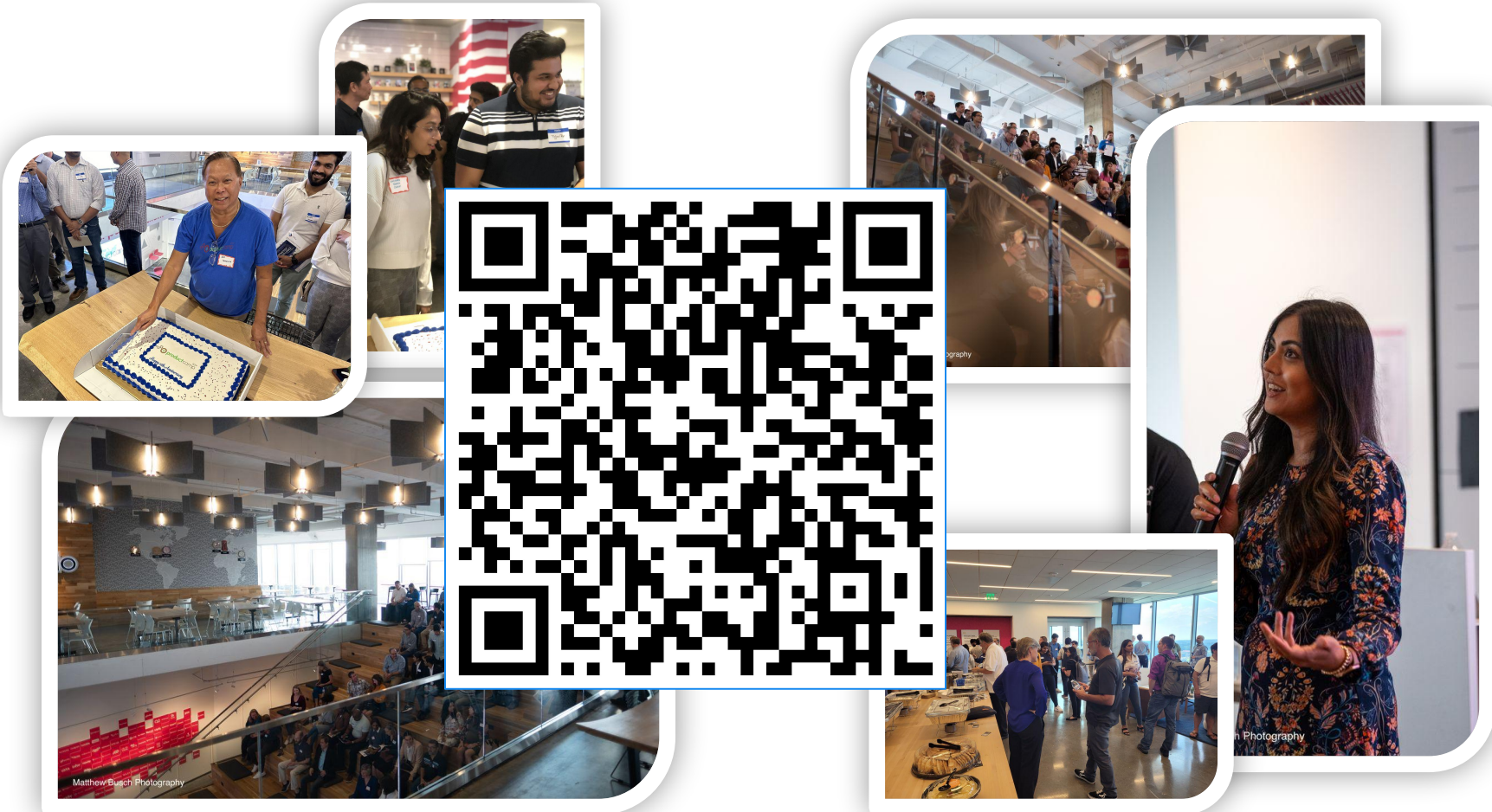
Aaron Kesler
Marketing
Automation



Rajiv Kaul
Sponsorship and
Community Reach

Post online or share via email to prez@productcamptrtp.org

PHOTOS & VIDEOS



Past Online & Onsite Conferences



We host onsite and online conferences.

Still free per productcamp legacy.



STAY IN TOUCH





Steve Johnson
Product Growth Leaders



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Past sessions
available on the
site



Past Sessions

Abstracts, handouts, and videos (when available) from previous sessions

Product Management



Sessions on Product Management



Moshe Mikanovsky
Product for Product Podcast

2021 ProductCamp ON>LINE™
10 Tips for Product Prioritizations

[Abstract](#)



Ashish Tripathi
Annalect

2021 ProductCamp ON>LINE™
A/B Testing to Determine Product Priority

[Abstract](#)



Dave Mathias
Beyond the Data

2022 Product Summit Online™
Behavioral Science In Product Management

[Abstract](#)



Jeff Lash
Forrester

2020 Virtual Unconference Series
Best Practices for Product Roadmaps

[Abstract](#)

2024 SPRING CONFERENCE



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Thanks to all our
Sponsors &
Supporters

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the survey to
win prizes

EVENT HOST



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Food and Drinks



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Premier Sponsor



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A word from our host: Keith Langbo, Founder & CEO at Kelaca



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SESSIONS



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1:55pm
**How You Can Be the
CEO of Your Life**

Chris Hitch, Ph.D.
**NCSU Poole College of
Management**



2:30pm

**Don't Sabotage Your
Product Launch:
5 Mistakes and How to
Fix Them**

Dave Daniels
BrainKraft



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3:05pm
**Build Generative AI
operations at scale**

Abhishek Kumar Agarwal
Hewlett Packard
Enterprise



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Every participant is also
a volunteer. Help out
wherever you can.



pgl.llc/2309

Concurrent Sessions

Concurrent Sessions: 3:40pm



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The 3 Roles in Product Management

Steve Johnson
Product Growth Leaders

Community Room



When your Product is in fact a Tech enabled Service

Deepto Basu

Hylant Conference

Concurrent Sessions: 4:15pm



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Unstuck Your Product Strategy with Generative AI

Dean Peters
Productside

Community Room



Product Leaders in Transition A discussion on seeking a new role

Steve Johnson
Product Growth Leaders

Hylant Conference

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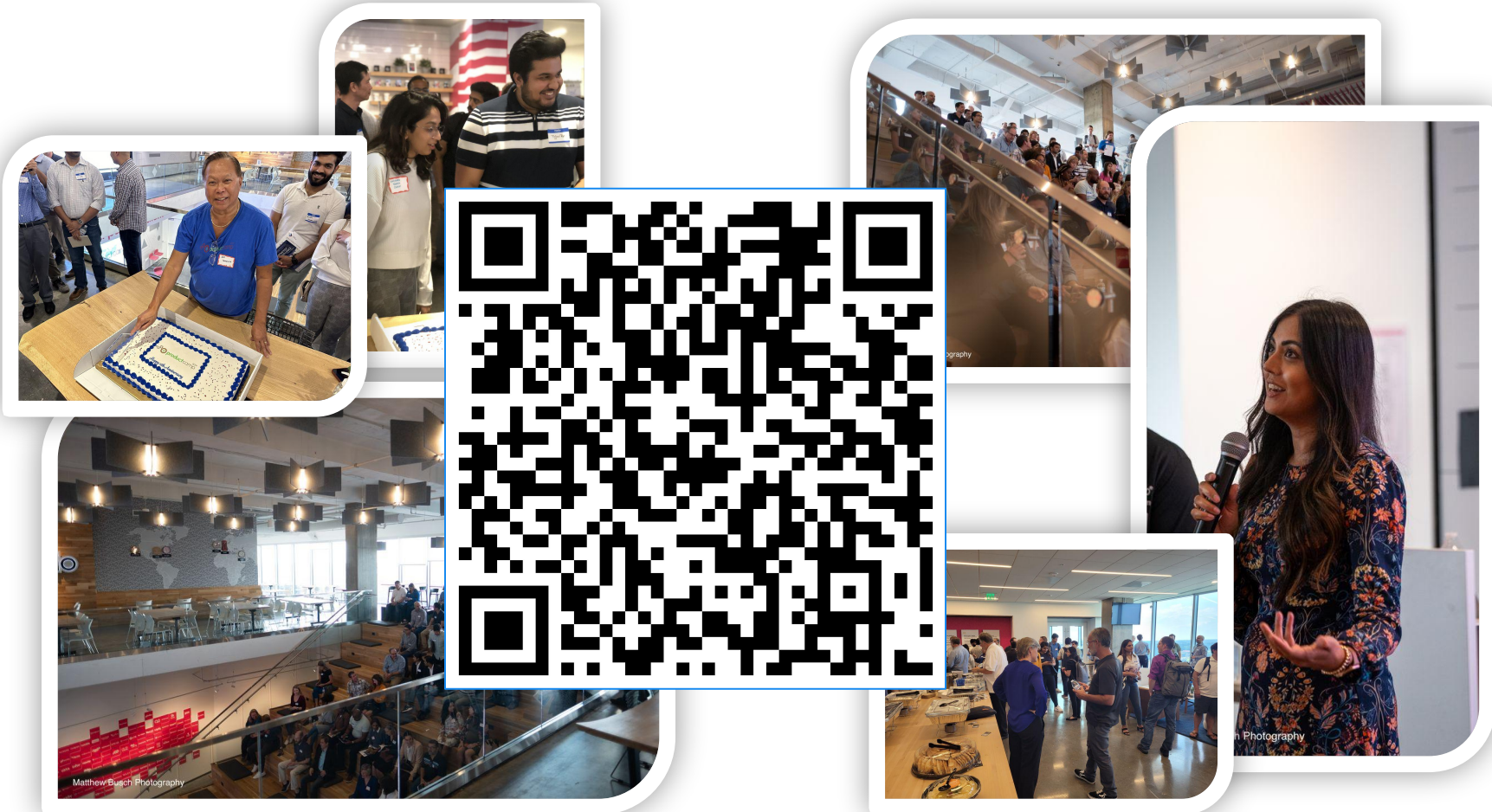
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Watch your email for the survey and win more prizes



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PHOTOS & VIDEOS





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