

Silicon Valley ProductCamp 2012 Review

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This past weekend, I had the pleasure of travelling to the eBay campus in San Jose, California to attend Silicon Valley ProductCamp 2012. A sold-out event with over 1000 product managers in attendance, it was an excellent opportunity to meet vastly experienced product managers who oversee high-profile, innovative products.

As expected, the sessions at ProductCamp were of extremely high quality, with 18+ presentations taking place on the morning of the event. The most sought-after presentation prior to the event was The Seven Phase Standard Product LifeCycle, which was presented by Brian Lawley, who is the CEO and Founder of the 280 Group. If you missed out on this presentation, I'd encourage you to check out the [webinar](#) that Brian hosted on the topic earlier this month with Ryma.

Brian also hosted Stump the Product Management Experts, which was set up like a game show where audience members could ask their toughest questions related to product management and product marketing. It was a great, interactive format that will hopefully be recreated for future ProductCamps and several people were able to stump the experts and get a free copy of Brian's book.

As great as the sessions were, the social side of ProductCamp was simply amazing (as always). Given the experience of the product managers in attendance, I was able to speak with product managers who helped launch products that I use and enjoy personally. From newcomers to product management to people with years of experience, it was great to discuss what types of challenges they were having and their experiences as a whole. I can't wait to further discuss how FeaturePlan can really help them as their product management software, and solve the issues they are always struggling with – saving time, energy, being market driven, and the myriad of other issues product managers face.

Sunday morning, I flew home to Montreal with two colleagues, and spent most of the flight discussing ideas that had been presented or that had come from conversations we had. It's an amazing time to be a vendor in the product management software space. Looking forward to

more conversations at future ProductCamps Hope to see you there!

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