

DIGITAL INNOVATION AND TRANSFORMATION | COURSE BROCHURE

Agile Product Management for Digital Services

5 days | Classroom training | English

SMART HORIZON

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Amsterdam
The Netherlands

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Course content

Why attend

Digital services require continuous discovery and delivery to meet user needs. This course covers product strategy, discovery, outcome-based roadmaps, prioritisation, experimentation, metrics and working with agile delivery teams, specifically for digital services in public and private organisations.

Digital services succeed when managed as evolving products, not one-off projects. This course gives you the product management skills to deliver ongoing value.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

The course uses product case work, discovery exercises, roadmap workshops and metrics design.

Course objectives

By the end of this course, participants will be able to:
• Define product vision and strategy for digital services
• Conduct product discovery with users
• Build outcome-based roadmaps
• Prioritise using value and evidence
• Run experiments and measure product outcomes
• Work effectively with agile delivery teams

Target audience

This course is suitable for:
• Product managers
• Digital service owners
• Product owners
• Business analysts
• Digital transformation leaders



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Target competencies

Participants will develop competencies in:

- Product strategy
- Product discovery
- Outcome roadmaps
- Prioritisation
- Experimentation
- Product metrics

Course outline

Day 1: Product Thinking

09:00–09:54	Products versus projects
09:54–10:48	Product roles
10:48–11:00	Digital service context
11:00–11:30	**Coffee break**
11:30–12:12	Digital service context (continued)
12:12–13:06	Product strategy
13:06–14:00	Exercise: Product vision

Day 2: Discovery

09:00–09:54	User research
09:54–10:48	Problem validation
10:48–11:00	Opportunity solution trees
11:00–11:30	**Coffee break**
11:30–12:12	Opportunity solution trees (continued)
12:12–13:06	Assumption testing
13:06–14:00	Workshop: Discovery plan



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Day 3: Roadmaps and Prioritisation

09:00–09:54	Outcome-based roadmaps
09:54–10:48	Prioritisation frameworks
10:48–11:00	Stakeholder alignment
11:00–11:30	**Coffee break**
11:30–12:12	Stakeholder alignment (continued)
12:12–13:06	Communicating roadmaps
13:06–14:00	Exercise: Roadmap

Day 4: Delivery and Experimentation

09:00–09:54	Working with agile teams
09:54–10:48	MVPs and releases
10:48–11:00	A/B testing
11:00–11:30	**Coffee break**
11:30–12:12	A/B testing (continued)
12:12–13:06	Learning loops
13:06–14:00	Case study: Digital service launch

Day 5: Metrics and Growth

09:00–09:54	North star and product metrics
09:54–10:48	Analytics
10:48–11:00	Continuous improvement
11:00–11:30	**Coffee break**
11:30–12:12	Continuous improvement (continued)
12:12–13:06	Scaling products
13:06–14:00	Capstone: Product plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the



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sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Kuala Lumpur Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,450.–**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.–**
Paris Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,860.–**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.–**
Istanbul Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,650.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.–**
Amsterdam Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,540.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Singapore Confirmed dates	11 Jan 2027	15 Jan 2027	**€2,820.–**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.–**
London Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,450.–**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.–**
Vienna Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,940.–**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.–**
Dubai Confirmed dates	8 Feb 2027	12 Feb 2027	**€3,150.–**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.–**
Frankfurt Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,650.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,450.-**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.-**
Paris Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,860.-**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.-**
Rome Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,450.-**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.-**
Istanbul Confirmed dates	12 Apr 2027	16 Apr 2027	**€2,650.-**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Amsterdam Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,540.-**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.-**
Singapore Confirmed dates	10 May 2027	14 May 2027	**€2,820.-**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.-**
London Confirmed dates	24 May 2027	28 May 2027	**€2,450.-**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**
Cape Town Confirmed dates	31 May 2027	4 Jun 2027	**€1,890.-**
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.-**
Dubai Confirmed dates	14 Jun 2027	18 Jun 2027	**€3,150.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.-**
Frankfurt Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,650.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,450.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
Paris Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,860.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Barcelona Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,840.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Istanbul Confirmed dates	9 Aug 2027	13 Aug 2027	**€2,650.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Amsterdam Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,540.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Singapore Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,820.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
London Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,450.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Cape Town Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,890.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.–**
Dubai Confirmed dates	11 Oct 2027	15 Oct 2027	**€3,150.–**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.–**
Frankfurt Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,650.–**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,450.–**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.–**
Paris Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,860.–**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Rome Confirmed dates	29 Nov 2027	3 Dec 2027	**€2,450.–**
Online Confirmed dates	29 Nov 2027	3 Dec 2027	**€1,250.–**
Istanbul Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,650.–**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.–**
Amsterdam Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,540.–**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.–**



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Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online