

MARKETING & COMMUNICATION | COURSE BROCHURE

Product Launch and Go-to-Market Strategy

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Many products fail at launch because of unclear targeting, weak messaging or poor sales readiness. This course covers go-to-market strategy: market validation, target segments, positioning and messaging, pricing, channel strategy, launch planning, sales enablement and post-launch tracking.

A strong launch accelerates adoption and revenue. You will learn a structured go-to-market process used by successful product teams.

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

Launch case studies, go-to-market canvas workshops, messaging exercises and launch plan presentations.

Course objectives

By the end of this course, participants will be able to:
• Validate market demand
• Define target segments and positioning
• Develop launch messaging
• Choose pricing and channels
• Plan launch activities and timelines
• Enable sales and track adoption

Target audience

This course is suitable for:
• Product managers
• Marketing managers
• Business development leaders
• Start-up founders
• Sales managers



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Target competencies

Participants will develop competencies in:

- Market validation
- Positioning
- Launch planning
- Sales enablement
- Adoption tracking

Course outline

Day 1: Go-to-Market Foundations

09:00–10:08	Why launches fail
10:08–11:00	Go-to-market components
11:00–11:30	**Coffee break**
11:30–11:45	Go-to-market components (continued)
11:45–12:53	Case study
12:53–14:00	Exercise

Day 2: Market and Positioning

09:00–10:08	Validation
10:08–11:00	Segments
11:00–11:30	**Coffee break**
11:30–11:45	Segments (continued)
11:45–12:53	Positioning
12:53–14:00	Workshop

Day 3: Messaging and Pricing

09:00–10:08	Message architecture
10:08–11:00	Pricing decisions
11:00–11:30	**Coffee break**



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11:30–11:45	Pricing decisions (continued)
11:45–12:53	Offers
12:53–14:00	Exercise

Day 4: Channels and Launch Plan

09:00–10:08	Channel strategy
10:08–11:00	Launch timeline
11:00–11:30	**Coffee break**
11:30–11:45	Launch timeline (continued)
11:45–12:53	Partners
12:53–14:00	Workshop

Day 5: Enablement and Tracking

09:00–10:08	Sales enablement
10:08–11:00	Launch metrics
11:00–11:30	**Coffee break**
11:30–11:45	Launch metrics (continued)
11:45–12:53	Post-launch review
12:53–14:00	Final presentations

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

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	23 Nov 2026	27 Nov 2026	**€1,450.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.-**
Dubai Confirmed dates	14 Dec 2026	18 Dec 2026	**€3,150.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
Rome Confirmed dates	18 Jan 2027	22 Jan 2027	**€2,450.-**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.-**
Barcelona Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,840.-**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.-**
Cape Town Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,890.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.–**
Frankfurt Confirmed dates	15 Mar 2027	19 Mar 2027	**€2,650.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
Vienna Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,940.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.–**
Rome Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,450.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.–**
Dubai Confirmed dates	10 May 2027	14 May 2027	**€3,150.–**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
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	21 Jun 2027	25 Jun 2027	**€3,150.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.–**
London Confirmed dates	12 Jul 2027	16 Jul 2027	**€2,450.–**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.–**
Istanbul Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,650.–**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.–**
Rome Confirmed dates	16 Aug 2027	20 Aug 2027	**€2,450.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Vienna Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,940.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Barcelona Confirmed dates	27 Sept 2027	1 Oct 2027	**€2,840.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.-**
Cape Town Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,890.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**
Paris Confirmed dates	8 Nov 2027	12 Nov 2027	**€2,860.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Amsterdam Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,540.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
London Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,450.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**

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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