



Welcome to JetBrains

Software product marketing summer school
28th July - 5th August 2015
St. Petersburg

A funnel diagram with three horizontal sections of decreasing width from top to bottom. The top section is blue, the middle is purple, and the bottom is green. Each section contains white text indicating the number of applications at that stage.

207 unique applications

25 in long list

19 confirmed

Speakers

- Eugene Toporov
(VP of Marketing)
- Vladimir Sitnikov
(Internet Marketing Lead)
- Andrey Cheptsov
(Product Marketing Manager)
- Mikhail Vink
(Global Marketing Programs Manager)
- Maria Antropova
(Marketing Research Lead)
- Vladislava Prasolova
(Email Marketing Lead)
- Vasily Korf
(Marketing Research Analyst)
- Anastasia Chumak
(Marketing Research Analyst)



Agenda

- **Tuesday, 28th July**

- 18:30 | Welcome to the summer school
- 19:00 | How JetBrains builds the products users love | Eugene Toporov
- 20:30 | Intro: the place of marketing and product management in the whole picture | Mikhail Vink

- **Wednesday, 29th July**

- 18:30 | Developer advocacy: teaching, influencing and having a presence in the community | Hadi Hariri
- 20:30 | Working with community and business development | Mikhail Vink

- **Thursday, 30th July**

- 18:30 | Hypothesis-driven decision-making process | Andrey Cheptsov
- 20:30 | Organic channels* | Vladimir Sitnikov

- **Friday 31st July**

- 18:30 | Customer lifecycle: funnel optimization | Andrey Cheptsov
- 20:30 | Paid channels | Vladimir Sitnikov



Agenda

- **Monday, 3rd August**

- 18:30 | Content, website, user groupings and purchase intent | Vladimir Sitnikov
- 20:30 | Product pricing: cost, customer, competitor. Demand, supply and price elasticity. | Vasily Korf

- **Tuesday, 4th August**

- 18:30 | Analytics frameworks, tools and tips | Vladimir Sitnikov
- 20:30 | Email marketing | Vladislava Prasolova

- **Wednesday, 5th August**

- 18:30 | Product planning | Mikhail Vink
- 20:30 | Product analytics and research methods | Maria Antropova and Anastasia Chumak
- 22:30 | Wrap-up and feedback

Communications





Let's get acquainted!



Enjoy the summer school!