A conference in Chandigarh on—Product UX, Product Content Strategy, Content Design Strategy, and UX for Product Management

Conference website: [Outcome](#)

10-11 February 2023, by Vinish Garg ([LinkedIn](#), [Twitter](#), [Website](#))

Why you should join us at the Outcome 2023—500+ reasons

With thirty days to go for the Outcome Conference 2023, in Chandigarh, I am still being asked this question for how Outcome could be useful to them. I have been running campaigns on email and on social media for a while now, see examples

[Email 1](#)

[Email 2](#)

[Recent LinkedIn post](#)

[Another LinkedIn post](#)

Here is a list of 500+ reasons for how the Outcome conference is relevant to your work.

UX and design learning

- How to design products—foundational skills
- How UX mindset and the design skills help the product itself ([link](#))
- How poor design breaks the product
- How poor design hurts the product metrics and the ROI goals
- How poor design dents' customers' confidence and their trust in the organization
- How poor design adds to the support center cost
- How poor design slows down the design operations

- What makes a design poor—when do we all a design poor
- How poor design practices hurt the organization goals
- How poor design hurts the client-agency relations
- How good design brings speed into the product operations
- How good design makes the job of everyone else in other teams too, easier
- What kind of skills help us design better ([UX of sound](#))
- How to establish the practices, standards, and the systems for design
- How to define the success criteria for good design
- How to onboard the team to a new product or project
- How to onboard the team to good vs poor design practices
- How a design system helps
- Design value frameworks ([link](#))
- Design is bigger than what we think ([link](#)) ([link](#))

Sales

- Understanding what are you selling
- How you can make your sales pitch better
- How to bring a more holistic value proposition in your sales message
- Designing the sales narrative
- How brand message and the brand narrative help the products and the agencies
- How brand message helps the employees too, for internal harmony
- How sales should work with designers to understand how the thing is designed
- How sales should invite the designers to show how they are selling it
- Defining your internal sales framework as aligned with product team
- Why sales needs to partner with support team
- How sales team should work with the content strategists
- Build brand storytelling into the sales narrative, allow it to flow in onboarding

Products

- Product learning ([link](#))
- What is product management—skills, capacities, frameworks, models

- Product's intersection with other teams and roles in the org
- Product beyond the product itself
- How product is about designing the organization (link)
- How product is about making the business (for-profit)
- How product itself acts as the roadmap to its progress
- How product is a lot about our judgment and product sense
- Where product meets product marketing
- Where product meets content strategy (link)
- Where product meets design
- How products help you connect the dots for different types of skills that you have, or those you want to learn
- How product thinking helps you develop curiosity as a skill
- How product brings you closer to the customers, it makes your work more clear and relevant to the actual KPIs in your own work

Business

- How your work helps in the business model itself
- How product strategy fits into the business model
- Why you should develop that business model understanding
- How to set up our functional KPIs towards the business model
- Defining standards and practices such as for data and compliance (link)
- System thinking and systems leadership (link)

Teams

- What it means to work in a team (alignment)
- How to work with others, how to make others work with you
- How we are support systems for each other
- How leaders design their teams
- How leaders define the standards in the teamwork
- What separates people within the team
- How you can work individually as well as collectively

- How to be a leader without having any follower
- How to follow leaders without being their follower
- What is coworking, codesigning

Content design, content strategy

- How content design can help in continuous discovery for product goals
- How UX writers work with the designers and product team—a framework for all
- At what stage content design gets into the product operations
- Designing conversations for chatbots—how content strategy helps
- Do design systems start with design language or the content itself?
- The lost glory of information architecture in designing experiences
- Content strategy career path—content to product leadership
- How to build content advocacy in fast growing startups
- Why content and design should work together from day one
- Planning a content design system
- Content architecture is a prerequisite to product architecture
- Product content strategy works with product marketing ([link](#))
- How content design helps in interaction design ([link](#))
- How interaction design is flawed in the absence of content strategy
- How content builds the brand voice and why it is important
- Knowing about content operations ([link](#))
- Content and design education ([link](#))
- Content's failure in product sense—how it hurts their positioning ([cricinfo](#))

Founders and leaders

- Everything that I have listed in this document—is relevant to you, small or big

Domains

- How people work in different domains and industries ([example—forests](#))
- Government sector, high-stress times ([AI in civic tech](#))
- Early stage startups

- Proptech
- Services agencies
- Blockchain and Web3

Leadership

- Why it is important to know how you work ([intelligence](#))
- How you work with people
- How you define the boundaries and the edge cases
- How you provide safety, confidence, and trust to the team
- How you are taking the brand vision forward for its goals
- How your leadership impacts the people, the product, and the organization
- How you can design the products via system thinking
- Our learning investments ([link](#))

Make new friends

- Make new friends—sometimes these friendships last for years
- Find new business opportunities
- Spot the talent if you are hiring
- Find new hiring managers
- Find the mentors and guides
- Get introductions to business coaches or even to the investors
- Find new partnership, new alliance
- You can directly ask specific questions from the speakers or other experts after the conference too—many of them are friendly and approachable (it is fine if a few are not but that is their problem)

International visibility

- Your participation reaches out to international footprints
- Your organization or team or any one quote, or question, or picture might catch someone, some day

Our perspective

- Widens our perspective—why we work
- How others work—borrow the best ideas

Personal brand

- Elevates your personal brand

Confidence to your team

- Variety of talks over two days build confidence in the team
- Team learns what kind of questions they should ask from their leaders ([link](#))
- Teams learn about the right timing of their questions
- Teams learn about the rewards of asking the right questions at the right time
- Teams learn to self-identify the problems, proactively
- Teams build on their confidence to sharpen their secondary skills too

Visuals stay in our minds much longer

- You take the memories from the slides that stay in your minds
- You get industry best references that you can use in your client meetings or team meetings, for the evidence
- You learn how to frame the message on slides
- You listen to the stories in the talks—such a great education
- You learn the craft of narrative—speaking and the harmony with the slides
- You might find some useful references in the slides, from other industry experts from the past or from present—it builds your library

Food

- You get tea and coffee breaks and proper main course lunch on both days
- You get a super luxurious dinner on the evening of day one where you spend three hours with all the participants and speaker, and carry the lifetime memories with you

- If you are traveling to Chandigarh from an outstation, you get a city tour to see some world-class design inspiration for the planning, for how small can be so beautifully designed that sustains across generations
- You can see museums and gardens, Le-Corbusier's center, the iconic Rock Garden, the beautiful lake, and a few destinations nearby Chandigarh.
- We can introduce you to some offbeat and once-in-a-life experiences

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I know that you might be looking for 500+ reasons here. Well you can select any one in the above list and I will count you 4 associated reasons for each item in the list. That makes it exactly 125 x 4 = 500 reasons. Good luck with your decision and **you can buy the Outcome tickets here**.

Added incentive for all the participants

- Gift voucher to buy books related to our work
- An hourly call with Vinish Garg for your work (valid for 90 days)
- Caption contest—winning entry is displayed in the conference venue
- Enter a draw and get a chance for a short ten-minutes talk on the stage
- Sketchnotes contest
- You are covered in the conference pictures and videos
- You could be mentioned in our follow up stories and blog posts

Outcome is no less than a technology-human interaction festival. Be a part. Get your tickets today.