Gartner

Gartner Product Leadership Conference

March 9 – 10, 2026 | Grapevine, TX
gartner.com/us/pl

Achieving Product Success
in a Volatile Market

Early-bird discount:
Save $400 by January 9, 2026.

Explore the new paradigms of differentiated product and service strategies

Get inspired by and network with the world's leading product and tech leaders. Gain insights to enable you to build a sustainable competitive advantage that will propel your organization forward. Dive into the moments and sessions that help you explore big ideas and unpack trends — all with insights from Gartner experts and world-class peers.

Experience Gartner Live

Insights you can trust. The only product and tech conference shaped by data-driven insights and over 200,000 annual conversations between Gartner experts and the tech community.

Validate your strategy. Our global team of 50+ on-site experts helps you create and validate your game plan using actionable guidance based on our proprietary insights and tools.

Strengthen your network. Join a large and diverse group of technology and product executives at a conference that prioritizes meaningful interactions and powerful connections.

Connect with your peers. Expand your network with product and tech leaders on your strategy and benchmark your strategies against others in your industry.

What to expect

What's new for 2026

- Four all-new conference tracks with more hands-on interactive sessions
- Role-aligned sessions for product and service leaders
- Latest insights on agentic AI and new emerging technologies

Who should attend

- CPOs, product leaders and managers
- Tech CEOs and general managers
- Services leaders
- Tech product marketers
- Customer success and growth leaders

Learn from Gartner experts and thought leaders in IT and more

Widen your view and focus your plans with objective insights, guidance and content built around your key issues.

Roundtables.* Exchange insights and best practices with your peers in this Gartner-facilitated, small-group discussion around a specific issue.

Gartner one-on-one meetings.* Receive the undivided attention of a Gartner expert during a private, 30-minute consultation to discuss your strategy, next steps and technology decisions.

Workshops.* Use these hands-on sessions to explore proven solutions to real-life challenges with peers — all under the guidance of Gartner experts.

Ask the Expert sessions. Pose tough questions to a single Gartner expert in an intimate, topic-driven session.

*Space is limited and preregistration is required.

Day 1: Gartner Opening Keynote

Win the AI Race by Thriving in the Intelligence Supercycle

Providers are underdelivering on their AI revenue promises and attempts to make AI markets behave like IT markets have failed. Winning the AI race requires building a new market, one based on AI rules for the "intelligence" supercycle. Attend the Gartner Opening Keynote to discover how product leaders can shape the market and capture the next multitrillion-dollar opportunity.

Mark McDonald
Distinguished Vice President

Day 2: Gartner Keynote

Top Emerging Technologies and Trend Disruptors for 2026

Learn about 12 emerging technology disruptions that will define the future of business systems. These disruptors offer a competitive opportunity in the near term but, over time, will evolve into mainstream technologies that product and services leaders must prioritize based on their business impact.

Annette Zimmermann
Vice President

Plan your experience

Learn about top trends, predictions and survey results from Gartner experts, and get strategic guidance on what to do now and in years ahead.

Agenda tracks

A Market Dynamics and Customer Insights
Failing to keep pace with ever-evolving customer expectations and behaviors can erode and eventually destroy product growth. This track helps product leaders respond to movements in key markets and vertical industries by identifying and managing both emerging threats and new business opportunities.

B Trends in New and Emerging Technologies
Technologies powered by AI are in constant flux, and product leaders that cannot keep pace will be left behind. In this track, product leaders will discover how to navigate the rapidly evolving tech landscape, invest in the right emerging technologies for their markets, and ultimately build a competitive advantage that aligns with buyers' needs.

C Leading World-Class Products and Services
Chief product officers and other product leaders struggle to deliver value when faced with conflicting priorities, limited resources and broadening product portfolios. This track helps product leaders to adapt to changes in markets, customers and technology to deliver optimal customer value across their entire portfolio.

D Next-Gen Go-to-Market Strategies
Great products do not guarantee success if the go-to-market strategy fails to connect with customers. This track shows product leaders how to win lifetime customers by aligning precisely to buyer behaviors, leveraging partner ecosystems to expand reach and enhance customer value, and constructing pricing and packaging that maximize revenue.

Hot topics

- Market trends, shifts and scenarios
- Industry insights and customer trends
- Services market evolution

- AI investments that create value
- Business impact of emerging tech
- Agentic AI innovation
- Innovating products and services with new tech

- Elevating service offering business value
- Accelerating customer time-to-value
- Strategic planning and execution

- Tech buyer behaviors and value drivers
- Channel and tech partner enablement
- Driving customer adoption and expansion
- Product experience optimization

Registration and pricing

Group Rate Discount

Maximize learning by participating together in relevant sessions or splitting up to cover more ground, sharing your session take-aways later.

Complimentary registrations

- 1 for every 3 paid registrations
- 2 for every 5 paid registrations
- 3 for every 7 paid registrations
- 4 for every 10 paid registrations

For more information, email **GlobalConferences@gartner.com** or contact your Gartner account manager.

Gartner conference tickets

We accept one Gartner summit ticket for payment. If you are a client with questions about tickets, please contact your sales representative or call 1 855 761 9211.

Gartner Conference Navigator

Gartner Conference Navigator helps you organize, view and custom-create an agenda based on:

- Date and time
- Track
- Experts/speakers
- Session descriptions
- Key initiatives
- Vertical industries

*Eligibility for the public-sector price will be verified; proof of public-sector status will be required. Price cannot be applied retroactively. "Public sector" definition: National government, state or local government, public administration.

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Join the conversation

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Early-bird discount

Save $400 by January 9, 2026.

Early-bird price: $3,775
Standard price: $4,175
Public-sector price*: $3,550

3 ways to register

Web:
gartner.com/us/pl

Email:
GlobalConferences@gartner.com

Phone:
1 855 761 9211

Venue

Gaylord Texan Hotel & Convention Center, 1501 Gaylord Trail, Grapevine, Texas 76051 United States

Reserve your room at special hotel rates when you book through your gartner.com account. The deadline to reserve your hotel room at the Gartner discounted rate is 5 p.m. ET on Monday, February 9, 2026.