



Gartner Product Leadership Conference

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

Winning the AI Race: Achieving Product Success in a Volatile Market

The current market landscape is uncertain, driven by shifting customer needs, evolving market dynamics and the accelerating AI race. Success now hinges on you as a product leader. To master this disruption, you must turn these challenges into opportunities, but you can't do it in isolation.

Join us at the **Gartner Product Leadership Conference** in 2026 to discover cutting-edge strategies and technologies that will help you stay ahead in the AI race and deliver business growth and customer value across your entire portfolio.

Agenda tracks

A. Market Dynamics and Customer Insights

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

Discover how to navigate the evolving tech landscape, invest in the right emerging technologies for their markets and build a competitive advantage that aligns with buyers' needs.

C. Leading World-Class Products and Services

Adapt to changes in markets, customers and technology to deliver optimal customer value across your entire portfolio.

D. Next-Gen Go-to-Market Strategies

Learn how to win lifetime customers by aligning to buyer behaviors, leveraging partner ecosystems to enhance customer value, and constructing pricing and packaging that maximizes revenue.

“The conference provides valuable interactions with analysts to help drive strategic planning and decision making. The content presented during the sessions was fresh, relevant and inspiring.”

Marshall Anne Busbee, Director of Product Marketing, Omnisia



Who should attend

- CPOs, product leaders and managers
- C-suite executives, general managers
- CMOs, product marketers, demand generation leaders
- Sales enablement, business development, growth leaders

And other individuals from technology and solution provider organizations.

What you can expect

- Strategies for durable growth and innovation in tech
- Insights on AI-driven value capture and market trends
- Proven tactics to build, deliver and market differentiated product offerings
- Networking opportunities with leading product and tech executives
- Guidance from a Gartner expert on your critical priorities
- Group learning discounts to accelerate team alignment and shared vision

3 ways to register

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