# An introduction to Product Led Growth & UX



In this 45-minute session, we aim to provide a clear overview of Product-Led Growth (PLG) and its significance in today's business landscape. We'll discuss how a focus on UX within the PLG framework can contribute to better user engagement and overall business success.

Understand the basics of the time-to-value (TTV) concept and its impact on user activation and retention. We'll also touch upon a startup case study to illustrate how to approach PLG with a focus on design and UX, highlighting some common challenges and considerations.

**Join us on April 25, 2024,** for a practical introduction to leveraging PLG and UX for your business's advantage.

**This session will be conducted in English** and is designed to equip you with foundational knowledge and strategies to explore PLG further.

**Beginn:**
Donnerstag, 25. April 2024, 09:30 Uhr
**Ende:**
Donnerstag, 25. April 2024, 10:15 Uhr
**Veranstaltungsort:**
Online
**Website & Anmeldung:**
https://www.ergosign.de/de/insights/webinar-plg-2024