

**2-day Pricing
Certification Workshops:**

PRICING
from a European/
Global Perspective

- ▶ Take your Pricing to the next level...
- ▶ Most knowledgeable Pricing faculty in the world...
- ▶ Choose from five, intensive 2-day Pricing Certification Workshops:

“Core Pricing Skills” — Stephan A. Butscher and Mark Billige,
Simon-Kucher & Partners, London

“Pricing and Trade Terms Optimisation” — Marc Abels and Mark Tuveld,
Deloitte Consulting, Belgium and Netherlands

“Pricing and Revenue Optimisation” — Robert Phillips,
Nomis Solutions, Palo Alto, California

“The Keys to Unlocking Your Pricing Potential” — Loïc Le Corre,
Pricing Solutions Ltd., Paris

“Strategic Issues in New Product Pricing” — Andreas Hinterhuber,
Hinterhuber & Partners, Innsbruck



10-11 June 2008
Hilton London Metropole, London

Register online: www.pricingsociety.com



WHAT'S IN IT FOR ME? FOR MY COMPANY?

As a pricing executive, you know the latest and best practices and innovative methods can be acquired and leveraged back at the office by attending one of the five Certified Pricing Workshops in London. You also know that to be competitive and increasingly profitable with your pricing you must constantly fine-tune your skills, find new ways to optimise revenues, streamline processes and drive innovation.

Why Attendance is Vital

Because pricing is one of the most strategic and profit-leveraging functions in today's competitive business world, executives who are better prepared than their competition have the advantage — as do their companies.

Gain Buy-In

Study this workshop brochure to identify which workshop best addresses your specific training needs and the needs of your pricing or management organisation. Below is a list of benefits that recent CPP attendees tell us they received from their workshop experience.

It's important to be able to describe the benefits to your organisation and how you can make an impact.

Here are just a few benefits of your attendance:

- ▶ Get practical solutions to complex pricing problems
- ▶ Analyse best practices and management trends
- ▶ Adopt world-class pricing tactics and strategies
- ▶ Discover new approaches to new product pricing
- ▶ Network with other pricing executives
- ▶ Learn from the very best in the field of pricing
- ▶ Earn credits toward your own pricing certification

Upcoming Workshops and Conferences

Certified Pricing Professional Workshops

Boston, Massachusetts, 17-18 July 2008

19th Annual Fall Conference

Miami, Florida, 28-30 October 2008

Annual European Conference

Brussels, Belgium, 13-14 November 2008

For more information visit our web site at
www.pricingsociety.com
and go to **CPP/Training**

REGISTRATION & HOUSING INFORMATION:

PPS 2008 London Workshops Registration, 10-11 June 2008:

WORKSHOP REGISTRATION, if you are currently not a member, is £1695 or €2195 (a 6-month PPS membership will be included free). For Professional Pricing Society members, the registration is £1550 or €1995 each, a discount of €200.

4TH ATTENDEE FREE – When three people register from the same firm at the same time, a 4th person may register for the conference free of charge.

Hotel Reservations:

Our host hotel is: **Hilton London Metropole, 225 Edgware Road, London W2 1JU, UK**

To receive the special PPS discount rate make your reservations directly with the hotel at

<http://www.hiltonlondonmet.com> or call the hotel at **+44 (0)20 7402 4141**. You must mention that you are attending the PPS Pricing Workshops to receive our discount.

The Hilton London Metropole hotel, situated in the heart of



central London, just a 10-minute walk from Oxford Street, is located directly opposite Edgware Road Tube Station.

The Hilton London Metropole will only hold the PPS block of rooms until May 13th, 2008.

This is four weeks before the workshops begin. We advise that you reserve your hotel room when you register for the workshops or even before, if you are fairly certain you will be attending.

Payments, Substitutions and Cancellations:

Payments & Cancellation Policies: You may pay online with a credit card at www.pricingsociety.com or via wire-transfer. **Checks must be received by May 13th, 2008** and should be addressed to "Professional Pricing Society." You may substitute attendees, at any time prior to the start of the conference, with no penalty. **You may cancel by May 13th, 2008 and receive a refund, less a 20% administration fee.**

Wire transfer payment details:

LaTonia Dugger, PPS Registrar: **latonia@pricingsociety.com** or fax: **+1 770 509 1963**. We will then send you our banking information for wire transfer payment.

CORE PRICING SKILLS

About This Workshop

This comprehensive pricing workshop will review all the essentials of price optimisation using dozens of cases from a variety of industries to support the theory. The working format is “full interactivity” giving all participants the opportunity to ask questions and add from their own experience. Participants can, if they wish, indicate the industry they represent when they sign up for the conference so that cases can be selected accordingly.



Key Topics Include:

Session 1: Pricing - THE Profit Lever

- The importance of price in the profit equation
- Why pricing now has boardroom attention
- How a 2% price increase can double profits
- Developing an optimal pricing process for the organisation — setting the framework

Session 2: Value Pricing — Optimising Price Structure And Price Level

- Understanding and quantifying value-to-customer
- Measuring and understanding price elasticities — how volume is linked to price
- Quantifying the customers' willingness-to-pay
- Tools and methodologies for value measurement and price optimisation
- Innovative pricing strategies, i.e. bundling, non-linear pricing, optimal promotional design

In this session we will include demos and interactive use of selected tools and methodologies to measure value and to determine the optimal price level.

Session 3: Price Differentiation — Optimal Pricing For Different Customer Segments

- Using customer value for segmentation
- Segmentation as the foundation for price and product differentiation
- Channel-based differentiation

- Differentiation strategies to increase profits and customer loyalty
- Innovative differentiation cases

Session 4: Price Implementation

- How to implement price increases
- How to avoid price wars
- Understanding the real net-net price
- Designing discount systems for growth
- Creating win-win situations for supplier & retailers
- European price harmonisation

For those working toward the full Certified Pricing Professional designation, this Workshop counts as **TWO CREDITS.**

“The conference was a valuable professional development experience for me. I enjoyed the knowledge sharing among participants.”

Alain Carbonnel, Iveco



PRESENTER:

Stephan A. Butscher

Partner, Simon-Kucher & Partners, Strategy & Marketing Consultants and Managing Director of SKP's London Office

Stephan Butscher's areas of specialisation are the development of national and international marketing and pricing strategies, international price harmonisation, new product development, positioning strategies and retention marketing.

He is author of the books **Customer Clubs — A Modern Marketing Instrument** and **Customer Loyalty Programs and Clubs — A Practical Guide.**



PRESENTER:

Mark Billige

Senior Consultant, Simon-Kucher & Partners, Strategy & Marketing Consultants

Mark is a Senior Consultant with Simon-Kucher & Partners in London where he specialises in developing pricing and commercial strategies for a range of client industries but with particular experience within the telecoms and media sector.

Mark has over seven years experience in the pricing field as a consultant and practitioner. He frequently chairs or speaks at pricing conferences.

PRICING AND TRADE TERMS OPTIMISATION

How to Optimise Your Pricing and Trade Terms Across Your Different Markets...

About This Workshop

Increased product and service variety, diverse local market circumstances, increased purchasing power of customers and merger & acquisitions result in complex and opaque pricing and trade terms systems. Such systems are not only difficult to maintain but also subject to costly errors and inconsistencies. Missing internal coordination across and within markets can only worsen profits. Increased exposure to international price differences lead to parallel trade and price erosion.

In this workshop, you will learn how to define a better structure more efficient Pricing and Trade Terms. This workshop will make your business less susceptible to international price differences. Moreover, you will learn how to design and implement a highly performing framework that helps drive your company's growth strategy. Several cases will be used throughout the session to provide you with direct applicable tips and insightful lessons learned.

Key Topics Include:

Assess your current Pricing and Trade Terms performance

- How to structure a complex and diverse set of price and trade terms options
- Draw definitive insights from a detailed usage analysis
- How to check compliance to the established rules
- How to assess consistency of your pricing and trade terms across your portfolio of products and customers

Design a New and More Effective Pricing and Trade Terms framework

- Align your business strategy with profitability and growing markets
- How to determine the optimal mix between "On Invoice" and "Off Invoice" Terms
- How to make your new Terms more conditional and more explicit
- How to take into account the value of customers
- How to evaluate the exposure risk to parallel trade

Key Steps to implement your New Pricing and Trade Terms framework

- Which processes and organisation structures to put in place
- How to direct the appropriate execution by your sales force
- How to rollout across different markets
- How to gain acceptance from highly sensitive customers
- How to ensure the new Pricing and Trade Terms are correctly implemented
- Monitoring Performance after Implementation
- How to select and monitor the right key performance indicators

"The opportunity to network with people in the same field was invaluable, as was being able to talk to consultants in the field of pricing."

*Nigel Bourke,
Hogg Robinson
Ltd. (UK)*

For those working toward the full Certified Pricing Professional designation, this Workshop counts as **TWO CREDITS.**



PRESENTER:

Marc Abels

Senior Manager, Deloitte Consulting Belgium

Marc is a cross competency Manager with 8 years of consulting experience in Strategy & Operations engagements and CRM implementation projects.

He is an active member of Deloitte's Global Pricing Practice and one of the driving forces behind Deloitte's European Pricing Centre of Excellence. Marc is a subject matter expert with focus on pricing, revenue and margin improvement, sales effectiveness, marketing and CRM.



PRESENTER:

Mark Tusveld

Manager, Deloitte Consulting, Customer and Markets Strategy, Netherlands

Mark has over 7 years of experience in the consumer packaged goods industry. He is the program manager for a large marketing initiative and has led various sales & marketing project for branded manufacturers. Mark is a subject matter expert on customer profitability management, pricing & trade terms management and performance management.

PRICING AND REVENUE OPTIMISATION

About This Workshop

This is a comprehensive introduction to the concepts, theories and applications of pricing and revenue optimisation. From the initial success of “yield management” in the commercial airline industry down to more recent successes of markdown management and dynamic pricing, the application of mathematical analysis to optimise pricing has become increasingly important across many industries.

The course will emphasize the dynamic nature of pricing problems, the critical role of price differentiation and supply constraints, and the techniques that can be used to calculate and update optimal prices.

Key Topics Include:

Basics of Price and Revenue

- Price-Response Function
- Price Response With Competition
- Incremental Cost
- Solving the Basic Price-Optimisation Problem

The Economics of Price Differentiation

- Tactics for Price Differentiation
- Volume Discounts
- Calculating Differentiated Prices

Pricing With Constrained Supply

- The Nature of Supply Constraints
- Optimal Pricing With a Supply Constraint
- Opportunity Cost
- Peak-Load Pricing

List Pricing

- Dynamic List Pricing
- Setting Optimal List Prices
- Markdown Pricing

Customized Pricing

- Calculating Optimal Customized Prices
- Estimation Of Price-Response Functions
- Customized Pricing in action

For those working toward the full Certified Pricing Professional designation, this Workshop counts as **TWO CREDITS.**



PRESENTER:

Robert Phillips

Founder and Chief Technology Officer, Nomis Solutions

Dr. Robert Phillips is Founder and Chief Technology Officer of Nomis Solutions, a venture-capital backed company providing pricing and revenue optimisation solutions to the financial services industry.

Dr. Phillips is a recognized expert in pricing and revenue optimisation. He was the chief architect of the Talus Solutions pricing and revenue optimisation software suite. He pioneered the introduction of pricing and revenue optimisation in many different industries including rental cars, automotive, hotels, freight transportation, and financial services.

He has taught courses on pricing and revenue optimisation at the Columbia Business School, Stanford Business School and at INSEAD in France. He is author of the book, *Pricing and Revenue Optimisation*.

INCLUDED FREE WITH THIS COURSE:

This course will be supported by Dr. Phillip's book *Pricing and Revenue Optimisation*. The book will be provided at no extra cost.



What exactly is PPS Pricing Certification?

The **Certified Pricing Professional** designation (**CPP**) is a multi-stage training curriculum designed to support, educate and elevate the global pricing professional.

Pricing Management continues to grow in importance for today's corporations. As the only organisation that exclusively supports pricers, The Professional Pricing Society has developed a certification program that will offer state of the art training for people new to pricing and advance courses for the experienced pricer.

Pricers with the CPP designation will not only have a working understanding of pricing strategies and techniques but also have training specific pricing issues unique to their industry. We will accomplish this with a broad curriculum taught by leaders in the pricing profession followed by rigorous testing.

Benefits of Certification (CPP):

As a Certified Pricing Professional you will be a pricing expert who knows:

- ▶ How to boost profitability through pricing, results through innovation
- ▶ How to effectively and efficiently manage worldwide pricing, in any industry
- ▶ How to coordinate and integrate key activities which increase profits through effective pricing throughout your organisation
- ▶ How to develop greater confidence thanks to peer and professional recognition
- ▶ All the essentials needed for career advancement and increased earnings

The CPP program will help you advance your career while giving you the foundation to improve your company's competitive position and profitability.

THE KEYS TO UNLOCKING YOUR PRICING POTENTIAL

About This Workshop

This comprehensive workshop will review how the discipline of change management applies to the creation of a World Class Pricing Organisation. Participants will be able to describe how to achieve the highest levels of pricing excellence and how companies can overcome roadblocks on their journey to world class performance through the application of the principles of change management. The session will focus on the five levels of pricing excellence. At the completion of this workshop, participants will be able to identify what level they are at and the steps required to take their company to World Class.



Key Topics Include:

Introduction to World Class Pricing

Level 1: The Firefighter — Responding to Crisis

- Breaking the cycle of crisis management
- How to change your role
- Applying some basic analytics

Level 2: The Policeman — Gaining Control of Pricing

- Effective discounting policies and practices
- Aligning incentives with effective pricing
- How to manage and measure pricing effectiveness

Level 3: The Partner — Developing Pricing Strategy

- Establishing a value-based price
- How to keep the sales team selling value instead of price
- Measuring the trade-off between quality and price
- Pricing to different customer segments
- Effective competitive pricing

Level 4: The Artist — Optimising Pricing

- Optimising price elasticity
- Building effective pricing structures
- Segmenting based on value
- Bundling & unbundling for maximum profits and market share

Level 5: The Master — Achieving World Class

- The culture of world class pricers
- Making pricing a “strategic advantage”

For those working toward the full Certified Pricing Professional designation, this Workshop counts as **TWO CREDITS.**



PRESENTER:

Loïc Le Corre

Managing Director Europe, Pricing Solutions Ltd.

Loïc Le Corre leads the European Division of Pricing Solutions and is responsible for the growth of Pricing Solutions in mainland Europe. Loïc has consulted for many leading European companies including Danone, Carrefour, FNAC, Kimberly Clark, Orange, EDF, Fortis, Nationwide, Groupama, Société Générale and Ford.

What Our Registrants Say...

“The Professional Pricing Society continues to push the envelope with refreshing intellectual content and assembles best-in-class practitioners sharing real-world approaches, helping my team take our performance to the next level.”

Harold Peck Vice President, Pricing, Cardinal

“I most enjoyed the ability to talk with other pricers, people who understand the difficulties, and the joys of the job.”

Kellie Ecker, Beckman Coulter (Switzerland)



“Its always great to know that there are other pricers out there experiencing the same issues and opportunities that you do! Congratulations to the PPS for making it over to Europe.”

Matthew Moody, RCI Europe

“...Consistently the best quality meeting I attend. There is always a return on investment for me and my firm.”

Brian Sharp, Director of Marketing & Sales, Lord Corporation



STRATEGIC ISSUES IN NEW PRODUCT PRICING

About This Workshop

New product pricing is still a conundrum for most executives in B2B and B2C industries: pricing too low and pricing too high both lead to financial disaster. Furthermore, with abysmal success rates of new product introductions, how can the odds of successfully launching new products be significantly improved?

This workshop will enable you to gain a solid understanding of the requirements for successful new product pricing. We will first review alternative paths to innovation and then present a toolbox enabling you to devise new products which meet customers' unmet needs. We will also review how the application of this toolbox has helped companies in B2B as well as B2C industries to successfully implement breakthrough innovation strategies.

In group exercises participants have the chance to network with their colleagues and gain experience in applying the tools and concepts.

Key Topics Include:

Innovating for success and designing breakthroughs

- Traditional approaches to designing innovation strategies
- Identifying unmet needs to devise breakthrough innovations
- Needs-based market segmentation
- Case study: unmet needs and breakthrough innovation in B2B

Strategic pricing of new products

- Basic and advanced approaches to new product pricing
- Customer value and price elasticity
- Case studies: new product pricing in the FMCG, automotive, chemical, and IT industries

Implementing robust pricing processes

- Pricing processes today: typical weaknesses
- A framework for a strategic pricing process

- Case study: leading and less good pricing processes in B2B and B2C

Avoiding the discounting trap

- Discounting systems: the good, the bad, and the ugly
- Designing and implementing intelligent discounting systems
- Aligning the sales force

Brainstorming session and workshop summary

- Opportunity to discuss your burning question on strategic new product pricing
- Key learnings — wrap-up session

For those working toward the full Certified Pricing Professional designation, this Workshop counts as **TWO CREDITS.**



PRESENTER:

Andreas Hinterhuber

Andreas Hinterhuber is a Partner of HINTERHUBER & PARTNERS, a consultancy specialized in strategy, pricing, and leadership.

Dr. Hinterhuber is also a visiting professor at Bocconi University (Milan, Italy) and at Tsinghua University (Beijing, China). Previously he was a Marketing Executive with Bayer AG where he was responsible for the Group's largest product group with worldwide responsibilities. He has worked in the US, Japan, China, and Germany. He is consulting with leading companies in Europe, China, and the US.



CERTIFIED PRICING PROFESSIONAL™

Who Should Pursue the CPP – Certified Pricing Professional designation?

The full CPP program is for serious Pricers who:

- ▶ Are interested in more depth of knowledge and understanding in how pricing impacts customer relations, sales activities
- ▶ Will use technology to improve profits through pricing decisions
- ▶ Intend to pursue and advance their careers to higher level in the Pricing field

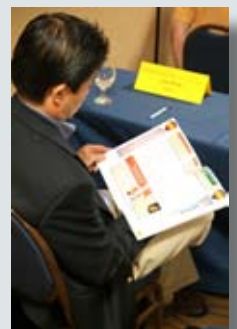
NOTE: If you are primarily interested in pricing training, but not the CPP designation, the PPS workshops are still a perfect fit.

Requirements for the Certified Pricing Professional designation

- ▶ Earn Six (6) Credits at PPS sanctioned Pricing Workshops.
- ▶ Study and pass the CPP Final Exam to receive your Designation.

Courses can be taken in any order. We designate Core and Industry/Advance Workshops to help you decide which courses you should attend. The Core courses are broad in subject matter and are recommended for people new to pricing. The Industry Specific/Advanced courses are recommended for individuals who have a good working understanding of the pricing profession and want to gain in-depth knowledge about a specific pricing subject or industry.

You can take any course at anytime. However, you do need to complete the six credits prior to studying for and taking the CPP Final Exam. PPS will continue to expand our course offerings for both Core Group Workshops and the Industry/Advanced Group workshops.



2008 London Workshops Registration

You may fax this form to our PPS Headquarters in the USA: +1 770 509 1963
or register at <http://www.pricingsociety.com/Purchases.asp#2>

1st Registrant Name _____ Title _____

Organisation _____ Address _____

City _____ Province _____ Country _____ Zip _____

Phone _____ E-mail _____ Workshop Choice _____

2nd Registrant Name _____ Title _____

Phone _____ E-mail _____ Workshop Choice _____

3rd Registrant Name _____ Title _____

Phone _____ E-mail _____ Workshop Choice _____

4th Registrant (FREE) _____ Title _____

Phone _____ E-mail _____ Workshop Choice _____

PPS 2008 London Workshops Registration, 10-11 June 2008:

- I am NOT currently a member,
but understand I will receive
a free 6-month PPS membership £ 1695 € 2195
- I am a current PPS member or
I am signing up below with the
€200 member discount £ 1550 € 1995

Three Ways To Register:

1. REGISTER & PAY

You can register and pay with your credit card on
our secured online shopping cart at:
<http://www.pricingsociety.com/Purchases.asp#2>
or fax this form to +1 770 509 1963

Credit Card: AMEX Visa MasterCard

Credit Card # _____

Expiration date (MM/YY) _____

CVC _____

2. REGISTER AND REQUEST WIRE TRANSFER PAYMENT DETAILS:

LaTonia Dugger, PPS Registrar: latonia@pricingsociety.com or fax:
+1 770 509 1963. We will then send you our banking information for
Wire Transfer Payment.

3. REGISTER AND PAY VIA CHECK: Please make all checks payable to Professional Pricing Society.

Mail to: **Professional Pricing Society**
3535 Roswell Rd., Suite 59
Marietta, GA 30062 USA

Please specify your 2-Day Workshop choice in the
Registration Form above:

1. "Core Pricing Skills" — Stephan A. Butscher and
Mark Billige, Simon-Kucher & Partners, London
2. "Pricing and Trade Terms Optimisation" —
Marc Abels and Mark Tusveld, Deloitte Consulting,
Belgium and Netherlands
3. "Pricing and Revenue Optimisation" —
Robert Phillips, Nomis Solutions, Palo Alto, California
4. "The Keys to Unlocking Your Pricing Potential" —
Loic Le Corre, Pricing Solutions Ltd., Paris
5. "Strategic Issues in New Product Pricing" —
Andreas Hinterhuber, Hinterhuber & Partners, Innsbruck

PPS Membership

- PLEASE SIGN ME UP for my 12 months
PPS membership. By signing up, I know that
I will receive the member discount price for
the above Europe Conference.
- Individual £ 230 € 300
- Corporate (5 people) £ 575 € 750
- Corporate (10 people) £ 865 € 1125
- Corporate (20 people) £ 1445 € 1875



Register online: www.pricingsociety.com