

PROFESSIONAL PRICING SOCIETY™

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# 2010 European & Global Pricing

The 6th PPS Annual Conference on European & Global Pricing

Workshops & Conference 16-17 November 2010

The Sheraton Brussels Hotel Brussels, Belgium

Plus on 16 November our highly acclaimed...



[www.pricingsociety.com/bru2010](http://www.pricingsociety.com/bru2010)

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**PPS proudly presents our 6th Annual Conference on**

# **European & Global Pricing**

The Professional Pricing Society is pleased to welcome you to Brussels for our 6th Annual Conference on European & Global Pricing. This year we have put together an outstanding program designed to give you the latest pricing trends and best practices so that you can thrive in the new economy. Experts from around the globe will gather in Brussels to demonstrate how you can improve your company's pricing to maximise profitability.

Global economic changes have raised pricing's profile to an unprecedented level of importance. PPS has also raised the scope of our mission and added an essential component to our program: The Inaugural Global Pricing for Executives Summit. This Global Summit will take pricing knowledge to higher levels of the corporation allowing pricing strategies to have a broader level of acceptance and effectiveness.

Our Brussels Conference will give you new opportunities for networking and benchmarking on an international scale, and it will deepen the dialogue among your peers, pricing practitioners, and leading pricing experts.

## **Professional Pricing Society — The Home of Pricing!**

PPS is widely recognised as the most trusted and well established resource in the pricing field. You can connect with others who share your passion for the pricing discipline at our Brussels Conference and gain the skills necessary to further your career and move your company forward. Our programs are designed based on our members' feedback and needs. This gives you the best forum to learn new ways to improve performance.

## **Two full days filled with the best pricing training and networking...**

PPS events bring the pricing world together!

The first day in Brussels on Tuesday, 16 November includes your choice of five highly interactive events – you can select from four Pricing Training Workshops or the Global Pricing for Executives Summit. Regardless of your level of expertise, you have great opportunities to learn from world-renowned experts.

On Wednesday, 17 November we continue with a full day of exciting and compelling general sessions and breakouts designed to inform and educate you on latest trends within the discipline.

Don't miss your opportunity to network with leading solution providers and thought leaders from around the world in our Sponsor Hall and to meet with your pricing peers in our Conference Reception on Tuesday evening.

**See you in Brussels!**

Sincerely,

Kevin Mitchell  
President



**The PPS Executive Team: (left-right) Kevin Mitchell, President; Katrese Phelps, Vice President of Membership; Julie R. Martin, Director of Certification and Education; Chris Buckingham, Vice President of Sponsor Relations; and Fabricio J. Lopez, Vice President of Marketing.**

**Join your colleagues at our  
Networking Reception,  
Tuesday, 16 November 2010  
sponsored by**



## **Get the latest on PRICING with PPS Social Media...**



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[www.professionalpricingsociety.blogspot.com](http://www.professionalpricingsociety.blogspot.com)



**Let's network on LinkedIn**  
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**Let's get together on Facebook**  
[www.facebook.com/ProfessionalPricingSociety](http://www.facebook.com/ProfessionalPricingSociety)



**Join the conversation!**  
<http://twitter.com/PricingSociety>

# Prepare to Attend, Build the Case, and Deliver Results!

If you have attended a PPS Workshop or Conference before you understand how valuable it was to be there and why a very high number of pricers return to our events numerous times.

If you have never had the chance to experience the pricing community in action and benefit from the networking, knowledge and camaraderie that only happens at PPS events, then here is your opportunity to meet hundreds of peers and experts in pricing.

To remain competitive, you must constantly fine tune your skills, find new ways to improve, streamline processes and increase profitability in your company. You must know how to be effective and incorporate important practices into your daily operations.

You can become a force for transformation in your organisation by bringing the pricing knowledge your company needs during these challenging times. Everyone in your organisation can benefit by your attendance.

We have prepared 5 steps with several key points so you can make sure you get approval to join your peers at this important Fall Conference.

## 1 Communicate to Executives Why your Attendance is Vital

Professionals who are better prepared than their competition have the advantage — as do their organisations. Whether you are a new or experienced pricer, you and your company will greatly benefit from this investment of your time. Plan to attend.

It will be your chance to bring the benefits of the latest pricing knowledge home to your organisation!

### Here are just a few benefits of attendance:

- Discover practical solutions to complex problems
- Analyze best pricing practices and trends
- Adopt world-class pricing practices and strategies
- Discuss hot topics with colleagues
- Network with other pricing professionals
- Learn from the most powerful keynote speakers
- Earn Credits toward your pricing certification (CPP).

During the Global Pricing Conference you will meet the best and the brightest in the pricing world and you will experience what PPS has to offer. With more than 25 educational sessions, you and your organisation will reap the benefits of best pricing practices, success stories, tools and practical solutions. You will also have the opportunity to turn your biggest challenges into your greatest accomplishments when you learn from the experts, leaders in the field and fellow practitioners.

*"The conferences offered by the PPS improve year over year. The speakers get smarter and better, and the networking gets more valuable."*

*Adrienne Gordon,  
American Greetings Corp.*

## 2 Get your Company "Buy-In"

Make sure to review the full schedule in this brochure or on the PPS website; identify and prioritize what workshops, keynote addresses, breakout sessions and networking events will help you address specific needs within your organisation. Try to match that with your current initiatives and let your company know why these sessions will greatly impact your current challenges. Many pricing teams maximize their attendance by having a pricing team meeting during or after the PPS Conference. Prepare a list of the benefits that can be realized by your attendance. Then, explain the relationship between these activities and your organisational goals. It's important to be able to logically describe the benefits to your organisation and how you can make an impact.

## 3 Create a Winning Proposal

Put your ideas in writing and submit a formal proposal to your supervisor. Include your intended schedule of education sessions and why the knowledge gained will be valuable to your pricing goals.

List all areas where your department faces challenges and the sessions you want to attend or who you plan to visit with that will help you overcome these challenges. Strengthen your proposal by listing department goals and their corresponding sessions.

## 4 Attend the Workshops & Conference

Come ready to be impressed by the quality of the content, the speakers, the organisation, but most importantly be ready to make the great connections with pricing peers, pricing experts and technology solution providers.

## 5 Give Feedback

We make it easy to share what you've learned after the conference with others in your organisation. PPS provides attendees with a full manual and companion CD containing all of our valuable Conference speaker presentations. You can immediately demonstrate your new ideas on how to price your products and services back at the office! The Conference CD is available only for attendees.

Make sure to follow up with your supervisor after you return from the Global Conference in Brussels. They will want to know firsthand your impression of the event, whether you gained something from it and how you will be able to apply lessons learned. This is where you will refer to your original proposal and goals to achieve while in Brussels. Let your management know what you have learned and how you will implement this knowledge. Most importantly, let your organisation know that your participation in the Global Conference was a worthwhile investment. So, plan your strategy, prepare your proposal and deliver results!

# WORKSHOPS

## CERTIFIED PRICING PROFESSIONAL



PPS continues to push the envelope with refreshing intellectual content and assembles best in class practitioners... helping my team take our performance to the next level..."

— Harold Peck,  
Vice President of Strategic Pricing, Cardinal Health



## PRICING TRAINING — PRICING CERTIFICATION WORKSHOPS AND ONLINE COURSES

*Pricing Training benefits your company and YOU!*

We give you the options and you can choose which better suits you and your company. Whether you are interested in pricing training or want to pursue your Pricing Certification, the PPS workshops and Online Pricing Courses will create a variety of possibilities to make sure you get the best in pricing education from the best in the world.

### Top 5 Benefits of CPP Pricing Education

- ▶ **You Get Best Practices from Top Pricing Experts** – Our faculty represents the top minds in pricing management and academia. All of our course materials are based on industry best practices, extensive applied experience, and peer practitioner success stories.
- ▶ **You Get Comprehensive Pricing Training** – Some courses cover broader fundamental pricing strategies while others provide in-depth study of more advanced topics. All of our materials are designed to equip your department with the tools and concepts that will improve profitability.
- ▶ **You Can Develop an Internal Pricing Culture** – Quickly orient your employees to best pricing practices and help instill a structured approach to pricing within your company, creating a powerful internal culture of like-minded pricing experts for your firm.
- ▶ **You Get a Rigorous Certification Process** – In addition to completing 6 workshops and/or online courses, participants go through a rigorous certification process including an

extensive 300 page study guide covering 14 essential pricing areas and online preparation sessions. For final certification participants must pass a comprehensive four-hour CPP Accreditation Exam. This is why the CPP certification is the most respected pricing credential in the world.

- ▶ **You Can Bring Your Pricing Function In-House** – Your firm knows its products, services, and strategies better than any external consultant. Empower your own organisation with the knowledge needed to improve profits and minimize revenue leaks, while saving big on outside fees.

For more information about the Certified Pricing Professional program please visit the PPS website: [www.pricingsociety.com](http://www.pricingsociety.com)



### Do I have to pursue a CPP designation to attend a PPS Workshop?

No, you don't have to. If you are primarily interested in pricing training or learning about specific topics, all PPS workshops are still a perfect fit. You will still receive your course certificate after passing the workshop test. It makes no difference if you have decided to pursue the CPP designation or not.



**PPS FULL-DAY WORKSHOP:**

## HOW TO LEVERAGE PRICE OPTIMISATION WITHIN YOUR ORGANISATION

Until recently price optimisation was utilised in a small number of industries (e.g. airlines, hotel, and car rental companies). However, today price optimisation models are being developed and successfully adopted in almost every industry imaginable. This workshop will elaborate on the most effective methods of price optimisation for different industries and the benefits achieved. We will discuss which methods work best, how to set realistic goals for optimisation, what skills are required, and what barriers need to be overcome. Case studies will be provided on what is being done by some of the world's leading companies.

This course offers detailed strategies for everyone. You do not require a degree in mathematics or statistics to participate.

**Attendees will learn:**

- How to successfully apply price optimisation from detailed case studies
- How to compare the benefits of different types of price optimisation models
- The limitations of price optimisation
- The strengths and weaknesses of conjoint analysis
- Transactional sales data and price optimisation
- How to build a competency in price testing
- Building a price optimisation model for promotions



**PRESENTER:**

**Paul Hunt**

*President, Pricing Solutions*

Paul Hunt is the President of Pricing Solutions. Over the past 20 years he has focused on pricing and has conducted over 500 engagements that have delivered more than \$1 Billion dollars worth of value.

Paul works extensively in both B2B and B2C and has cross pollinated best practices across the two business models that have lead to significant returns for his clients. Paul is also a frequent lecturer and trainer on pricing strategy and has also published several articles in leading magazines and journals.

He also leads one of the most popular PPS Online Courses 'Pricing During Turbulent Times'.



**PRESENTER:**

**Tony Hodgson**

*Managing Director, Pricing Solutions*

Tony leads the UK division of Pricing Solutions. In that capacity he is responsible for the growth of Pricing Solutions in the UK.

His experience includes developing Pricing strategy, price optimization, improving pricing processes

and controls, and developing segmented pricing approaches. Prior to his work with Pricing Solutions, Tony spent several years as the global pricing manager for a Fortune 500 company. In that capacity he was responsible for creating the pricing department and managing pricing across multiple markets.

Tony is a member of the Chartered Institute of Management Accountants.

*"It is very interesting to see the growing importance of price in a profitable organisation."*

*Theo Geurts,  
Revenue Management  
Supervisor, Caterpillar,  
Switzerland*

## AGENDA

WEDNESDAY,  
16 NOVEMBER 2010

- 9:00 Registration
- 10:00 – 12:00  
Morning Session
- 12:00 – 13:30  
Luncheon
- 13:30 – 15:00  
Afternoon Session
- 15:00 – 15:30  
Afternoon Coffee  
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- 18:30 Networking Reception  
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### PPS FULL-DAY WORKSHOP:

## IMPROVING PROFITABILITY BY IMPLEMENTING VALUE BASED PRICING

With the first signs of recovery being seen in the European economy, companies look for ways to position themselves for future growth. Value Based Pricing is a powerful tool companies can use to greatly improve their profit potential. It uses the Value of the proposition delivered to your customer as a basis for setting prices as opposed to cost-based and competitor based pricing. Although many companies may recognize the benefit of Value Based Pricing, few really manage to achieve it.

Understanding and evaluating customer's willingness to pay, and grouping them into usable segments is the core element of any value based pricing strategy and implementation. A powerful mean to do this without letting competitors know is to use customer surveys with the method of Conjoint Analysis. Conjoint Analysis will allow you to split a product's price into the value that individual customers attach to each attribute, resulting in a better understanding of the willingness to pay, i.e. the 'optimal price point' by a customer for your product. Request for more info regarding content.

### Attendees will learn how to:

- Determine Customer and Product Segmentation
- Set up the Conjoint Analysis attributes
- Determine the willingness to pay
- Setting up the demand curves and determine optimal pricing



PRESENTER:

### Frederik Van Bever

Senior Consultant, Belgian Strategy & Operations Practice, Deloitte

Frederik Van Bever has advisory experience on a wide variety of endeavours going from cost reduction programs over sales excellence to Pricing. His industry focus is on Services and Manufacturing.

His expertise includes pricing and profitability management in the automotive, financial services, and other industries. He has also implemented a CRM On-Demand Program for a leading European company.

Frederik earned his Master's in Business Economics: Commercial Engineering, Solvay Business School, Brussels.



PRESENTER:

### Daniel Soto Zeevaert

Senior Specialist, Deloitte Consulting

Daniel Soto Zeevaert has over 10 years experience in marketing research and analytics. He leads the Advanced Business Analytics team, and his main professional focus is on marketing analytics, as well as marketing modeling and integrating customer data into marketing intelligence systems.

He has an M.S. from the Pennsylvania State University in Supply Chain and Information Systems. He had a fellowship of the Institute for the Study of Business Markets and his research focused on marketing modeling and marketing engineering. Daniel has contributed to the book "Marketing Engineering" by Lilien and Rangaswamy and Principles of Marketing Engineering (Lilien, Rangaswamy and De Bruyn). He is currently a guest lecturer at Essec Business School (Paris) where he teaches marketing management.



**PPS FULL-DAY WORKSHOP:**

## CORE SKILLS

Are you starting out in pricing? Or are you a seasoned pricer who feels that they haven't taken a step back to think again about the core principles of the discipline? In either case, this comprehensive pricing workshop will help you master the essentials of price performance by learning from dozens of cases from a variety of industries that support today's leading best-pricing methodologies.

**Session 1:**

- Importance of price in the profit equation and why pricing now has the boardroom's attention.
- Developing the most advantageous pricing process for the organisation and how to set-up the framework
- Key price improvement variables (e.g. price elasticity, value-to-customer, willingness to-pay and relative value).
- How a 2% price increase can double profits.

**Session 2:**

- Value Pricing and making the best of the price structure and price level
- Understanding and quantifying value-to-customer, measuring and understanding price elasticities — how volume is linked to price and how to quantify the customers' willingness-to-pay
- Tools and methodologies for value measurement and best pricing practices (i.e. conjoint analysis, direct pricing questioning techniques, decision support modeling) will be presented as well as innovative pricing strategies (i.e. bundling, non—linear pricing, ideal promotional design).

**Session 3:**

- Price differentiation and how this can lead to favorable pricing for different customer segments
- How using customer value for segmentation can serve as the foundation for price and product differentiation.
- Differentiation strategies to increase profits and customer loyalty.

**Session 4:**

- Price implementation and how to implement price increases, avoid price wars, and design discount systems for growth
- How to create win-win situations for suppliers and retailers with cases from a wide range of industries.

The working format is 'full interactivity' giving all participants the opportunity to ask questions and add from their own experience.

**Attendees will learn:**

- Why pricing is the profit lever
- The fundamentals of value pricing
- Segmentation and price differentiation
- Making pricing change stick through better price implementation



**PRESENTER:**

**Mark Billige**

*Partner, Simon-Kucher & Partners*

Mark Billige has ten years experience in the field of pricing and financial management and has been with SKP since 2006. His areas of specialisation are the development of smart profit growth strategies, in particular national and international marketing and pricing strategies, discount optimisation, sales force management and negotiation strategy.

Mark is a regular speaker and chairman at conferences and business schools on the subject of pricing strategy. Mark's focus is primarily on network businesses and B2B services.

His previous experience includes positions of Pricing Manager and Corporate Finance Manager at FLAG Telecom and Reliance Industries and as a management expert with PWC Consulting. At IBM Business Consulting, he specialised in financial performance improvement and advanced costing methods and tools for international blue-chip clients.

Mark is a Chartered Management Accountant (ACMA) and has a BA (Hons) in Management from the University of Nottingham.

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**Tuesday, 16 November, 2010 • 9:00 - 16:00**

### PPS FULL-DAY WORKSHOP:

## **B2B AND B2C PRICING EXCELLENCE: Improving the Effectiveness of Your Own Pricing Function by Learning from Best Practices Across Industries**

In the first part of this workshop, Dr Hinterhuber will summarise fundamental principles of B2B and B2C pricing excellence. In the second part we discuss a series of actual case studies of B2B and B2C pricing excellence illustrating how companies use pricing strategy, pricing tactics, pricing implementation and psychological aspects of pricing to improve profits via pricing. The solid academic foundations plus the discussion of real-world case studies of pricing excellence enables participants to identify key opportunities for improving short-term profits via strategic pricing at their own companies.

### **Attendees will learn:**

- Fundamental principles of pricing excellence
- Latest academic research on pricing excellence
- Dealing with low-cost competitors
- Options for differentiating commodities
- Achieving market leadership with me-too products
- Launching breakthrough innovations in mature markets
- Quantifying customer value in B2B and B2C markets
- How to use psychological principles of pricing to your own advantage
- Applying key learning from best-practice case studies to own companies



### PRESENTER:

#### **Andreas Hinterhuber**

*Partner, Hinterhuber & Partners*

Andreas Hinterhuber is a marketing expert who specializes in strategy, pricing, and leadership. He is also a visiting professor at Bocconi University (Milan, Italy) and at Tsinghua University (Beijing, China) and was acting Chair of the Department of International

Management at the Katholische Universität Eichstaett-Ingolstadt (Germany).

Previously he was a Marketing Executive with Bayer AG where he was responsible for the company's largest product group. He has worked extensively with leading companies in the USA, Japan, China, and Germany.

He has a Ph.D. from the University of Vienna (Austria). He lives in Innsbruck, Austria and has published many thought leading articles on pricing strategies. "Business Strategy Review," a leading strategy journal published by London Business School, lists Andreas among major management thinkers.



*"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)*

# SPONSORS

## GLOBAL SPONSOR:

**PROS** is the leading provider of B2B price and margin optimization software for manufacturing, distribution, and services industries. PROS Pricing Solution Suite (PPSS) empowers you to understand how pricing impacts profitability, bring scientific pricing strategies to market, and negotiate pricing using scientific price guidance. Named by Forbes as one of "America's 200 Best Small Companies."



**DELOITTE** is an organisation of member firms devoted to excellence in providing professional services and advice. We are focused on client service through a global strategy executed locally in nearly 150 countries.



**PRICING SOLUTIONS LTD** specializes in four core services: pricing research, pricing management, pricing training and advisory services. Our pricing expertise is based on more than 15 years of in-depth work on pricing optimization in B2C and B2B markets. We have offices located in North America and Europe.

**SIMON • KUCHER & PARTNERS**  
Strategy & Marketing Consultants

**SIMON-KUCHER & PARTNERS** Strategy & Marketing Consultants (SKP) has the world's largest consulting practice dedicated to pricing and smart profit growth. Business Week magazine described SKP in January 2004 as "world leader in giving advice to companies on how to price their products."



**STRATINIS** is a Europe-based company offering its clients state-of-the-art international price management software. Stratinis' core expertise is in helping companies do international business by managing their prices across borders.



**VENDA VO** is a leading provider of price management and optimization software for business-to-business companies worldwide. Vendavo Enterprise Pricing Suite solves pricing problems by giving businesses true enterprise-wide control of their entire pricing process.



**VISTAAR** is the leading provider of pricing software for sales, marketing and finance. Vistaar's pricing software enables companies to achieve pricing best practices through price analytics, price optimization, price list management, and deal management. Vistaar works with the best companies in the world to transform pricing operations into a strategic advantage. For these companies, Vistaar pricing software drives measurable price and margin improvements that deliver profitable growth and maximum shareholder value.



**ZILLIANT** drives measurable profitability improvement for industrial manufacturers, distributors and service companies through superior price setting and execution. Zilliant Precision Pricing Suite (ZPPS) combines advanced pricing science, including our proprietary Precision Price Segmentation™ and Price Band Optimization™ technologies, with easy-to-use business applications to deliver an end-to-end solution for data-driven price management.



**NAVETTI's** extensive expertise with large international manufacturing improving revenue and margins through pricing management and optimization. Navetti PricePoint™ provides manufacturers with a new pricing methodology, delivering sustainable profit improvements. The solution is tightly integrated with other core IT-systems.



**SPMG (STRATEGIC PRICING MANAGEMENT GROUP)** is a price consulting firm that services clients on every continent around the globe. SPMG consulting approach is based on the premise that every business presents a unique pricing challenge depending on their size, scope and budget. To that end, our a-la-carte service offering (on and off-site training, field research and consulting engagements) provides the most competitive cost effective strategy for our clients to succeed.





**Free Online Pricing Course!** Each Executive Summit Attendee will earn 1 credit towards their CPP designation plus receive 1 Online Pricing Course at no additional charge!

PPS is proud to announce the inaugural **Global Pricing for Executives Summit in Brussels** on Tuesday, 16 November 2010 at the Sheraton Brussels Hotel.

- The profession of Pricing evolves, it becomes a more complex and multi-faceted task for corporations.
- Corporate executives with global responsibilities can greatly benefit by leveraging pricing strategies and tactics to get results.
- Pricing Strategies start within your Pricing Department; but they end with your clients and consumers.
- Top executives who can fully understand this process will bring unparalleled results and improvements to their businesses.

**Register now for this important event!**

**9:00 – 10:00**

### REGISTRATION/BREAKFAST

**10:00 – 11:00**

### COMPETING ON PRICING AND VALUE INTELLIGENCE

Over the past decades, companies have largely focused on technological innovation, cost advantage and operational effectiveness as the key source of competitive advantage. More recently, and particularly during a downturn, "Pricing and Value Intelligence" has emerged as the key new battlefield for profit optimization, defined as the transformation process of customer and market data through the use of scientific methods in order to optimise prices and pricing processes. We will show how this framework allows companies to measure, manage and improve their pricing effectiveness, as well as provide a few simple innovative methods to get more out of them.

#### Attendees will learn:

- the power of analytics to transform pricing processes;
- how to turn market and customer data into competitive advantage;
- how to evaluate the impact of value-based pricing processes on Pricing Performance.



Presenter: **Dr. Manu Carricano**  
*Professor EADA Business School*

Manu Carricano received his PhD from Montesquieu University in Bordeaux, France and graduated from Bordeaux Ecole de Management (BEM). His doctoral research focused on the definition of Key Pricing Indicators (KPIs) and the optimization of the pricing process. His work encompasses a diverse range of pricing aspects (price optimization, value analysis, reference price models) and has been published in academic journals and conferences. He is also an expert in data analysis and author of the book **Data Analysis with SPSS** (Pearson Education France).

His industry expertise includes Consumer Goods, Insurance, and Tourism and Hospitality. He also worked with Market Research Companies on the development of automated web intelligence tools and ethnographic methods on the Internet.

**11:00 – 12:00**

### IMPLEMENTING PRICING FOR SUCCESS: PROMOTIONS, BUNDLING, AND OTHER STRATEGIES

This presentation will address the strategic measures that lead TM Lewin through successful program implementations including pricing strategies, promotions and bundling. TM Lewin is now a multi-channel Business wear retailer with a strong store and online presence designing and retailing men's and women's shirts, tailoring and accessories.

#### Attendees will learn:

- The importance of organisational commitment to new pricing strategies
- Processes that need to be in place for successful pricing practices
- Lessons learned implementing solutions to increase profitability and maintain a competitive edge



Presenter: **Mike Trotman**  
*CFO, TM Lewin*

Mike Trotman joined TM Lewin in 2006, his responsibilities include financial control and planning, information technology and strategic planning development.

Since 2006 TM Lewin has rapidly grown from some 30 stores to an expected 100 by the end of the current year.

Prior to TM Lewin Mike was Finance Director for Hobbs women's wear retailer. Before Hobbs Mike worked with Deloitte, Haskins and Sells and held international Finance Director roles in ABB and Aker/Dexion.

He is a Fellow of the Chartered Association of Certified Accountants.

**12:00 – 13:30**

### LUNCH

13:30 – 14:15

## CHOOSING THE RIGHT TYPE OF PRICING ORGANISATION FOR YOUR COMPANY

As more companies decide to invest in the creation or development of a pricing function, it becomes clearer that not all companies need the same type of pricing organisation model.

A highly centralized model assures control, but may sacrifice needed flexibility in a competitive market. A decentralized model will mean each local market will be able to set policy and processes, but the tradeoff can be lack of coordination and effectiveness for complex or multi location projects.

The organisation model will influence the long term success of any pricing initiatives, and impact of the pricing team. It is important to consider the company goals and identify the unique challenges a company faces in pricing. This will help put in place a structure that best suits a company's needs.

### Attendees will learn:

- Four types of pricing organisation models
- What should be considered in deciding which is right for your company
- Adapting the structure as the needs of the company change



Presenter: **Kellie Ecker, CPP**  
VP, Head of Corporate Pricing,  
Institut Straumann AG

Kellie Ecker is based in Basel, Switzerland where she leads the global pricing division. Prior to joining Straumann, she was Pricing Director EMEA for Covidien in France and worked with Beckman Coulter and DHL.

Kellie received her MBA from University of Houston – Clear Lake and a BA from Bethel College, Kansas. She is also trained as a 6Sigma Black Belt and has a Certificate in International Business from Boston University - Brussels. She achieved the Certified Pricing Professional designation from the Professional Pricing Society in Fall 2008.

14:15 – 15:00

## YOUR PRICING JOURNEY BEGINS WITH A PROCESS

Merck's pricing initiative became all the more urgent, the day Merck determined that a pricing department was a necessity and very excellent step to improve Merck's bottom line. This presentation focuses on Merck's "a-ha" pricing moment, the steps taken by the pricing department to receive approval, how goals were created and the benefits the company realised following the implementation.

### Attendees will learn:

- How a Pricing Department can contribute to the bottom line
- Process of seeking approval for the program
- Anticipated / Realised benefits of pricing engagement



Presenter: **Wolfgang Kruger**  
Merck, Vice President, Performance & Life  
Science Chemicals-Divisional Services

Wolfgang Kruger is currently Vice President of Divisional Services PC for Merck, with a career that spans more than 41 years with

the company. Mr. Kruger began his career at Merck in 1969 as a Sales Manager, and quickly moved up the ranks to Regional Manager of East Europe.

In 1982 he became CEO of Merck Trading, Iran. He became Division Manager of Industrial Chemicals in the United Kingdom and in 1989 he was named President of Merck Chimie, France. In 2004 he was appointed General Manager Cosmetics in PLS. He holds an Apprenticeship in Commercial Affairs.

15:00 – 15:30

## AFTERNOON BREAK

15:30 – 16:15

## PRICING EFFECTIVENESS AS A FUNCTION OF CUSTOMER ENGAGEMENT

Why is the price so high? Why does it take so long to commit a price? These are typical questions of a sales force unaware of how the engagement with their customer impacts pricing effectiveness.

The effectiveness of pricing process in yielding competitive price proposal with fast turnaround time is partially a function of customer engagement. Celestica pricing has deployed a best practice framework and measurement system which allows sales to see the relationship between customer engagement and pricing effectiveness.

### Attendees will learn:

- How another company has managed the "age-old" dynamic between sales and pricing
- About the relationship between customer engagement and pricing effectiveness
- That it is possible to have a "win-win" happy and profitable customer
- Ideas for metrics to measure sales in enabling pricing effectiveness



Presenter: **Mark Messow**  
Vice President of Material Cost Solutions &  
Managing Director, Celestica AG

Mark has 17 years experience in pricing, proposal writing, cross cultural negotiations, commodity management, and business process development. Mark has global oversight for a number of functions including pricing, sourcing, supply chain services, product data management and international procurement office.

16:15 – 17:00

## GLOBAL EXECUTIVE SUMMIT – PRESENTERS PANEL

8:30

## WELCOME

Kevin Mitchell, President, Professional Pricing Society

8:45

## KEYNOTE: “ADVANTAGE-BASED” MARKETING FOR PROFIT, NOT JUST SALES COMPETITIVE MARKETS

Typical “customer-driven” marketing strategies focus on driving sales growth by creating customer preference, rather than on driving profit growth by creating good value. Only a minority of companies manage marketing as if profitable value creation were the goal, but those who do are rewarded with the potential to set more profitable prices even in tough markets. In this talk, Dr. Nagle will describe companies that facilitate collaboration between marketing and operations to leverage competitive advantages for both revenue and profit growth.

### Attendees will learn:

- Innovative strategies for today’s more competitive markets
- The difference of an Advantage-Based Model of Marketing Strategy
- The importance of understanding both customers and the profit model
- How to target and grow customer segments that will be more profitable to serve
- How to structure pricing to attract more sales that are low cost-to-serve, while pushing high cost-to-serve sales to your competitors
- How to “re-engineer” the typical marketing process to exploit growth opportunities based upon their potential to drive profit growth, not just revenue



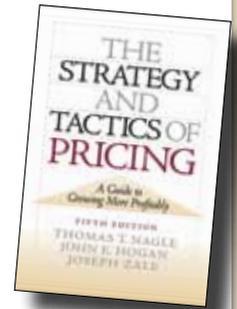
PRESENTER:

**Tom Nagle, Ph.D.**

Partner, Cambridge USA  
office of  
Monitor Group

Thomas Nagle is a Senior Partner in the

Monitor Group, specializing in Strategic Pricing. Dr. Nagle founded the Strategic Pricing Group in 1987 (acquired by Monitor in 2005) soon after publication of the first edition of **The Strategy and Tactics of Pricing**. That book (now co-authored with John Hogan and Joseph Zale) remains the top-selling book on pricing and the most widely-adopted text on pricing at business schools. It has been translated into 9 languages. The fifth English language edition was published in 2010.



Dr. Nagle writes frequently on pricing, and is widely quoted in the business press. Several of his many popular articles have been recognized among the most influential in marketing literature. These include “Managing Price Competition”, “How to Manage an Aggressive Competitor”, “Pricing as Creative Marketing”, “Economic Foundations for Pricing”, “Financial Analysis for Profit-Driven Pricing”, “Evening the Odds in Price Negotiation” and “Don’t Just Set Prices; Manage Them.” His articles have appeared in Business Horizons, California Management Review, Journal of Law and Economics, Journal of Business, Marketing Management, Pharmaceutical Executive, Sloan Management Review, and Strategic Planning Management.

Before founding Strategic Pricing Group, Dr. Nagle taught at the University of Chicago and Boston University. He has long served on the executive program faculty at The University of Chicago and the Management Centre Europe. He received his M.A. and Ph.D. (Economics) from UCLA, and his B.S. (Economics) from Penn State University. He is a long time supporter of PPS conferences where he has delivered engaging and provocative plenary sessions for more than a decade on a broad range of topics.



9:45

## BREAK / SPONSOR HALL



10:15

## KEYNOTE: PRICING EXCELLENCE IS A JOURNEY! THE WAY TOWARDS A TRULY PROFIT-DRIVEN COMPANY

Often pricing is seen as many, separate one-time challenges, e.g. set prices for a new product, defend against low price attacks, fix pricing leakages in the sales organisation and so on. But that is too narrow and short-sighted. Pricing excellence implies that the whole company, its decisions and strategies are truly profit-oriented. In that sense pricing excellence includes everything from the right strategic mindset, consistent goals and incentives up to data, systems, tools, monitoring, communication and specific capabilities of the respective management team. Only very few companies reach such a top level of pricing excellence. In his speech Dr. Tacke will elaborate on the core elements of pricing excellence, describe several distinctive cases and analyze how you and your company can thrive.

### Attendees will learn:

- What pricing excellence really means
- How to assess the level of pricing performance in your own company
- How the pricing function can play a key role on the path towards true profit orientation
- How to set up a systematic program for optimal pricing



PRESENTER:

**Dr. Georg Tacke**

CEO, Simon-Kucher & Partners

In addition to his responsibilities as CEO, Dr. Tacke also heads the "TTT" division which covers the Telecommunications, Transportation / logistics and Tourism industries for Simon-Kucher & Partners. Dr. Tacke specializes in developing business, marketing and pricing strategies for companies in the service and automotive industries.

In addition to over 20 years as a leading expert across several industries, he continues to support several CEOs and management boards as a personal consultant and coach. He speaks frequently at conferences, management seminars and corporate events. Dr. Tacke is the author and co-author of two books and numerous articles on the topics of marketing strategies, price policies and sales organisation.

He studied business administration and marketing at the University of Bielefeld. He was a visiting scholar at Stanford University in California in 1986, and in 1988 he received his Ph.D. from the University of Bielefeld. He joined Simon-Kucher & Partners in 1988, became Executive Vice President in 2006 and CEO in 2009.

11:00

## KEYNOTE: PRICING DECISIONS THAT ENDANGER PROFITS: UNDERSTANDING THE PSYCHOLOGY OF PRICING

Pricing decisions can be complex and difficult, but they are also some of the most important marketing decisions made. Companies that make profitable pricing decisions use what may be called a value-oriented pricing approach. Nevertheless, by not considering how their pricing decisions affect the way customers perceive prices and develop perceptions of value, these companies still manage to leave money on the table.

Using examples from various real situations, Dr Monroe will outline three important errors that are made when managers do not consider how their prices and the prices of their competitors influence customers' perceptions and value judgments. Failing to consider the complex underlying psychology of how people encode, perceive, learn, and retrieve numbers (i.e., prices) when evaluating purchase options and making buying decisions can lead to several errors. Several important psychological concepts as well as problems that occur when one does not understand these concepts will be addressed.

### Attendees will learn

- The importance of understanding their pricing environment and the factors that influence the dynamics of supply and demand.
- How strategic pricing decisions define an organisation's value image in the eyes of customers and competitors.

- Tactical pricing decisions concern the day-to-day management of the pricing process and should be made within the firm's overall pricing strategy.



PRESENTER:

**Kent B. Monroe**

J.M. Jones Professor Marketing Emeritus, University of Illinois at Urbana-Champaign, Illinois USA, Distinguished Visiting Scholar, University of Richmond, Richmond Virginia USA

Kent Monroe has pioneered research on the information value of price and authored **Pricing: Making Profitable Decisions**. Dr. Monroe's research has been published in some of the most reputable business and marketing journals of the world. He has served as an advisor on pricing, marketing strategy, and marketing research, to business firms, governments and the United Nations.

He has conducted executive training programs for business firms, nonprofit organizations and universities around the world. He was the founding Editor of *Pricing Practice and Strategy* (1993-2003). He received the American Marketing Association/McGraw-Hill/Irwin Educator of the year award, February 2005.

Dr. Monroe has won many teaching awards and students under his direction have won various national research paper competitions.

12:00

**LUNCH**

## PRICING PRACTITIONERS TRACK

13:00

### DRIVING CHANGES ACROSS A LARGE, DECENTRALIZED ORGANISATION TO INSTALL A PRICING FUNCTION



*Speaker:*  
*Frédéric Duhamelle,*  
*Global Head Pricing*  
*Operations, Syngenta*  
*Crop Protection AG*

Often, the sense of urgency for change is driven by economic emergency

and a strong pressure to improve poor financials. How do you create the momentum for change in a profitable company? To successfully install a Pricing Function in your company, technical pricing skills alone are not sufficient. In order to adapt to the company culture, the Pricing Manager must be a Change Agent, able to engage people from different functions, having different perspectives and sometimes conflicting interests. During this session, you can learn how to create a platform for change, how to inspire key people to get their buy-in and support, and how to set clear directions towards enhanced capability building to build performance.

#### Attendees will learn:

- Different approaches to drive changes, how to create the momentum
- The power of getting Top Executive buy-in
- Key ingredients to install a Pricing Function

**Frédéric Duhamelle** piloted the pricing function in Syngenta EAME and is leading the installation of this newly created function and other key pricing initiatives worldwide. The Pricing Operations Program aims to build new winning capabilities across the company. Frédéric has 14 years experience in Pricing, Marketing and Sales Management positions and has acquired most of his previous experience in US companies (Monsanto, DuPont) in both Crop Protection and Coatings for Automotive Industry.

He is an Engineer Agronomist from SupAgro Montpellier and holds an Executive MBA from ESCP Europe. He also received a Six Sigma Certification from DuPont Corporate.

## PRICING EXPERTS TRACK

13:00

### THE LAST MILE TO PRICING PERFORMANCE: COMPENSATING YOUR SALES FORCE FOR PRICE REALISATION



*Speaker:*  
*Alain Solliard, Director,*  
*Simon-Kucher &*  
*Partners Strategy &*  
*Marketing Consultants*

Say your price strategy is optimal and well aligned to your offering...

but somehow all this doesn't yet translate into improved margins. The reason probably is that your sales force motivation is not aligned to your pricing objective. You can learn how to achieve a better pricing and sales alignment during this session.

#### Attendees will learn:

- What makes a sales incentive & compensation system adequate for increased price performance
- The dos and don'ts of changing your incentive system
- How companies optimise performance improvement using case studies and experiences in the field

**Alain Solliard** holds a degree in Business from the Solvay Business School and is a chartered financial analyst. Alain has more than 12 years experience in Pricing in Europe and the middle-east with Booz Allen & Hamilton and then Corporate Value Associates. Areas of expertise include corporate and business unit strategy, marketing strategy and Sales Force Efficiency Programs.

Alain currently develops innovative methodologies notably regarding sales force effectiveness improvement programs with the latest breakthroughs in the field of innovative incentive systems for commercial teams.

**Attendees are free to select talks between tracks.**

## PRICING STRATEGIES TRACK

13:00

### HOW TO USE MARKET RESEARCH TO IMPROVE PRICING



*Speaker:*  
*Fernando Ventureira,*  
*Managing Director,*  
*Pricing Solutions*  
*Europe*

On the Pricing Journey, from "Transactional Pricing" to "Value Pricing",

one of the major transformations that companies need to go through is to re-orient all the existing Market Research initiatives, or to create new ones that are fully actionable on the Pricing Intelligence framework. This session will provide practical examples of how to accomplish this essential step in the journey to pricing excellence.

#### Attendees will learn:

- How to establish the link between Transactional & Value Pricing
- Make the ROI on Market Research measurable
- Embed Market Research Intelligence into the Pricing Process
- Make Market Research insights actionable for the Sales Force
- Monitor the Value captured in the market through an effective Market Research / Value Pricing Process

**Fernando Ventureira** has more than 20 years experience successfully implementing Strategy, Management, Operational Improvements, Software Development, and Systems Delivery Programs in a diverse range of industries.

Fernando has been an adjunct professor in New Information Technology at the Madrid Complutense University and is currently enrolled in a Doctorate program at the UNED University. He earned his MBA from the EAP (Paris Management School, Oxford Coursus) and a Bachelor of Science in IT, from the ESCP (Paris High Business School). He is learning German and is fluent in English, French, Spanish, Portuguese and Italian.

## PRICING PRACTITIONERS TRACK

13:45

### PRICING FOR NEW PRODUCTS AND NEW MARKETS



*Speaker:*  
Dr. Rainer Siebenhaar,  
Head of Commercial  
Strategy, New Markets  
and Partnering, Nokia  
Siemens Networks

New business models are currently gaining increasing importance in the infrastructure business across several industries. More and more applications are offered as cloud services; instead of selling traditional hardware and software platforms, customer requirements are driven by revenue sharing and usage based pricing models.

Lessons learned from these new business models can be applied to help you optimise new product offerings in your company.

#### Attendees will learn:

- A summary view of the new business models
- Their requirements with regards to pricing
- A structured pricing framework
- Commercial strategies to cover the risks
- Elected practical case examples

**Rainer Siebenhaar** has many years of business experience in senior management functions in sales, pricing, strategy and business development and has been heading the pricing teams in Siemens Communications and Nokia Siemens Networks for the last 6 years.

He is currently heading a global business development team looking into new markets, new business models, commercial strategies and partnering within the Nokia Siemens Networks Customer Operations.

**Attendees are free to select talks between tracks.**

## PRICING EXPERTS TRACK

13:45

### HOW TO SELECT THE RIGHT PRICING TOOL FOR YOUR ORGANISATION



*Speaker:*  
Willem van den Broek,  
Senior Manager,  
Pricing & Profitability  
Management,  
Enterprise  
Applications, Deloitte  
Consulting

By leveraging data analysis capabilities, companies can have a competitive edge in sales negotiations and marketing effectiveness. The same applies for the pricing space. The power of pricing comes from a good pricing strategy, translated in optimised price setting and swift price execution. In general, this combination will be optimised when a technology component enables this.

But the key question remains: which pricing tool is needed for your organisation taken into account your pricing maturity and system landscape.

It should be clear from the start how much value the pricing tool will bring to your business.

#### Attendees will learn:

- To get an overview on which pricing tools exist in the marketplace
- Determining the key requirements
- Establishing the right selection criteria
- Creating a business case for pricing tools

**Willem van den Broek** specialises in Pricing & Profitability Management (PPM) and enabling software solutions. Willem has over 10 years of experience in leading and delivering business transformations in the PPM space.

His past work experience on pricing transformations includes technology assessment and implementation at multinational companies in the Consumer Business and Manufacturing Industry.

Willem holds a European Masters Degree in Business Administration (MBA) from the University of Humberside, UK.

## PRICING STRATEGIES TRACK

13:45

### PRICING IN A DOWNTURN



*Speaker:*  
Uriah Smith, Chief  
Executive Officer,  
RevvednReady

The current economic conditions have been a genuine worldwide catastrophe; everyone in business

has been affected either directly or indirectly – jobs have been lost, companies have folded and people have panicked.

The way we do business may have changed forever, with a key question being “How can you successfully maintain the best balance possible between sales volume and profit margin in the current challenging environment?”

More than ever, the way we price our goods, products and services is at the heart of this challenge. This presentation aims to provide a practical and commonsense perspective and some tactics on how best to address this situation.

#### Attendees will learn:

- Critical tactics to adopt when managing pricing in a downturn
- The importance of analysis of the microeconomics of your own industry, as well as the microeconomics of your suppliers’ industry
- Best practices to maintain customer loyalty

**Uriah Smith** has over 25 years experience in pricing, strategy, sales, marketing and advising within retail, high technology, telecommunications, consumer goods, finance, and manufacturing on a worldwide basis.

Uriah has international commercial experience and business acumen. His experience in a variety of Senior roles allows him to understand companies, the markets that they serve and the cycles they go through.

He is a member of multiple associations and has a BSc [Hons] in Managerial & Administrative Studies from Aston University and an MBA from Warwick University.

14:30 -15:00

**AFTERNOON COFFEE BREAK / SPONSOR HALL**

## PRICING PRACTITIONERS TRACK

15:00

### CONSISTENCY AND FLEXIBILITY: MANAGING POTENTIALLY COMPETING OBJECTIVES



*Speaker:*  
Stuart Dodds, Global Head of Pricing, Linklaters LLP

The economic downturn has created significant price pressure for many organisations. With many firms now operating in rapidly changing markets and sectors, and offering a wide range of products and services, how can they successfully achieve pricing consistency across the globe?

Discover how to successfully implemented an approach which ensures both consistency of pricing whilst recognising, and adapting to, rapidly changing market conditions.

#### Attendees will learn:

- To develop a pricing framework to both support and manage consistent pricing on a global basis
- How to ensure local market and product flexibility is retained without compromising brand and overall value proposition
- To recognise and mitigate the potential challenges ahead
- How to achieve sustained organisational 'buy in' through effective communication and targeted local support

**Stuart Dodds** is responsible for providing targeted pricing development and negotiation support to partners and co-workers responsible for key clients, the development and implementation of Linklaters' global pricing capability, and ongoing management and review of key commercial relationships.

Prior to Linklaters, Stuart worked for both Accenture (14 years) and then Efficio (3 years) in a variety of supply chain and procurement-facing roles and across many industry sectors.

Stuart is a member of the Chartered Institute of Purchasing & Supply, and Chartered Institute of Logistics & Transport.

## PRICING EXPERTS TRACK

15:00

### WHY "OVER THERE" PRICING OFTEN FAILS "OVER HERE"



*Speaker:*  
Stephen Martin, Principal Consultant, Frank Lynn & Associates Ltd.

All multinational companies had to start somewhere, but as they grow they need to understand that pricing strategy that works at "home" often fails when you are "away." This is particularly true when you are selling through indirect channels. Pricing needs to reflect the local market and customer context and it is useful to know what to look for.

Avoiding missteps in different geographies will help you and your company improve profitability through effective management and operations across separate markets.

#### Attendees will learn:

- Tools to establish pricing requirements
- Key pricing implementation priorities
- Top pricing mistakes to avoid

**Stephen Martin** has spent 20 years providing pragmatic guidance based upon customer and market insight that can radically improve company sales and market productivity. Stephen has extensive experience in both line management and industry consulting ensuring that any advice and direction is both realistic and innovative.

**Attendees are free to select talks between tracks.**

*"I really enjoyed the opportunity to meet and network with like-minded individuals who understand the challenges that a pricing executive faces."*

*Daniel Lee, Director of Pricing  
Acklands-Grainger*

## PRICING STRATEGIES TRACK

15:00

### INTERNATIONAL PRICING MANAGEMENT CHALLENGES – LEARNINGS FROM GLOBAL COMPANIES OPERATING IN EUROPE



*Speaker:*  
Finn Hansen, CEO, Stratinis Ltd

There are several dimensions that add to the complexity of pricing management when you operate on a multinational or global level. Differences in organisation, legal structures, pricing and rebate structures from country to country, currencies and even to the level of SKUs and item codes. Therefore, many companies do not have central control of pricing - but times are changing.

Competition is starting to reap the benefits of proper price management. In industries such as industrial goods, pharmaceutical, chemical and consumer goods, we have seen a significant movement to regional and/or global management.

Customers are moving too, and they are looking to the international perspective to get the best pricing possible, regardless of geography.

#### Attendees will learn:

- The reasons behind the added complexity in international pricing versus pricing in one country only
- Challenges from a number of multinational companies, and how these opportunities for growth were managed

**Finn Hansen** is the CEO of Stratinis. He has 14 years of experience in international business and pricing, working with major European as well as global companies on their pricing strategies.

He focuses on helping customers face such challenges as international pricing corridors, clustering of markets for the purpose of pricing, grey markets, international key accounts and other international pricing challenges.

## PRICING PRACTITIONERS TRACK

15:45

### ESTABLISHING STRATEGIC PRICING IN A TWO-SIDED BUSINESS



*Speaker:*  
**Amar Ali**  
VP of Strategic Pricing,  
Travelport

How does an organization establish strategic pricing from scratch? How do you

set pricing policy when your customer base is split between end users and intermediaries?

We will discuss the use of capability matrices to benchmark existing performance; the importance of building the cultural pre-requisites for strategic pricing, and the importance of managing the interests of different functional groups effectively.

Also addressed, will be the conceptual challenges of setting a pricing strategy in a two-sided platform business, where standard pricing frameworks and methodologies (such as elasticity) are less relevant. A simple framework to help navigate this challenge will be proposed.

#### Attendees will learn:

- The importance of internally selling the link between capabilities and strategy
- The importance of cross-functional coordination in progressing capability building
- How 2-sided business models challenge traditional pricing thinking, and some thoughts on how to set pricing strategy in this context

**Amar Ali** has 14 years experience across pricing, strategy, revenue management, marketing and change management across travel, financial service and communications/media industries. His experience includes work with Accenture and Marakon, and in-house with Avis and Travelport.

Amar has a particular interest in how new and innovative business models can be used to capture value. He achieved his MBA from INSEAD.

## PRICING EXPERTS TRACK

15:45

### PRICING IN A MULTI-SPEED EUROPE



*Speaker:*  
**James Marland**,  
Director, Business  
Consulting, Vendavo  
Europe

GDP numbers indicate that the economy is starting

to finally turn around in Europe. But the return to economic growth is not a constant picture across the continent, with some markets seeing strong growth, some weak growth and others yet to emerge from the recession.

For many professionals, setting pricing policies at a European Level is already challenging, and this uneven end to the recession further complicates the pricing task. Most European Pricing Managers are under pressure to consider price increases now in some markets. For markets where economic growth is weak or even negative, it pays to plan for effective price increase execution and realisation. As your market conditions change, what is the right price increase approach, or mechanism, for each one?

#### Attendees will learn:

- How to devise the appropriate pricing strategy or strategies for markets experiencing a different phase of the economic cycle
- About price increase best practices
- The timing and nature of effective price increases

**James Marland** is a Director with Vendavo Europe where his expertise includes diagnosing Pricing Opportunities and developing business cases for corporate projects with ROI models. Having experience both on the customer and supply chain side, he has a view from "each side of the table."

His previous experience includes being Vice President of Solutions at Ariba and 5 years at SAP America. He has a Bachelor of Science degree in Mathematics from the University of Southampton.

## PRICING STRATEGIES TRACK

15:45

### HOW TO IMPLEMENT VALUE BASED PRICING SUCCESSFULLY



*Speaker:*  
**Nicolai Broby Eckert**,  
Senior Partner,  
Implement Consulting  
Group

Many Business-to-Business companies are currently moving

from a cost+ pricing strategy to a more value based pricing strategy, but often pricing managers find themselves stuck with an organization that does not understand what it means for them, how to communicate value and even less how to sell based on value. Understanding the key role that the sales and marketing organization plays in implementing value based pricing is therefore crucial for any pricing manager.

Based on real-life cases, Nicolai will go through the challenges of getting sales staff to sell on value and present one of the most recognized value based selling methods in the world.

#### Attendees will learn:

- A list of the key challenges of implementing value based pricing
- Steps to implementing value based selling and communication
- Value based selling methodology
- The key role that the sales force plays in successful implementation

**Nicolai Broby Eckert** is a Senior Partner with Implement Consulting Group.

He has extensive experience in helping Scandinavian organizations in the areas of strategy, pricing, sales and marketing excellence. Having implemented pricing strategies in a number of Scandinavian organizations, he is familiar with many of the key challenges that arise when implementing pricing strategies.

Graduating with his Master of Science and Business Administration with Honors from Copenhagen Business School in 2001, Nicolai has written a number of articles and has been a featured speaker in his field of expertise.

# KEYNOTE

17 November 2010 • Day 2 Afternoon • General Session

16:30

## KEYNOTE: PRICING ORIENTATION IN BUSINESS MARKETS: GAP BETWEEN THEORY AND PRACTICE

There are three widely accepted and used pricing orientations in business markets. There are cost-based, competition-based or value-based. Most authors and academic researchers recommend the use of value-based pricing methods using customers' value perceptions and willingness to pay for that value. Despite the declared superiority of value-based pricing methods and strategies, a small minority of firms adopt value-based pricing approach in practice. Most industrial firms use formula-based and competition-based pricing according to the latest pricing research. These findings ring as a warning bell to marketing academia and called for the need to better prepare and train our next generation of marketing leaders.

This presentation proposes a review of academic research in the field of pricing orientation in business markets. The adoption of a pricing orientation in firms is influenced by many factors in and outside the firm. A preliminary review of these factors is discussed. Call for future research is proposed.

### Attendees will learn:

- About the latest research findings on the three widely-known pricing orientations
- About the benefits of value-based pricing and the various methods in evaluating and assessing economic value in business markets
- About the most common difficulties in measuring and implementing Economic Value Analysis (EVA)



PRESENTER:

**Stephan Liozu, CPP**

President & CEO, Ardex / W.W. Henry Company

Stephan Liozu is President & CEO of ARDEX Americas, a manufacturer of high performance and differentiated building products in Pennsylvania, USA. Stephan defines overall corporate pricing strategy and works closely with his Business Unit Managers in designing and implementing value-based and premium pricing programs. For the past nine years, Stephan has been a visiting Professor at Universities in Toulouse, France where he teaches International B2B Pricing Strategies to Master's degree students.

Stephan Liozu holds an MBA in Marketing from Cleveland State University (1991), a European Master degree from Toulouse IAE School of Management in France with a major in Innovation Management (2005) and attended The General Management Program (TGMP) at Harvard Business School. Stephan achieved his Certified Pricing Professional designation from The Professional Pricing Society Summer 2009.



17:30

## CONFERENCE CLOSE

*Join us!*

## PPS: Dedicated to Serving the Pricing Professional!

In 1984, Eric Mitchell established The Professional Pricing Society (PPS). Since then, PPS has been the voice of the pricing profession, providing valuable pricing strategies, publications, professional networking, numerous free community services and a wide array of pricing resources. PPS has evolved into a global membership organisation dedicated to the advancement of best pricing practices across major industries.

PPS remains independent, unaltered, unbiased and true to our mission — we are solely dedicated to serve the pricing professional and we intend to stay this way. The chart below

illustrates the depth and the reach of PPS today after a solid trajectory of more than 25 years.

Our website, [www.pricingsociety.com](http://www.pricingsociety.com) is the gateway to all the valuable resources we offer. It continues to serve as the leading information source for online resources, articles, whitepapers, on-demand webinars, training options in multiple formats and job opportunities. PPS is all pricing all the time, wherever you are in the world. PPS provides 365/24/7 access to the resources you need to stay ahead of the competition. PPS is here to serve you; we are the Home of Pricing!

FOUNDED	1984 BY ERIC MITCHELL
Members	3,497
Companies	534
Global Presence	70 Countries / 6 Continents
Events	3 Annual Pricing Conferences
Offerings	Certified Pricing Professional Pricing Training Workshops Online Pricing Courses
Other Services	16 Annual Publications • Pricing Whitepapers Case Studies • Webinars • Annual Salary Survey



# INFORMATION

**Registration Fees** — Please use the chart below to determine your registration fee.

6th Annual Conference on European & Global Pricing	Workshop + Conference	Executive Summit + Conference	Online Package + Conference
<b>NON MEMBERS</b> <ul style="list-style-type: none"><li>• 6 month PPS Membership</li><li>• Online Pricing Course</li></ul>	€2195	€2195	€3395
<b>PPS MEMBERS</b> <ul style="list-style-type: none"><li>• PPS Member discount of €200, as shown</li><li>• Online Pricing Course</li></ul>	€1995	€1995	€3195

\* Prices are displayed in Euros but all transactions are completed in US Dollars.

- ▶ All Workshop and Executive Summit attendees will receive a complimentary PPS Online Pricing Course
- ▶ All Conference attendees will receive a comprehensive manual and CD of all presentations, continental breakfast, refreshments and lunch are served during Workshops & Conference day.
- ▶ Workshop participants and Global Executive Summit participants are invited to our networking reception on 16 November 2010.
- ▶ 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.

**PPS Member Discount** – PPS members can register several people at the member rate, please make sure that you have one of the corporate membership plans to receive discounts for everyone. Single membership in PPS is €300. Corporate 5 plan is €750; Corporate 10 is €1100; Corporate 20 plan is €1900 and the Corporate 100 plan is €3800.

**Global Pricing for Executives Summit & Conference 16-17 November, 2009** – Registration for the Summit & Conference on 16-17 November 2010 is €1995 for members and €2195 for non-members.

## Housing Information

The **Sheraton Brussels Hotel** is the host for housing the PPS 6th Annual Conference on European & Global Pricing. For reservations and group discounts please contact the Hotel at:

**Sheraton Brussels Hotel**  
**Place Rogier 3**  
**B-1210 Brussels, Belgium**  
**Phone: +32.2.224.3111**  
**Website: [www.pricingsociety.com/sheraton](http://www.pricingsociety.com/sheraton)**

To receive your group discount, you must mention that you are attending the PPS 6th Annual Conference on European & Global Pricing. (Hotel registration discount rate is valid for the nights of 15 & 16 November 2010). To receive the hotel discounted rate, please make your reservations before 25 October 2010.

If you have problems making your reservation, please contact Silke Huber at +32.2.789.2334 or e-mail her at [pps2010@pricingsociety.com](mailto:pps2010@pricingsociety.com). You can also contact Cherica Spann, PPS Registrar at +1 770.509.9933 (office), +1 770.509.1963 (fax) or email her at [cherica@pricingsociety.com](mailto:cherica@pricingsociety.com)

**European & Global Conference 2010 + Online Pricing Training Package** – This package is designed to get your CPP certification in the fast track, includes 6 CPP Credits and Exam as follows:

- Workshop + Conference
- FREE Online Pricing Course
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- CPP Certification Exam

## Payments, Substitutions and Cancellations

### Payments and Cancellation Policies:

You may make payment by check or credit card, or online at [www.pricingsociety.com](http://www.pricingsociety.com). Checks must be received by 25 October, 2010 and should be made payable 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 25 October, 2010 and receive a refund, minus a 20% administration fee.



# REGISTRATION

## 2010 European and Global Pricing — Conference & Workshops

Please complete and submit 1 form per registrant.

Registrant Name \_\_\_\_\_ Title \_\_\_\_\_  
Organisation \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State/Province \_\_\_\_\_  
Country \_\_\_\_\_ Postal Code \_\_\_\_\_ Phone \_\_\_\_\_  
E-mail \_\_\_\_\_

### Specify One Workshop or The Global Executive Summit

Please enter your Tuesday 16 November choice:

- 1. How to Leverage Price Optimisation within Your Organisation**  
with Paul Hunt and Tony Hodgson
- 2. Improving Profitability by Implementing Value Based Pricing**  
with Frederik Van Bever and Daniel Soto Zeevaert
- 3. Core Skills** with Mark Billige
- 4. B2B and B2C Pricing Excellence: Improving the Effectiveness of Your Own Pricing Function by Learning from Best Practices Across Industries** with Andreas Hinterhuber
- Global Pricing for Executives Summit**

### REMEMBER: The 4th Attendee is Free!

When three people register from the same firm at the same time, a 4th person may register for the conference free of charge. Simply duplicate this form when submitting multiple registrants.

### Conference + Workshop (or Exec. Summit) Fees:

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

### Conference + Online Package Fees:

- I am NOT currently a member, but understand I will receive a free 6-month PPS membership . . . . . €3395
- I am a current PPS member or I am signing up below with the €200 member discount . . . . . €3195

### Three Ways To Register:

#### 1. REGISTER & PAY

You can register and pay with your credit card on our secured online shopping cart at: [www.pricingsociety.com/bru2010](http://www.pricingsociety.com/bru2010) or fax this form to +1 770 509 1963

Credit Card:  AMEX  Visa  MasterCard  Discover

Credit Card # \_\_\_\_\_ Expiration date (MM/YY) \_\_\_\_\_ CVC \_\_\_\_\_

#### 2. REGISTER AND REQUEST WIRE TRANSFER PAYMENT DETAILS:

**Cherica Spann**, PPS Registrar: [Cherica@pricingsociety.com](mailto:Cherica@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 checks payable to Professional Pricing Society in Euro Funds or US Dollars ONLY and mail to:

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

### PPS Membership

- PLEASE SIGN ME UP for my 12 months PPS membership. By signing up, I know I will receive the member discount price for the above Europe Conference.
- Individual €300  Corporate (5 people) €750
- Corporate (10 people) €1100  Corporate (20 people) €1900

### Special Needs: If you or someone in your group has special needs please check below:

- Disability (specify) \_\_\_\_\_ (visual, hearing, mobility)
- Dietary restrictions: Vegetarian \_\_\_\_\_ Kosher \_\_\_\_\_ Other \_\_\_\_\_

### Code of Conduct:

"The 6th PPS Annual Conference on European & Global Pricing offers the best forum to discuss pricing strategies and tactics worldwide. All attendees are hereby reminded that discussions in and around the event should not violate price fixing laws, Sherman Antitrust Act laws, Robinson-Patman Act laws, Federal Trade Commission statutes, or similar International anti-competitive laws."



Register online: [www.pricingsociety.com/BRU2010](http://www.pricingsociety.com/BRU2010)