

2ND PRICING AND REVENUE MANAGEMENT SUMMIT

BARCELONA, SPAIN

4-5 APRIL 2019

SPEAKER LINE-UP



Olivier Nocher
Director of Pricing
Spire
Healthcare



Paolo Montinaro
Pricing Specialist
CNH Industrial (Iveco)



Loon Lee Spielmann
Senior Manager
Global Pricing and
Competitive Portfolio Analytics
Philips



Pascal Kempf
Head of Commercial
Management and
Pricing Europe
Securitas Group



Dalina Leonor-Vicente
Director of Revenue
Management
Globalia



Jacek Wallusch
Senior Data Scientist
Schneider Electric



Marta Varela
Director of Revenue Strategy
Barcelo Hotel
Group



Lorena Guerrero
Navarro
CX & Neuromarketing
Senior Manager
Telefonica



Johannes Voll
Corporate Director,
Head of Pricing
Henkel



Lucie Chmelikova
Area Director of Revenue
Management Europe
Mövenpick
Hotels & Resorts



Isabelle
Danthony-Fremaux
Pricing and Upselling Director
Groupe Renault



Remi Gicquel
Director Sales and Strategy
Hewlett Packard
Enterprise



Gosia Majewska
Global ComPol & Pricing
Analytics Team Lead
Schneider Electric



Evandoro Pollono
Managing Director
Hinterhuber
& Partners



2ND PRICING AND REVENUE MANAGEMENT SUMMIT

BARCELONA, SPAIN

4-5 APRIL 2019

Format of the 2nd Pricing and Revenue Management Summit

This 2-day summit delivers case-studies and panel discussions from our distinguished expert-speakers.



X 12+ Industry Case Studies



X 20+ Hours of networking:

forge new professional contacts during numerous networking breaks between sessions & during the special Networking Dinner on Day 1



X 100+ Pages of the Post- summit

documentation package available upon demand*

Key themes for this year's summit include:

- Creating Competitive Advantage with CRM and Pricing Optimization
- Achieving Commercial Excellence with an Advanced Pricing Model
- Driving Sustainable Revenue Growth Using Strategic Pricing
- Omni-Channel Revenue Management Through Integrated Pricing and Fulfilment Planning
- Pricing in the age of Digital Disruption
- RM System Maximizing Tools
- Utilising Pricing Automation and Analytics to Enhance Business Visibility and Support Operational Pricing

Take a Look at Last Year's Event



Who Should Attend

Chief Pricing Officers, Chief Revenue Officers, CEOs, CFOs, CMOs, Directors, Managers, VPs/Heads/Chiefs, Presidents other Specialists with the following expertise:

- Pricing Strategy
- Pricing Analytics
- Revenue Management
- Product Planning
- Price Segmentation
- Business Development
- Commerce
- Financial Planning
- Sales

About Us

Luxatia International specialises in bringing people together through outstanding strategic business conferences & summits, professional training and b2b congresses. We maintain the highest standards of quality in research and market analysis, finding the right issues and then producing high-profile events.

We accelerate growth across industries and across the globe by bringing together world leading experts who provide cutting-edge information to business authorities.

6 Reasons To Choose Us

- Comprehensive Market Research
- Cutting-Edge, Market Driven, Quality Programmes
- Facilitated Networking Opportunities
- Ultimate Meeting Point for Modern Decision Makers
- Unparalleled Speaker Line-Ups
- Exclusive Branding Opportunities

www.luxatiainternational.com

DAY 1

4 APRIL 2019 | 2ND PRICING AND REVENUE MANAGEMENT SUMMIT | BARCELONA, SPAIN



08:30 Check-In and Welcome Coffee 

09:00 Opening Address from the Chairman

09:10 **“Breaking the Ice” Speed Networking Session**

Meet your colleagues, exchange business cards and have a maximum number of 1-on-1 talks in a short space of time! Our Speed Networking session will help you to form those initial relationships early, find out who is facing the same challenges as you and get a nice preview of what a longer conversation could bring!

PRICING TOOLS TO UPGRADE YOUR BUSINESS

09:50 SPONSORED SLOT

Integrating Pricing into Strategic Corporate Development

- Moving towards behavioral pricing
- Facilitating organizational behavior change
- Reaching sustainable pricing capabilities



10:20 Case Study: 


Total Revenue management

- Tale of Total revenue management
- How to navigate in the jungle of total profit optimization
- Moving from talking to doing!

Lucie Chmelikova

Area Director of
Revenue Management Europe
Mövenpick Hotels & Resorts



11:00 Morning Coffee and Networking Break 

11:40 Case Study: 

Understanding Competitive Values in Pricing

- Collaboration of competitive intelligence and pricing
- Building effective tools to gather pricing intelligence
- Develop competitive pricing strategies through data analytics

Loon Lee Spielmann

Senior Manager Global Pricing and
Competitive Portfolio Analytics
Philips



12:20 Case Study: 

Managing the Transition to Value-Based Pricing in B2B Markets

- Developing pricing strategy delivering true value to the business
- The potential of the data-driven tools
- Maximising profits through integrated value

Pascal Kemps

Head of Commercial Management
and Pricing Europe
Securitas Group



Evandoro Pollono

Managing Director
Hinterhuber & Partners



13:00 Business Lunch 

INCREASING CUSTOMER VALUE THROUGH PRICING EXCELLENCE

14:00 Case Study: 

Journey towards Strategic Pricing Excellence

- Pricing as a strategic priority
- Defining a transformational strategic pricing initiative
- Creating short term impact
- Building sustainable pricing excellence

Johannes Voll

Corporate Director, Head of Pricing
Henkel



14:40 Case Study: 

Neuromarketing, a New Way to Increase Revenues and Achieve an Emotional Bond with Customers

- Behavioural techniques that impact customer's decision beyond the value proposition itself;
- Neuromarketing & Neuropricing implementation across the Telefonica footprint;

Lorena Guerrero Navarro

CX & Neuromarketing Senior Manager
Telefonica



15:20 Case Study: 

Managing Life Time Value for long term growth

- Analysis of the pitfalls of short term assessment of price actions
- Customers segmentation and levers of long term growth
- The case for a Customer Life-time Value metrics

Olivier Nocher

Director of Pricing
Spire Healthcare



16:20 Panel Discussion 

Increasing RMP Operation Within the Current Market Environment

- Assessing the Impact of Current Market Conditions
- Recent developments in online marketing on RMP
- Meeting potential obstacles to RMP prepared

17:00 Chairman's Closing Remarks and End of Day One


19:00 Networking Dinner 

*TBC

DAY 2

5 APRIL 2019 | 2ND PRICING AND REVENUE MANAGEMENT SUMMIT | BARCELONA, SPAIN



08:30 Check-In and Welcome Coffee 

09:00 Recap of Day 1 & Opening Address from the Chairman

PRICING TOOLS AND TRANSFORMATION

09:10 SPONSORED SLOT

Tools to Update Your Pricing Strategy in the Hyper-Competitive Era

- Sustainable economy pricing
- Winning market share from your competitors with penetration pricing
- Price skimming to maximize market profits



09:40 Case Study: 

Solving Specific - to - General Pricing Problems Using Scalable Data Applications

- Identifying market features in a global environment
- Developing pricing analytical applications
- Putting the customer first: promoting advanced algorithms for the non-technical audience

Gosia Majewska
Global ComPol & Pricing
Analytics Team Lead
Schneider Electric



Jacek Wallusch
Senior Data Scientist
Schneider Electric

10:20 Case Study: 

Setting Up an Effective Dynamic Pricing Strategy

- Dynamic Pricing at the age of modern on-line retail
- Maximizing margins with dynamic pricing
- Will consumers be turned off by dynamic pricing?

Marta Varela
Director of Revenue Strategy
Barcelo Hotel Group



11:00 Morning Coffee and Networking Break 

11:30 Case Study: 

Reaching Sustainable Pricing Capabilities

- Our pricing journey: from cost+ to Pricing 2.0
- Creation of a global Pricing Expertise Network
- Agile @ pricing
- Key learnings

Isabelle Danthony-Fremaux
Pricing and Upselling Director
Groupe Renault



THE FUTURE OF REVENUE MANAGEMENT AND PRICING

12:10 Case Study: 

Tourism Bedbank Business: Shrinking the Margins

- Dynamic Pricing in the tourism industry
- Consolidation of bedbank business - mergers and new entrants
- Pricing in a B2B environment - constraints in the model

Dalina Leonor-Vicente
Director of Revenue Management
Globalia



13:00 Business Lunch 

14:00 Case Study: 

From Discount Delegation to Big Data Pricing Analytics

- Pricing matters
- The Challenges we were facing
- A New Strategy
- How it works
- Outcome and success stories.

Remi Gicquel
Director Sales and Strategy
Hewlett Packard Enterprise



14:40 Case Study: 

Pricing (R)evolution: Best Practices to Lead a Major Transformational Project *

- Experimental Revolution
- Conceptual Revolution
- Pricing Creativity

Paolo Montinaro
Pricing Specialist
CNH Industrial (Iveco)



15:10 Chairman's Closing Remarks and End of Summit

*TBC

Sponsorship, Exhibition & Speaking Opportunities

Partnering with Luxatia International means more than making the right contacts – it means being an insider, connected to the right people with the right level of influence, and being allied with a globally respected organization and leader within your industry.

To learn more about the benefits of sponsorship, exhibition and speaking opportunities and how to become more involved, please contact us info@luxatiaiinternational.com

www.luxatiaiinternational.com