

10th Annual

# Strategic Pricing and Revenue Optimisation

Building Profitability, Increasing Business Agility while Coping with Volatile Markets in B2B and B2C Environments

Amsterdam, The Netherlands

21st–22nd November 2011

Including Half-Day Interactive Workshop:  
**Pragmatic Approach to Develop your Pricing Strategy and Revenue Optimisation**

Led By:

**Fernando Ventureira**  
Vice President,  
Managing Director Europe  
**Pricing Solutions**

**Tony Hodgson**  
Managing Director, UK  
**Pricing Solutions**

Attending This Premier **marcus evans** Conference Will Enable You to:

- **Achieve** optimal results by implementing appropriate pricing structures
- **Combat** challenges faced in an uncertain pricing future
- **Explore** the concept of value based pricing and connect it with your product to boost profits
- **Overcome** the increasing cost of raw materials
- **Strengthen** the process of price change management and introduce procedures to increase profitability
- **Establish** which pricing tools to utilise in order to support your organisations structure
- **Integrate** on the global market as a key player and identify how to do this based on strategic pricing

Learn from Key Practical Case Studies:

- **McDonald's Europe, Inc** discuss the importance of pricing and the journey to pricing excellence
- **Institut Straumann AG** implement change management to achieve optimal pricing results
- **Ardex America Inc** gain a competitive advantage through value based pricing
- **DHL** master ways to improve pricing for global customers
- **Agfa** achieve product longevity through an innovative pricing process
- **PepsiCo** identify functional discount strategies



**marcus evans**

In the Chair Day 1:

**Andreas Hinterhuber**  
Visiting Professor,  
Department of Marketing  
**Bocconi University**

In the Chair Day 2:

**Kellie Ecker**  
Vice President,  
Head of Corporate Pricing  
**Institut Straumann AG**

**marcus evans** Expert Speaker Panel:

**Alexandra Calugar**  
Pack Price Strategy  
Manager, East Balkans  
**PepsiCo**

**Andreas Hinterhuber**  
Visiting Professor,  
Department of Marketing  
**Bocconi University**

**Mark James**  
Senior Vice President,  
Global Pricing  
**DHL Express**

**Prof. Oliver Roll**  
Professor of Marketing  
and Pricing  
**University of Applied  
Sciences Osnabruck,  
Germany**

**Fernando Ventureira**  
Vice President,  
Managing Director Europe  
**Pricing Solutions**

**Rafael Farres**  
Director of Strategy  
**Agfa**

**Henrik Imhof**  
Head of Yield Management  
and Pricing  
**Sixt Rent A Car**

**Tony Hodgson**  
Managing Director, UK  
**Pricing Solutions**

**Tim Rosen**  
Honorary Secretary  
**The Revenue  
Management Society**

**Kellie Ecker**  
Vice President, Head of  
Corporate Pricing  
**Institut Straumann AG**

**Aart Labee**  
Director, Business Insight  
Europe  
**McDonald's Europe, Inc.**

**Stephan Liozu**  
President and CEO  
**Ardex America Inc.**

**Joost Eggen**  
Senior Representative  
**European Pricing  
Platform**

Media Partner:



Workshop Sponsor:



## 21st November 2011

08.30 Registration and Coffee

09.00 Opening Address from the Chair

**Andreas Hinterhuber**  
Visiting Professor, Department of Marketing  
**Bocconi University**

## MANAGING DISCOUNT AND PROMOTION PRICING

09.10 Case Study

**Introducing Functional Discount Strategies**

- Identifying products that are priced correctly through market research and market comparisons – Keeping track of findings
- Ensuring discount pricing does not backfire in the long term – Considering the impact of lowering prices could have on customer loyalty
- Legal issues regarding price discrimination (EU)
- How to align optimal discount pricing from country to country

**Alexandra Calugar**  
Pack Price Strategy Manager, East Balkans  
**PepsiCo**

09.55 Case Study

**Achieving Successful Discount and Promotion Pricing**

- Designing and implementing successful discount systems
- Creating systems that fit company needs and customer needs
- Simulation and preparation as key success drivers
- Overcoming the obstacles of implementation

**Prof. Oliver Roll**  
Professor of Price Management and Marketing  
**University of Applied Sciences Osnabruck, Germany**

10.40 Morning Coffee and Networking Break

11.00 Case Study

**Managing Price and Capacity in Competitive Markets**

- Measuring elasticity in the presence of competition
- The risks of over-capacity: Can you avoid price spiral-down? Theory and experiments
- Markets with intermediaries: Why you should stay in charge of your price policy
- Price differentiation: Open versus hidden segmentation – The challenges of internet distribution

**Henrik Imhof**  
Head of Yield Management and Pricing  
**Sixt Rent A Car**

11.45 Case Study

**Using Change Management for Pricing Initiatives**

- What is the relationship between pricing and organisational change?
- Can a small team really make a big impact on the success of revenue optimisation?
- What is the difference between managing prices and leading price optimisation?
- How can a price leader overcome common obstacles for change?

**Kellie Ecker**  
Vice President, Head of Corporate Pricing  
**Institut Straumann AG**

## PRICING OF BREAKTHROUGH INNOVATION

12.30 Case Study

**Strategic Pricing of Breakthrough Innovation**

- Value-based pricing for breakthrough innovations
- Influencing perceived reference value for customers
- Best practices for new product pricing of breakthrough innovations
- Effectively understanding customer unmet needs to optimize new product pricing

**Andreas Hinterhuber**  
Visiting Professor, Department of Marketing  
**Bocconi University**

13.15 Luncheon

## PRAGMATIC APPROACH TO DEVELOP YOUR PRICING STRATEGY AND REVENUE OPTIMISATION

14.15 Interactive Workshop

**Workshop Leader's Opening Remarks**14.25 **How to build your Pricing Capabilities to Ensure Success of your Pricing Strategy**

- The five dimensions of the pricing capabilities
- The five levels of the pricing excellence
- Play role: The price war

16.00 Afternoon Tea and Networking Break

16.20 **How to Use Pricing Intelligence to Build-up your Pricing Strategy and Revenue Optimisation**

- Pricing analytics from elasticity to efficiency: Transactional pricing
- First steps towards value pricing: Competitor + analytics and price leadership
- Pricing research to embed on your pricing intelligence: Value and optimisation pricing
- Business case: Measuring your pricing elasticity

*Led By:*

**Fernando Ventureira**  
Vice President, Managing Director Europe  
**Pricing Solutions**

**Tony Hodgson**  
Managing Director, UK  
**Pricing Solutions**

17.50 Workshop Leader's Closing Remarks

18.00 End of Day One

## Workshop Sponsor:



**Pricing Solutions** is an international Pricing Strategy consultancy helping clients to achieve World Class Pricing Competency. Since 1993, Pricing Solutions has built its Pricing practice through long-term relationships with global leading customers, and is right now the world's leading pricing consulting company with offices and projects across North America, Europe, Latin and Asia. As Pricing Experts, Pricing Solutions has developed a wide range of proprietary Methodologies, Tools, Processes and Research Techniques, profitability oriented, to support and transfer capabilities to the organizations in their Pricing challenges. Our firm provides excellent value for our clients through direct involvement of our principals in projects; payback is typically 10:1. For more information, please visit: [www.pricingsolutions.com](http://www.pricingsolutions.com)

## About Your Workshop Leaders:

**Fernando Ventureira** has more than 20 years of experience helping clients worldwide, in a diverse range of sectors, to successfully implement Strategy, Management and Operational Improvements Projects, as well as complex Software Development and Systems Delivery Programs. He has amassed deep expertise in the Pricing field. He has helped many companies to improve their Pricing Capabilities, and utilize Process, Pricing Tools and Systems to achieve their Pricing Objectives.

**Tony Hodgson** is the Managing Director of the Pricing Solutions UK practice. Tony has significant pricing experience on both the client and consulting side. Prior to working in consulting he had worldwide responsibility for pricing for a leading global company. Tony has provided consultancy support for GE, DHL, Royal Mail, Siemens Reuters, BT, Pfizer, Barclays Bank, Parcelforce, Thomas Cook, Experian and the NHS. His experience includes developing Pricing strategy, improving pricing processes and controls, and developing segmented pricing approaches. Tony also has corporate experience with 3M and Sainsbury. Tony has been asked to speak in several counties on his experiences on pricing and facilitates on the certification courses provided by the Professional Pricing Society including recent training programmes held in London, Brussels and Paris. He has also developed and delivered corporate pricing training for several organizations. Tony is a member of the Chartered Institute of Management Accountants.

## Business Development Opportunities:

Does your company have solutions or technologies that the conference delegates would benefit from knowing? If so, you can find out more about the exhibiting, networking and branding opportunities available by contacting:

**Rob Taylor**, Sponsorship Director, **marcus evans** Barcelona  
Tel: +34 93 393 4632  
Email: [RobT@marcusevans.com](mailto:RobT@marcusevans.com)

## 22nd November 2011

08.30 Registration and Coffee

09.00 Opening Address from the Chair

**Kellie Ecker**  
Vice President, Head of Corporate Pricing  
**Institut Straumann AG**

### PLANNING AND MAINTAINING SUSTAINABLE STRATEGIC PRICING GOALS

09.10 **Case Study****Introducing Functional Discount Strategies**

- Realising the importance of pricing on the health of the brand and business performance
- Why pricing principles, guidelines and procedures needs to be implemented first as the foundation of a solid pricing strategy
- How to utilise consumer and business intelligence tools to move from pricing to value for money decisions
- Uncovering pricing opportunities based on customer needs in the (post) recession landscape

**Aart Labee**  
Director, Business Insight Europe  
**McDonald's Europe, Inc.**

### COUNTERING THE CONTINUOUS RISE OF RAW MATERIAL COSTS WITH AN EFFECTIVE PRICING STRATEGY

09.55 **Case Study****Increasing Raw Material Costs – Adopting the Right Approach to Pricing Strategy**

- Tackling price fluctuations – How to Overcome challenges faced when implementing effective procedures?
- How to Modify pricing structures to maximise competitiveness within the market share?
- Managing cost inflation and how to pass increase on to consumer
- Successfully combating the reality of losing market share – Surviving price increases

*Facilitated by:*

**Kellie Ecker**  
Vice President, Head of Corporate Pricing  
**Institut Straumann AG**

*Panelists:*

**Andreas Hinterhuber**  
Visiting Professor, Department of Marketing  
**Bocconi University**

**Professor Oliver Roll**  
Professor of Marketing and Pricing  
**University of Applied Sciences, Osnabruck, Germany**

**Fernando Ventureira**  
Vice President,  
Managing Director Europe  
**Pricing Solutions**

**Rafael Farres**  
Director of Strategy  
**Agfa**

10.40 Morning Coffee and Networking Break

### CONCEPTS AND BENEFITS OF PRICE ELASTICITY

11.00 **Case Study****Methods and Approaches to Price Elasticity**

- Theoretical approach: van Westendorp, Conjoint analysis, Gabor Granger
- Pragmatic approach based on market assessment and expert judgement
- An example / case: How to model price-elasticity in a market context (real example)

**Joost Eggen**  
Senior Representative  
**European Pricing Platform**

### STRATEGIC PRICING AND GLOBALISATION

11.45 **Case Study****Pricing in the World's Most International Company**

- How to create the expectation of annual price changes
- How to implement a consistent price setting process across international borders
- Ways to improve pricing for global customers

**Mark James**  
Senior Vice President, Global Pricing  
**DHL Express**

### INNOVATIVE PRICING TOOLS AND TECHNIQUES

12.30 **Case Study****Choosing the Appropriate Pricing Tool to Enhance the Pricing Process**

- Valuable component to businesses – Assist in the management of pricing complexity
- Overcoming challenges – What model best fits your organisation?
- Choosing the correct solution and using the data generated to capture all of your organisations pricing potential
- Achieving product longevity in terms of pricing through implementing an innovative pricing process

**Rafael Farres**  
Director of Strategy  
**Agfa**

13.15 Luncheon

### ENHANCING VALUE BASED PRICING TO INCREASE REVENUE

14.15 **Case Study****How Good is Your Data? Are you Ready for Revenue Management?**

- Revenue management systems require significant volumes of high quality data
- The data is used for a range of processes which are key to revenue management
- In the desire to implement quickly, to realise benefits, the quality of the source data is often overlooked
- The revenue management solution itself in many cases is the last piece in the jigsaw to put into place, but too often it is the first

**Tim Rosen**  
Honorary Secretary  
**The Revenue Management Society**

### ENHANCING VALUE BASED PRICING TO INCREASE REVENUE

15.00 **Case Study****Implementing Value-Based Pricing in Practice**

- What are the various steps in the implementation of Value Based Pricing?
- What are the organizational key success factors in the implementation?
- What are the real difficult issues and barriers in the adoption of Value Based Pricing?
- How do you convince top leadership to increase the sophistication of the pricing function?
- How do you deploy value based selling with the sales force?

**Stephan Liozu**  
President and CEO  
**Ardex America Inc.**

15.45 Afternoon Tea and Networking Break

16.05 **Panel Discussion****Determining Consumer Perception of Value Based Pricing**

- Exploring price-quality relationships – Should high price equal high quality and vice versa?
- How to sell based on value?
- How to effectively convince the consumer and gain their loyalty?
- Retaining current consumer during the transfer stages of Value Based Pricing while building market share

*Facilitated by:*

**Kellie Ecker**  
Vice President, Head of Corporate Pricing  
**Institut Straumann AG**

*Panelists:*

**Mark James**  
Senior Vice President, Global Pricing  
**DHL Express**

**Prof. Oliver Roll**  
Professor of Price Management and Marketing  
**University of Applied Sciences Osnabruck, Germany**

**Rafael Farres**  
Director of Strategy  
**Agfa**

16.50 Closing Comments from the Chair

17.00 End of Conference

### Complimentary Accommodation Booking Service:



For specially negotiated and discounted hotel bedroom rates please contact our official Travel and Accommodation provider – Karen Symonds at **myTravel Manager** on [karens@my-travelmanager.com](mailto:karens@my-travelmanager.com)