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Rates Expire
19 Oct. 2012
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Amsterdam!

THE 8TH ANNUAL
**European & Global
Pricing Conference
and Workshops**

4-6 December 2012
Amsterdam Marriott Hotel

FEATURING:
**The 3rd Annual
Global Pricing for
Executives Summit**
5 Dec. 2012

The Nesciobrug (Nescio bridge) in Amsterdam

Register online: pricingsociety.com/AMSTERDAM2012

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The 8th Annual European & Global Pricing Conference and Workshops

4-6 December 2012 • Amsterdam Marriott Hotel, Amsterdam, Netherlands

Featuring: 3rd Annual Global Pricing for Executives Summit, 5 December

WELCOME!



Welcome to Amsterdam!

Professional Pricing Society • 8th Annual European & Global Pricing Conference and Workshops

On behalf of The Professional Pricing Society's entire team, we are excited to invite you to our 8th Annual European & Global Pricing Conference and Workshops—where you can learn the latest methods from today's thought leaders in pricing strategy, tactics and applications.

The global market indicates that powerful and strategic pricing is more important than ever, which is why this year's conference will be focused on impactful techniques for improving profitability and putting you on top of your industry.

With more hands on workshops and high-level speakers from the worlds of business and academia than any other pricing event anywhere, this will be the best PPS global event to date for networking, training, and reaching out to esteemed professionals in the pricing world. These sessions span all levels of pricing expertise with topics ranging from *Core Pricing Skills*, to *Developing Strategy by Country and Region*.

As the only organisation exclusively committed to growing the pricing profession and disseminating pricing expertise throughout the business world, PPS is proud to offer a conference environment that is centred on your connection, growth, and success in the pricing industry. See you in Amsterdam!

Kevin Mitchell, President
Professional Pricing Society

PPS: The Most Trusted Resource in the Pricing World

PPS carries on a long tradition of dedication to the global pricing community. More than 25 years ago, our Chairman and Founder Eric Mitchell officially created the Professional Pricing Society (PPS) to connect pricing practitioners, experts, and solution providers.

The Voice of the Pricing Profession:

Since 1984, PPS has been the heart and soul of the pricing profession. Today, we continue to focus on bringing the pricing discipline's foremost thought leaders to our conferences, workshops and online courses, so our members can gather for learning, networking and sharing experiences.

Now, pricing people can advance their knowledge from anywhere in the world. In addition to world-class training and live events, PPS also provides access to the most valuable print and online resources in the pricing field. We publish the monthly *Pricing Advisor Newsletter* and the quarterly *Journal of Professional Pricing*, covering the latest topics and expert advice in the field. After all the changes and growth over the decades, PPS remains independent, unaltered, unbiased and true to our original mission – we are solely dedicated to nurturing the ever growing community of pricing professionals.

The Most Trusted Resource in the Pricing World:

The PPS network includes almost 4,000 active members worldwide from more than 500 leading companies in 75 countries. PPS is widely recognized as the Home of Pricing. Currently, we produce three major annual pricing conferences in Europe and North America. Each conference assembles the

FOUNDED	1984 BY ERIC MITCHELL
Members	3,937
Companies	574
Global Presence	75 Countries / 6 Continents
Events	3 Annual Pricing Conferences
Offerings	Certified Pricing Professional Pricing Training Workshops 25 Online Pricing Courses
Other Services	16 Annual Publications Pricing Whitepapers Case Studies Webinars Annual Salary Survey

finest specialists in the world to deliver the latest best practices, innovative trends and strategic skills in the pricing field. PPS also offers dozens of full-day training workshops every year, taught by leading pricing principals and academics.

CPP – A Mark of Distinction for Pricers Worldwide:

PPS workshops are the foundation for the Certified Pricing Professional (CPP) designation, a multi-stage training curriculum designed to support, educate and elevate the global pricing professional. The CPP program has grown to become a mark of distinction for pricers worldwide, improving their knowledge and careers.

PPS is here to serve you. We are the Home of Pricing!

Pricing Training: Certification Workshops & Online Courses



CPP Training benefits your company and YOU!

The Professional Pricing Society is the only organisation that exclusively supports professional pricers and has been for more than 25 years. We provide valuable pricing strategies, publications, research, and resources to thousands of members from leading industries in over 75 countries.

Top 5 Benefits of CPP Pricing Education

1. Best Practices from Top Pricing Experts

Our faculty represents the top minds in business and academia. All of our course materials are based on industry best practices, extensive applied experience, and practitioner success stories.

2. 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.

3. 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 likeminded pricing experts for your firm.

4. Rigorous Certification Process

In addition to earning 6 credits by successfully completing 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 4-hour CPP Accreditation Exam — one of the many reasons why the CPP certification is the most respected pricing credential in the world.

5. 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 minimise revenue leaks, while saving on outside fees.

For more information about the Certified Pricing Professional programme please visit the PPS website: www.pricingsociety.com and click on CPP/Training.

And, to find out how you can save money on the best pricing training available with new CPP Pricing Training and Certification packages, please email us at cpp@pricingsociety.com or call Julie Martin, our Director of Certification and Education, at +1.770.509.9933

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.

Code of Conduct:

"The PPS 8th Annual European & Global Pricing Conference and Workshops 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 in the European Union or International anti-competitive laws."

"Excellent platform to hear pricing experiences from other industries and gain insight into new pricing techniques."

— John Burdass,
Head of Pricing Colt Telecom,
London UK



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Featuring: 3rd Annual Global Pricing for Executives Summit, 5 December

AT A GLANCE

Tuesday 2-Day and 1-Day Workshops • 4 December (pages 6-9)

09.00 – 16.30	2-Day Core Pricing Skills Workshop	with Hong-May Cheng and James Brown
09.00 – 16.30	Improve Your Pricing by Fact-Based Decision Making	with Daniel Soto Zeevaert and Frank Korf
09.00 – 16.30	Influencing Customer Price Acceptance	with Tim J Smith, PhD
09.00 – 16.30	Business to Business Pricing: How to Manage Pricing in Volatile Market Environments	with Sebastian Strasmann and Philip Daus

Wednesday 1-Day Workshops & Executive Summit • 5 December (pages 10-13)

09.00 – 16.30	2-Day Core Pricing Skills Workshop (continued)	with Hong-May Cheng and James Brown
09.00 – 16.30	Negotiating with Backbone: Eight Sales Tactics to Defend Your Price and Value	with Chris Provines
09.00 – 16.30	Building a High Impact Pricing Strategy	with Paul Hunt and Fernando Ventureira
09.00 – 16.30	GLOBAL PRICING FOR EXECUTIVES SUMMIT	
17.30 – 19.00	Networking Reception sponsored by 	

Thursday Morning Conference Keynote Sessions • 6 December (pages 14-15)

09.00 – 09.45	Is It Time to Rethink Your Pricing Strategy?	with Dr. Georg Tacke
09.45 – 10.30	Right 51% of the Time	with Laura Preslan
10.30 – 11.00	Networking Break/Sponsor Hall and Bookstore Open	
11.00 – 11.45	Reflections on Pricing Fuzziness: Implications for Companies and Customers	with Frédéric Jallat, PhD
11.45 – 12.30	Choosing the Right Type of Pricing Organisation for your Company	with Kellie Ecker, CPP
12.30 – 14.00	Networking Luncheon	Special Event: Women in Pricing Luncheon sponsored by 

Thursday Afternoon Conference Breakout Sessions • 6 December (pages 16-19)

	PRICING PRACTITIONERS TRACK	PRICING EXPERTS TRACK	TOOLS AND TECHNIQUES TRACK
14.00 – 14.45	Developing Strategy and Pricing by Country & Region with Jim Rich, CPP	The Art of Fighting Price Erosion with Onno Oldeman	How to Get More Bucks for the Bang: Gaining Higher Margins with Psychological Pricing with Florian Bauer, PhD
14.45 – 15.30	It's Not the Pricing it's the People: A Case Study with Alistair Hands	Price Setting for New Products & Services with Marc Abels	Why Innovation in Pricing Should Be Your Next Priority with Andreas Hinterhuber
15.30 – 16.00	Afternoon Coffee Break / Sponsor Hall		
16.00 – 16.45	Creating a Pricing Department in a Dramatically Changing Environment with Eloy Sasot	Successful Pricers Get Sales on Board with Dries Debbaut, CPP	An Introduction to Pricing Research – What, How and When with Tony Hodgson
16.45 – 17.30	Revenue Improvement: Right Data = Right Pricing Decisions with Daniel Golik	Defining Profit and Customer Oriented Discount and Rebate Systems – Learning from the Best-in-Class with Oliver Roll, PhD	Identifying Value Segments – The Holy Grail! with Harry Macdivitt



New Conference Mobile App!

PPS is proud to offer conference attendees a very useful Conference Guide available for iPhone, iPad, Android and Blackberry.

Your entire schedule will be at your fingertips. Select the sessions you are planning to attend and create your personalised agenda for the conference. Know where you're supposed to be with all conference logistics and maps only a few clicks away. The whole conference is in your hands for quick and easy reference.

The PPS Conference App consists of 2 elements:

1. The GuideBook App: You can Download the GuideBook App now and the Conference Guide will be published 1 month before the conference
2. The PPS Conference Guide: All registered attendees will receive a redemption code for the Guide.

Download on the Apple App Store or Android Marketplace or visit Guidebook.com/getit

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guidebook

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Your best online resource for ALL things pricing!

To address today's changing world, our website www.pricingsociety.com continues to serve as the leading source for online articles, whitepapers, on-demand webinar recordings for members, and additional resources. The PPS website also houses the world's largest pricing library, with over 600 articles written by pricing experts and thought leaders, as well as a jobs center where members can post or browse through career opportunities exclusive to the pricing industry. PPS is all about pricing all the time, wherever you are in the world. We provide 365/24/7 access to the resources you need to stay ahead of the competition, to network within the pricing community, and to build lifelong learning that will advance your career.



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TUESDAY/WEDNESDAY 4-5 DECEMBER • 2-DAY WORKSHOP

Core Pricing Skills

Are you starting out in pricing? Or are you a seasoned pricer who feels like you haven't taken a moment 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. The working format is fully interactive—giving all participants the opportunity to ask questions and add from their own experience.

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
- 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, as well as innovative pricing strategies

Session 3:

- Price differentiation and how this can lead to favourable 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

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



Scan this QR Code with your Smart Phone to see a video about this session



Free Online Pricing Course! Only Workshop Attendees who complete and pass the Post-Workshop Quiz will earn 2 credits towards their CPP designation and will receive 1 Online Pricing Course at no additional charge!

Presenter: Hong-May Cheng

Senior Director, Simon-Kucher & Partners

Hong-May Cheng is Senior Director at Simon-Kucher & Partners Strategy & Marketing Consultants in the Netherlands.

Hong-May has over 14 years of experience in the field of strategic marketing and commercial excellence. Hong-May is specialized in developing new business & portfolio concepts, value based pricing strategies and value selling. In these areas, Hong-May develops and leads large projects, acts as a sounding board and sparring partner for clients, is a writer of numerous articles and is a regular speaker at seminars and in-company sessions.

Over the years, Hong-May has built up a wide cross-industry experience, including media, retail, telecom, industrial and financial services sector and obtained his Master of Science Degree from the University of Twente.



Presenter: James Brown

Director, Simon-Kucher & Partners - London

James Brown is a Director in the London office of Simon-Kucher & Partners (SKP) and he has over 10 years of experience in industry roles prior to moving to SKP.

James focuses on the development and execution of commercial strategy in the business services industry. His specialties include contract pricing and sales force / pricing interaction.

He has a diverse range of experiences in the UK and internationally, with a particular focus on helping private equity companies achieve revenue and profit growth in their portfolio companies.

Prior to joining SKP, James was Head of International Pricing at Hertz Europe. Before this, he held the role of Senior Pricing Manager in the global services division of Ricoh.

James has a BA (Hons) in Politics with Economics, and a Masters in Politics & Government, both from the University of London.





TUESDAY 4 DECEMBER • FULL-DAY WORKSHOP

Improve Your Pricing by Fact-Based Decision Making

It's widely known that changes to a pricing strategy can bring benefits with a relatively small amount of effort. On the other hand, the wrong moves in pricing can have an equally outsized effect. This is why so many companies leave pricing untouched—even when they know a new approach may be needed. For them, pricing is an unknown and as long as it's not completely broken, they feel that they can work around any pricing inefficiencies. As a result, these companies are likely leaving a lot of value on the table. It doesn't have to be that way – especially when companies are generating valuable data that could be used to guide their pricing efforts.

Pricing analytics can complement the wisdom and experience of sales teams, partners and others, from transaction-level analyses and behavioural segmentation, to regression-based pricing simulations. For business leaders who are concerned that their pricing strategy is overly reactive and speculative, employing pricing analytics can be an effective new development.

Attendees will learn:

- How pricing analytics can support companies in making fact-based decisions, using real-life cases
- What types of analysis are useful to support pricing decisions ('what if' scenarios, transactional analyses, etc.)
- How to get started with pricing analytics: a step-by-step approach



Scan this QR Code with your Smart Phone to see a video about this session

Presenter: Daniel Soto Zeevaert

Lead Specialist, Deloitte Consulting

Daniel Soto Zeevaert has over 11 years' experience in marketing research and analytics. He leads the advanced Business Analytics team at Deloitte, 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, where 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 lecturer of Marketing Management at Essec Business School (Paris).

Presenter: Frank Korf

Sr. Consultant, Advanced Analytics

Frank Korf has over 4 years of experience in Advanced Analytics, with a primary focus on customer and marketing analytics. He has supported the development of pricing strategies by applying advanced modeling methodologies in conjoint analysis, as well as advanced segmentation and visualization techniques. He also specializes in demand modeling and optimal pricing computation.



Frank's pricing experience spans a variety of industries including energy and utilities, telecommunications and media, and financial services. He has a Master of Science in Business Administration, with a specialization in Research Based Marketing, from the University of Groningen. Frank also has a Master of Science in International Economics and Business at the University of Groningen.

FULL-DAY Workshop Agenda

(Daily agenda applies to every workshop)

- 08.00 Breakfast / Registration
- 09.00 Workshop Begins
- 10.00 Morning Break
- 10.30 Workshop Resumes
- 12.00 Lunch
- 13.30 Workshop Resumes
- 15.00 Afternoon Break
- 15.30 Workshop Resumes
- 16.30 Workshop Close



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TUESDAY 4 DECEMBER • FULL-DAY WORKSHOP

Influencing Customer Price Acceptance

Why is raising prices so difficult but lowering prices so easy? What can marketing communications and sales do to improve price capture? What kinds of switching costs affect pricing? Why do prices end in nines? Why do mattress salesmen show customers outrageously expensive beds first? Why are price cuts easy but price increases hard? How do customers think about prices and what can a company do to influence their expectations positively?

In Influencing Customer Price Acceptance, Tim will explore over 17 different economic, perceptual, behavioural, psychological, and neurological influences to customer price perception. Some of these factors can be influenced by the actions of sellers, others are inherent within buyers, and still others are impacted by competitors. Yet all are important in understanding and influencing customer price acceptance.

This workshop addresses pricing issues in business and in consumer markets, and is appropriate for pricing, marketing, sales, and other senior executives.

Attendees will learn:

- How hidden economic effects influence customer purchase behaviour and price perceptions
- Customer perception challenges that influence how customers perceive prices
- Why prospect theory accurately predicts challenges customers have in making rational trade-offs between price and value
- How anchoring and slow adjustment drive price expectations
- Implications of prospect theory in consumer behaviour, including anchoring, endowment effects, framing, and more
- How trust is defined within the buyer's mind



Scan this QR Code with your Smart Phone to see a video about this session

Presenter: Tim J Smith, PhD

Managing Principal of Wiglaf Pricing, an Adjunct Professor of Marketing and Economics at DePaul University

Tim is the Managing Principal of Wiglaf Pricing, an Adjunct Professor of marketing and economics at DePaul University, and the Academic Advisor to the Certified Pricing Professional program of the Professional Pricing Society.

Tim focuses on the use of quantitative and qualitative research to enable firms to drive profitable top-line revenue. He began his career as a research scientist in quantum mechanics before his interest in transferring technological advances to societal implementations led to pursuits in business strategy. When he entered pricing, he found he could combine his love for math with his customer facing experience to help firms capture profitable customers.

Tim's insights have been featured in business publications including *Entrepreneur Magazine*, *Investor's Business Daily*, and *Ivey Business Journal*. Tim wrote *Pricing Strategy: Setting Price Levels, Managing Price Discounts and Establishing Price Structures* (Southwestern Cengage 2012). The text is used in leading universities globally for teaching pricing strategy.



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TUESDAY 4 DECEMBER • FULL-DAY WORKSHOP

Business to Business Pricing: How to Manage Pricing in Volatile Market Environments

Ask any CEO of a B2B company to name the biggest business challenges and the chances are high that he will mention inflation and volatility in raw material markets. For some managers this is a threat. FUD ("fear, uncertainty, and doubt") dominates their behaviour. For others, this provides a momentum to increase prices.

However, aiming for price increases you might encounter some serious roadblocks. Customers don't like price increases, especially if they come as a surprise. Some customers may have hard times or are simply unable to transfer the price increase to their customers. And what is about competition? How will competitors react? It might seem sensible for them to deviate and undercut the price increase. Furthermore, the internal team might have doubts on the ability to succeed in implementing the price increase.

An interactive pricing game will be part of the workshop. Attendees will realise the impact of pricing decisions in oligopolistic markets and learn about price elasticity before experiencing it the hard way.

Attendees will learn:

- How to use war gaming and scenario techniques to strengthen leadership in pricing
- How to create and increase the confidence in pricing of your sales team
- How to assess the pricing power in key account pricing
- What counts in price increase negotiations



Scan this QR Code with your Smart Phone to see a video about this session

Presenter: Sebastian Strasmann

Senior Director, Simon - Kucher & Partners

Sebastian Strasmann is an expert in sales and price management, in developing and implementing pricing strategies and systems, and in steering and controlling margins and revenues. Sebastian supports clients in construction, chemical, base material, and building technology industries by optimizing their price positioning and their price structure.

He has delivered strategic initiatives for global organisations and has supported pricing programmes in Western Europe, Eastern Europe and in Asia. Sebastian is an author of pricing publications and regularly speaks at conferences.

Sebastian Strasmann studied business administration at the University of Technology Aachen (RWTH), in the MBA Program of the National University of Singapore, and at the University of Maastricht (The Netherlands). He is an alumnus of the German National Academic Foundation (Studienstiftung des Deutschen Volkes).



Presenter: Philip Daus

Director, Simon-Kucher & Partners - Madrid

Philip Daus is director at the Spanish office of Simon-Kucher & Partners in Madrid. He has 8 years of experience in price management and is currently heading the Spanish Competence Centre for Consumer Goods & Retail. He specialises in pricing processes, product price setting, and the optimisation of discount systems.

Philip is Associate Professor in the Master and Executive Master Programs of I.E. Business School and the Universidad Complutense de Madrid. He is the author of many articles about pricing in publications such as *Harvard Deusto*, *Expansión*, *Cinco Días*, and *Distribución Actualidad*.

He received an MBA from I.E. Business School and a M.Sc. from WHU Vallendar with exchange terms at ICADE (Spain), FGV (Brazil), and IIM Bangalore (India).



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WEDNESDAY 5 DECEMBER • FULL-DAY WORKSHOP

Negotiating with Backbone: Eight Sales Tactics to Defend Your Price and Value

Whether you're in sales, sales management, or pricing, learning how to navigate the new world of selling where procurement dominates is critical. Salespeople and managers face the "procurement pricing buzz saw" where the customer sets the rules of the game, and unprepared sellers get put through the wringer of procurement. The result is often declining margins, unhappy salespeople, and dissatisfied customers.

Attendees will learn to think of customer negotiations as a game where the customer sets the rules and your first job is to assess the game. You'll learn how to determine the strategy needed for the negotiation scenario and adopt tactics that will assure you will play the winning hand in just the right way. Further, you won't waste your time and company resources pursuing truly low probability opportunities.

This is a hands-on interactive workshop where attendees will not only learn the tactics to negotiate with backbone, but also have ample chance to practice. Attendees will be provided a toolkit to help in negotiations and a copy of *Negotiating with Backbone*, by Reed Holden.

Attendees will learn:

- Why we are seeing a rise in the economic buyer?
- What's behind procurement's behaviours?
- The "tells" of the game
- How to make sure you are prepared for the game
- How to determine what the customer behaviour really is
- Eight selling scenarios and how to identify, price and sell in each case
- The final checklist for playing and winning the game



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Presenter: Chris Provines

VP, Holden Advisors

Chris brings to PPS over 20 years of global experience in consulting and Fortune 50 companies, including VP level leadership roles at Holden Advisors, Johnson & Johnson and Siemens. These roles have focused in pricing, procurement, key account management, and commercial excellence.

Over the course of his career, Chris has developed global pricing strategies for innovative, multi-billion dollar products; implemented value selling programs; lead global pricing initiatives; and managed procurement teams with greater than \$2 billion in annual spend. Chris has penned many well-respected articles, such as "Implementing Value Selling: 5 Lessons from Both Sides of the Table," "Understand the 5 Secrets of a CPO for Smarter B2B Selling and Pricing," and "Overcoming Organizational Barriers to Implementing Value Pricing in The Medical Devices & Diagnostics Industry."

Chris is a favourite keynote speaker at numerous healthcare, pricing, and selling industry events and serves as Adjunct Professor at Rutgers University. Chris also serves on the Board of Directors for the Professional Pricing Society.



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WEDNESDAY 5 DECEMBER • FULL-DAY WORKSHOP

Building a High Impact Pricing Strategy

This advanced course will help participants create more effective and enduring Pricing Strategies.

Developing pricing strategies in a turbulent market is very difficult. In addition, globalization and the pricing tensions between more established markets versus the emerging economies has added a new layer of complexity to designing pricing strategies that are effective locally and globally.

This session will provide participants with the necessary tools and insights to more effectively institutionalise a pricing strategy process that is robust and enduring. We will focus on experiential exercises that allow pricers to test world class tools and processes that generate high impact pricing strategies. In addition, participants will have ample opportunity to ask questions and share experiences that will heighten the learning for the entire class.

By the end of this programme, participants will have a clear picture of the way to proceed in developing a highly effective pricing strategy for their organisation.

Attendees will learn:

- How to build an effective pricing strategy
- What are the best in class tools, frameworks and processes for developing pricing strategy
- How to build alignment across multiple countries, divisions and regions
- What is the best way to monitor and adapt pricing strategies in a turbulent European and Global economy
- What roles should each of the functional areas have in the pricing strategy process



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FULL-DAY WORKSHOP

Presenter: Paul Hunt

President, Pricing Solutions Ltd.

Paul Hunt has specialized in pricing for more than 20 years. During that time, he has had the pleasure of working with leading companies on a global basis.

As a pricing strategist, Paul has developed a vast array of proprietary methodologies that go straight to the heart of the problem. He has helped clients with such pricing issues as: bundling, competitive pricing, customer categorization, new-product pricing, perceived value, price complexity vs. simplification, pricing policy, price structure, price wars, price/volume relationship, and value-added pricing.

Paul has a particular interest in helping companies implement the cultural changes necessary for them to become more effective value-based pricers. In this capacity, he has helped companies make significant changes that have led to substantial bottom-line improvements.

Paul also does a great deal of writing and lecturing on pricing strategy, including in-house trainings, industry conferences, and MBA programmes. Paul has also written articles for leading publications and associations such as *Marketing Magazine*, American Marketing Association, Marketing Research Industry Association and the Professional Pricing Society.



Presenter: Fernando Ventureira

Partner & Vice-President, Pricing Solutions Europe

Fernando leads the European Division of Pricing Solutions and is responsible for its growth in mainland Europe. He is also the Director of the Pricing Solutions' Centre of Excellence for Software & Systems.

Fernando 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 also acted as a Director of Project Management for leading companies such as, Alexander Proudfoot (USA), Matrix (UK) and PwC (Europe).

Fernando is currently enrolled in a Doctorate programme at the UNED University, has an MBA from the EAP (Paris Management School, Oxford Coursus), as well as a Bachelor of Science in IT, from the ESCP (Paris High Business School) and a Diploma of Higher Education in Industrial Engineering (LSI Paris-Cachan).



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WEDNESDAY 5 DECEMBER • GLOBAL PRICING FOR EXECUTIVES SUMMIT

08.00 – 09.00 Breakfast

09.00 – 10.00 Why Pricing Needs Top-Level Alignment, and How to Get it

In November 2004 Staples acquired Officenet Argentina. The company had grown very fast, but was not profitable. Gross margin was extremely low and sales people were giving discounts on the phone in 40% of the products they sold.

After being asked to review their pricing strategy, I realised in May 2005 that Officenet Argentina's pricing was getting more cost based and complex. My only alternative to help the company was to run the operation as MD, and make the tough decisions.

After 2 years as MD we increased GM% 1000 bps, while sales continued growing. This case, Officenet: Deciding whether to continue delegating the pricing authority, has been published by IAE (Silva, J., Terech, A., Barale, M. 2009). NACRA, Santa Cruz, California.

Attendees will learn:

- Why pricing really needs top-level alignment, and how to get it – even if you are not the MD
- A step-by-step process to eliminate the discounting habit in sales people
- How to survive in pricing when inflation is at 25% per annum.

Speaker: **Leo Piccioli**, Managing Director, Staples Argentina

After founding an e-tailer in 1996, Leo joined Officenet as Logistics Manager. In 2003, he led the Commercial team in Officenet Brazil and the sale of the company to Staples in 2004. In 2005 he was appointed Managing Director of Staples subsidiary in Argentina, and currently holds the position.



Leo blogs since 2006 at <http://blog.staples.com.ar> and is a standup comedian (in Spanish only!). Some of his recent speaking engagements include "Culture Clash" at the Direct Marketing Conference in San Diego (2009), "Human Capital 2.0" (Latam Human Resources Congress, 2010), "How to succeed at E-commerce", Internet Day Buenos Aires (2010), "Innovate and Fail" (Wom – Innovation and Trends Congress, 2011). He earned his BA in Economics from the University of Buenos Aires.

10.00 – 10.30 Morning Break

10.30 – 11.15 How to Frame the Opportunity to Drive the Highest Return

The term 'pricing' means different things to different organisations. Even inside a single corporate entity and often within a single business unit, the 'price imperative' can manifest in different ways. The problem is that without a simple view of the pricing and value management landscape, companies wind up attacking the same problem with multiple approaches and resource investments. This can significantly reduce the impact of price and value management initiatives across large global enterprises.

In this presentation, a holistic view of the pricing and value management landscape will be explored.

Attendees will learn:

- How to identify and organize the multitude 'on ramps' to cash and profit improvement across complex business enterprises
- How to avoid the pitfalls of inefficient and redundant initiatives
- Simple and executable approaches to help frame the macro pricing and value management opportunity for your organisation—enabling your team to pick the initiatives which deliver the highest return.

Speaker: **Brian Sharp**, VP Global Pricing, Sealed Air Corporation

A frequent speaker on topics related to pricing, selling and value management, Brian brings over 20 years of experience in business management, marketing, and commercial development. As Global VP of Pricing at Sealed Air Corporation, Brian is helping to lead a transformation of the pricing and value management capability across this diverse \$8.5B corporation.



Previously, Brian spent four years in consulting and built a successful boutique Pricing & Value Management practice within Kalypso, a global management consulting firm. He led multiple large scale price and value management strategy and transformation engagements at leading companies such as Bayer, eHarmony, Trane, and Samsung.

Prior to consulting, Brian held a variety of global and regional sales and marketing leadership roles in the US, Europe, Latin America and Asia with Lord Corporation, BP and Castrol Lubricants. He received a BS in Chemical Engineering from the University of Texas at Austin.

11.15 – 12.00 Keeping Pricing Simple Can Add to the Bottom Line

Does your company really understand the potential for profit gains and the impact product pricing has on the brand? We hear about "big data" daily and the need to have a pricing strategy to realize the full potential of your business, but what does this really mean? Do companies have all the information necessary to price products? These questions will be explored in reviewing Cargotec's own experience—going from having little pricing expertise to being a leader in its field.

Attendees will learn:

- Processes to gather the information needed to accurately price products
- The importance of understanding the potential for profit gains
- The impact product pricing can have on the brand and the perceived product quality



Speaker: **Malcolm Youll**, Vice President Services Development, Cargotec Corporation

Malcolm is an experienced international executive who has successfully operated within leading manufacturing and engineering companies to deliver increased revenues and profits across a variety of industries. Pragmatic in approach, he delivers results ahead of targets; using best in class methodologies, processes and systems to deliver unrivalled financial returns and customer service.

Malcolm earned his MSc in Manufacturing, Management & Technology from The Open University and attended the Lausanne Leadership Program at IMD (International Institute for Management Development) - Business Programs.



12.00 Lunch

13.30 – 14.15 Pricing Through Complexity: Lessons Learned

Global demand for food is being driven by both continued population growth and land scarcity, furthering the need for higher food productivity. Syngenta, the largest global agribusiness company operating in more than 90 countries globally, is leading the industry in developing and deploying innovative solutions to face this challenge head on. Operating in a highly regulated industry with wide variations in channel and market structure, customer size and sophistication, and seasonal weather patterns around the world, the pricing challenge is significant. To meet its goals, Syngenta is establishing a scalable and sustainable pricing capability that can operate within this complex environment.

Speaker: **Janene E. Liston, CPP**, Head of Pricing EAME, Syngenta AG

Janene has over nearly 20 years of experience in engineering, marketing, sales, and pricing across many B2B industries. At Syngenta AG since 2010, Janene has focused on regional pricing management and developing pricing capabilities on this cross-functional topic. Prior to that, Janene was with Siemens Building Technologies as the Global Pricing Manager for Heating and Ventilation Products and Building Automation in Zug.



Janene holds a B.S. in Structural Engineering (ARCE) from California Polytechnic State University at San Luis Obispo and is an accomplished Toastmaster, achieving both Advanced Communicator Bronze and Advanced Leader Bronze titles. In 2008, Janene achieved her Certified Pricing Professional designation from the Professional Pricing Society.

Attendees will learn:

- Industry relevant intricacies and the challenges they present from a pricing perspective
- Different ways to address these challenges
- The role that process, data, and communication play as an organisation builds its pricing capabilities.

14.15 – 15.00 The Answer to Survival in Today's Business World is Pricing

This presentation will address how the Great Recession is bringing unseen challenges to our companies as well as great opportunities for the pricing function. In a world where markets shrink and change at a pace never seen before, where money is tight and volatility is the name of the game, no company has the luxury to avoid looking into pricing.

Speaker: **Roberto Bedotto**, Global Pricing Director, Honeywell Process Solutions

Roberto has 11+ years of experience in the pricing function. He gained exposure to the Pricing area in the B2C sector with Electrolux (white goods products); and then in the B2B2C sector with Ideal Standard (bath and kitchen products). He then moved to the B2B world, leading pricing of products and services for Carrier (heating, ventilation and air conditioning) and finally joined Honeywell Process Solutions (HPS).



HPS is a world leader in products, services and software for the oil and gas, refining, power, chemical, pulp and paper, mines and minerals sectors. At HPS, Roberto leads pricing efforts for the 5 divisions covering products, consultancy services and software; with a distribution which is both direct sales and through channels.

He is a frequent speaker on Price and Revenue Management and achieved his Degree in Economic and Social Sciences (DES), A-level degree from L'università commerciale Luigi Bocconi.

Participants will hear suggestions and arguments to create the sense of urgency around pricing. They will then be presented a series of simple and concrete tools to support advancing in the strategic and transactional pricing areas and reap the benefits of a more professional approach.

Attendees will learn:

- Why pricing is the great opportunity of this recession
- How to get a fresh look into strategic and transactional pricing
- How to use simple but effective tools to succeed in pricing.

15.00 – 15.30 Afternoon Break

15.30 – 16.30 Executive Summit Presenters Panel



Free Online Pricing Course! Only Workshop Attendees who complete and pass the Post-Workshop Quiz will earn 1 credit towards their CPP designation and will receive 1 Online Pricing Course at no additional charge!



Scan this QR Code with your Smart Phone to see a video about the Executive Summit.

THURSDAY 6 DECEMBER • KEYNOTES

07.00 Registration / Breakfast

08.45 Welcome and Networking

Kevin Mitchell, President, Professional Pricing Society

09.00 • KEYNOTE Is It Time to Rethink Your Pricing Strategy?

This fall Simon-Kucher & Partners – in close cooperation with PPS – conducted for the second time the Global Pricing Study (GPS). Several thousand companies from all continents participated and provided their view on future pricing challenges and solutions. Topics covered in the study were among others:

- Price Wars: Reasons, risks and how to avoid them
- Pricing Power: How to achieve the price you deserve for the value you deliver
- Pricing Process: How is pricing done and organized across the globe

The presentation summarizes the key results of this major study and draws important conclusions for the future pricing work. Participants will receive crystal-clear recommendations for their future pricing strategies and work, based on both the GPS results and the experience from the several hundred pricing projects the speaker has conducted so far.

Attendees will learn:

- What the most important pricing challenges in the coming years will be
- What can be learned from benchmarks from other countries and/or industries
- To what extent companies will have to change to manage their pricing future

Speaker: **Dr. Georg Tacke**, CEO, Simon-Kucher & Partners

Dr. Tacke specializes in developing business, marketing and pricing strategies for companies in the service and automotive industries. Dr. Tacke is well-known as one of the top pricing experts in these sectors. In his over 20 years of consulting, he has worked with numerous major firms from these industries; he continues to support several CEOs and management boards as a personal consultant and coach.

In addition to his responsibilities as CEO, Dr. Tacke also heads the "TTT" division which covers all consulting activities in the industries of telecommunications, transportation / logistics and tourism.

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.



Scan this QR Code with your Smart Phone to see a video about this session

09.45 • KEYNOTE Right 51% of the Time

Running a global pricing operation is rewarding, challenging, and exhilarating. It is also frustrating, wrought with difficult decisions, and emotionally exhausting. This session walks through the strategies that worked, but also puts a sharp focus on those that did not, so that you can learn from painful mistakes.

Laura Preslan, a former industry analyst, pricing consultant, and manager of a 70-person global pricing team, discusses some of her greatest successes in turning around a team as well as the ideas, strategies, and approaches that created problems that had to be overcome.

Attendees will learn:

- How to improve executive relationships across teams
- How to drive excellent results
- How to motivate your team
- How to stay the course when things appear darkest

Speaker: **Laura Preslan**, General Manager, Strategic Practices, Microsoft Corporation

Laura has a broad set of pricing experience as a practitioner, consultant, and industry analyst. She is currently the GM of Strategic Practices within Microsoft's Professional Services division.

As a practitioner, Laura managed a global team of over 50 pricers who set all prices for Microsoft's Online Advertising business. Prior to joining Microsoft in 2006, Laura was part of the Deloitte Consulting Pricing Center of Excellence and was also the Vice President of Customer Management Research at AMR Research where she authored over 200 reports on best practices in sales, marketing, customer service, and price management.

Laura graduated from Brown University with degrees in Economics and International Relations.



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10.30 Networking Break/Sponsor Hall and Bookstore Open

11.00 • KEYNOTE

Reflections on Pricing Fuzziness: Implications for Companies and Customers

Early research in the decade has predicted that online price dispersion should decline over time and that markets should converge. According to the "law of one price", the Internet promised a new age of perfectly competitive markets and a more transparent information access for consumers.

Our dynamic study compares price dispersion in two major European countries (France and Italy) in different time settings. This study shows that in spite of some of the hypothesized deflating effects of a potential online "frictionless capitalism" and the supposed Euro convergence effect, online price dispersion is not only persistent but even increases over time. In this session we offer additional explanations of online price dispersion, highlighting other possible phenomena, and thus generating areas for further research and managerial applications.

Attendees will learn:

- Why online price dispersion and price instability have increased over time
- Why traditional models may focus on insufficiently comprehensive explanations
- That possible explanations of the growth of price dispersion over time can be found in the combination of macro, meso and micro-economic factors

Speaker: **Frédéric Jallat, PhD**, Professor, ESCP Europe, KPMG Chair Research Associate

Frédéric is currently Professor, Academic Director of the graduate programme in Pharmaceutical & Bio-Techs Management, and a KPMG Chair Research Associate at the European School of Management (ESCP Europe) in Paris, France.

He has been a visiting faculty member and a visiting professor in five continents at over twenty universities including Bocconi University, New York University, Stanford University, The University of Texas at Austin, Thammasat University and the Foreign Trade Academy of Russia.

His research, teaching, and consulting activities mainly focus on four different topics: Pricing, Services Marketing and Management, Customer Relationship Management, and Breakthrough Strategies.

He received his Master degree from the University Panthéon-Sorbonne, France and a PhD degree in Management Sciences and Business Administration from University Aix-Marseille III and ESSEC, France.



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11.45 • KEYNOTE

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 trade-off 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 organisational models
- What should be considered in deciding which is right for your company
- Adapting the structure as the needs of the company change

Speaker: **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 for Institut Straumann AG. Prior to joining Straumann, she was Pricing Director EMEA for the Respiratory and Monitoring Solutions Division of Covidien, based in France. Her responsibilities at Covidien included driving the margin enhancement initiatives. Prior to joining Covidien, she had price management roles for Beckman Coulter Europe 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 and is a member of the PPS Board of Advisors.



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12.30 - 14.00

Networking Luncheon

12.30 - 14.00

Women in Pricing Luncheon

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

THURSDAY 6 DECEMBER • BREAKOUT TRACKS

14.00 • PRICING PRACTITIONERS TRACK

Developing Strategy and Pricing by Country & Region

Speaker: **Jim Rich, CPP**, Director of Pricing, Spandex Group

For many years, pricing at Spandex had been driven by the experience of the sales team with their local customer intimacy and deep product knowledge. Market maturity, increased competition, more savvy customers and economic instability put significant pressure on company margins. A progressive approach to building pricing awareness and improving pricing processes, in a way which is more customer value-based, was required across its multiple countries and regions.

Spandex developed its new quality pricing approach during the early part of 2011. Implementation is not without its challenges, but early adoption of the new processes shows potential improvements to product margins approaching 2% - 3%.



Attendees will learn

- How obtaining buy-in from all levels of management is vital to successful implementation
- How fostering learning across the organisation creates an environment that promotes and encourages the necessary changes
- Development of underlying base strategies with local flexibility accelerates implementation and local ownership
- No barrier is too large for establishing the right price

14.00 • PRICING EXPERTS TRACK

The Art of Fighting Price Erosion

Speaker: **Onno Oldeman**, Managing Partner, Simon-Kucher & Partners

In today's business environment, pricing transparency is continuously increasing in different aspects, across countries, channels and customers. Consumers can easily find the lowest price for your products on the internet; key accounts compare trade terms and net prices across geographies.

As a consequence, consumer prices, B2B list prices and net prices are under pressure. Your innovative speed goes to waste if you do not defend your value. Obtaining pricing power is not anymore an isolated exercise to set the right prices, but increasingly requires long-term strategies and a holistic alignment between marketing, sales & finance.

In this interactive session, Onno will share his practical know-how and use recent project examples to provide you with valuable eye-openers and relevant key take ways.



Attendees will learn:

- How to fight price erosion effectively in the long term
- How to build a defendable, conditional framework to differentiate prices
- How to smartly fix 'price outliers'
- How to make it stick in your organisation

14.00 • TOOLS AND TECHNIQUES TRACK

How to Get More Bucks for the Bang: Gaining Higher Margins with Psychological Pricing

Speaker: **Florian Bauer, PhD**, Member of the Board, Vocatus AG

Classic pricing methods essentially assume that a customer behaves like a homo-oeconomicus, i.e. a rational, perfectly informed decision maker with stable preferences. Tools like PSM or conjoint analysis ignore the wealth of insights from "Behavioural Economics". More critically, they are incapable of identifying profit potentials that are hidden.

Using several case studies we will develop an award-winning pricing framework and an internationally validated pricing typology. Both help to broaden the pricing scope while still leveraging the advantages of the classical tools.



Attendees will learn:

- Where and why classical methods unavoidably fail to validly measure price sensitivity
- How to avoid these issues effectively when setting price levels, designing price structures and defining price communication
- How hidden and unexpected margins can successfully be identified and targeted with this innovative approach

14.45 • PRICING PRACTITIONERS TRACK

It's Not the Pricing it's the People: A Case Study

Speaker: **Alistair Hands**, Commercial Yield Director - Mainstream Tour Operations, Thomas Cook UK & Ireland

You have decades of market experience, hourly data, and sophisticated revenue management technology at your fingertips – you know where to set the price, right? It's all too tempting to assume you know how to address the market based on experience and all that's needed is a team to implement the plan. But, what if you're the problem and doing what you've always done can't get you there?

In this session, we will review a case study that will let us consider heuristic factors in yield management, or the trade-off between experience and instinct versus analysis and strategy. Learn how harnessing your data, empowering your team and having the conviction to follow a different path might make all the difference.

Attendees will learn:

- The dangers and power of historical data
- Practical ways to empower the pricing team
- The challenges of getting the scientists and artists to understand one another



14.45 • PRICING EXPERTS TRACK

Price Setting for New Products & Services

Speaker: **Marc Abels**, Partner, Deloitte

Setting the price of a new product or service is too often perceived as an unfounded process of speculation. All existing pricing methodologies no longer seem applicable: you have no idea what the perceived value of your product or service will be, you're unsure about the costs you're going to incur, you don't have any competitors yet, and market research is not helpful since your new product or service can easily be misunderstood.

The framework Deloitte has developed for pricing new products and services is built on a structured approach to gradually solve these uncertainties and set your price in an optimal way. The approach is founded on the principles of 'validated learning', which is based on a loop of making assumptions, setting up experiments and measuring if assumptions can be validated. A concrete example will demonstrate how this can be applied on pricing, what the hurdles might be of following this approach and how you could overcome these.

Attendees will learn:

- Challenges faced when setting the price of a new product or service
- How using 'validated learning' can overcome these challenges
- How to concretely apply validated learning on price setting
- Implementation hurdles and lessons learned



14.45 • TOOLS AND TECHNIQUES TRACK

Why Innovation in Pricing Should Be Your Next Priority

Speaker: **Andreas Hinterhuber**, Partner, Hinterhuber & Partners

Few companies treat innovation in pricing as seriously as they treat product or business model innovation. Thus, one key objective of this session is to raise the importance of innovation in pricing. Innovation in pricing regards instances in which companies advance their pricing strategies, tactics, or organisation, or where companies use an understanding of consumer psychology to improve customer perceptions of value and price.

Attendees will learn

- How innovation in pricing can drive profits and customer satisfaction
- Examples and best practices of innovation in pricing strategy, tactics and organisation
- Examples and best practices on how companies use an understanding of consumer psychology to implement innovative pricing strategies



15.30 – 16.00

Afternoon Coffee Break / Sponsor Hall

THURSDAY 6 DECEMBER • BREAKOUT TRACKS

16.00 • PRICING PRACTITIONERS TRACK

Creating a Pricing Department in a Dramatically Changing Environment

Speaker: Eloy Sasot, Director of Pricing and Analytics, HarperCollins Publishers

Many industries are experiencing fundamental revolutions. The digital age allows unprecedented ways of transforming products—reaching consumers directly, instantly, worldwide. New business models and legal rulings challenge the traditional status quo. The technological behemoths change the rules of the game. These factors bring challenges, but also fantastic opportunities.

In the eye of this hurricane, building a Pricing Department is playing a pivotal role in capturing value and driving decision making. Learn through a real case how a deeply embedded cross-functional approach makes pricing succeed.

Attendees will learn:

- a practical framework for creating a Pricing Department;
- how to prioritize resources in a complex pricing landscape;
- how to balance short and long term profitability.



16.00 • PRICING EXPERTS TRACK

Successful Pricers Get Sales on Board

Speaker: Dries Debbaut, CPP, Manager of Pricing and Profitability Practice, PWC

"These prices are too high, it is a strategic customer."

"Sales is only thinking in terms of volume."

These are well-known arguments for those confronted with the tension between sales and pricing. In their quest for margin and pricing consistency, many pricing teams face increased resistance from sales especially in times of crisis or cost pressure.

Nevertheless, a constructive relationship is crucial to realize the benefits of your pricing strategy. This session brings examples of companies bridging the gap between sales and pricing, resulting in higher profits—a necessity for the B2B pricer.

Attendees will learn:

- Why pricing teams should value the voice of sales and vice versa
- How other B2B companies deal with the arguing points between sales and pricing
- How to incorporate those principles into broader pricing transformation programs



16.00 • TOOLS AND TECHNIQUES TRACK

An Introduction to Pricing Research – What, How and When

Speaker: Tony Hodgson, Managing Director, Pricing Solutions UK

While businesses often conduct consumer research, many are yet to harness the benefits of pricing research. This session explains how it can be used to enhance the bottom line in both the B2C and B2B sectors.

Aimed at those who have not used pricing research before, this thought provoking introduction will provide valuable insights into how it can be deployed to address many common business challenges such as estimating price elasticity, understanding customer value, new product pricing, price structure changes, bundling and segmentation. The session will briefly cover different research methods and some helpful do's and don'ts. It will also include some real life case studies.

Attendees will learn:

- When and how to deploy pricing research to meet pricing challenges
- Bottom line benefits
- How to avoid common mistakes
- How pricing research has been successfully applied



16.45 • PRICING PRACTITIONERS TRACK

Revenue Improvement: Right Data = Right Pricing Decisions

Speaker: **Daniel Golik**, Sr. Director of Sales Processes & Tools, DHL Express

It takes the right data to make the right price decisions, whether those are bold or conservative.

Pricing textbooks teaches us all the right things, but often the fear of losing customers leads pricing decisions right down to the obsolete cost-plus pricing, and sometimes an excess of confidence might push pricing decisions beyond customers' willingness-to-pay. To influence those decisions in the right direction, a strategic pricing approach based on diagnostics, fact-finding and predictability is the best way to put away fears or overconfidence.

Attendees will learn:

- How to gather the relevant data for creating a pricing strategy
- How to present the data within the company and how to communicate to market
- How to estimate the impact of the decisions
- How to implement a general price increase and discount management



16.45 • PRICING EXPERTS TRACK

Defining Profit and Customer Oriented Discount and Rebate Systems – Learning from the Best-in-Class

Speaker: **Oliver Roll, PhD**, Advisory Board, Prof. Roll & Pastuch – Management Consultants

Pricing in B2B environments always includes discounts and bonuses. However, only very few companies have a clear discount and bonus structure. Many times companies suffer from discount systems that have developed over time. These systems have lost most of their structure and are not able to differentiate systematically between different customers.

Creating a new discount system or reworking the existing one opens up a huge profit potential. First, it enables a company to reduce its overall discounts. Second, it allows for a clear channel differentiation. And third, it can set the right incentives for customers to behave in the desired way.

Looking at best-practices from different industries will give key insights, how a new discount system can be developed and which pitfalls need to be avoided. A special focus will be placed on the implementation. Good preparation and thorough planning will guarantee the success of a new discount structure.

Attendees will learn:

- How to spot profit potential in discount systems
- About setting up a successful discount system
- How to plan an effective implementation



16.45 • TOOLS AND TECHNIQUES TRACK

Identifying Value Segments — The Holy Grail!

Speaker: **Harry Macdivitt**, Director, Axia Value Solutions Ltd

Customer Value thinking underpins every atom of business. Get the value wrong, every other commercial decision—product development, selling and pricing—will be flawed. Segmentation is the cornerstone of modern marketing. It's been around since the Ark. Yet, although wonderful modern tools are available, most companies' segmentation methods seem to be mired in the dark ages.

Good segmentation, built on real customer value and used creatively, can transform businesses. In this session, we will review some modern approaches to segmenting on value. More interestingly, we will share the experiences of companies using segmentation cleverly, and the many advantages they gain from the process.

Attendees will learn:

- Segmentation methods—the old and the new.
- Powerful methods that are not complicated, expensive or confusing. You can do it!
- How good segmentation has provided the insights to create great businesses.



17.30

Conference Close



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PROS Holdings, Inc. (NYSE: PRO) is a leading provider of prescriptive pricing and revenue management software for companies in the manufacturing, distribution, services and travel industries. PROS gives customers far greater confidence and agility in their pricing strategies by providing data-driven insights into transaction profitability, forecasting demand, recommending optimal prices for each product and deal, and streamlining pricing processes with enhanced controls and compliance. With more than \$460 billion in revenues under management, PROS has implemented more than 500 solutions in more than 50 countries. The PROS team comprises more than 500 professionals, including 100 with advanced degrees and 25 with Ph.D.s. Website: www.prospricing.com



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Model N is the leading provider of Revenue Management solutions to the life sciences and high tech industries. Model N's holistic approach to revenue management delivers pricing solutions that are vertical-specific and tightly integrated with Model N's quoting, contract management, trade promotion, and channel management solutions to help companies manage pricing and margins throughout the entire planning, execution, and settlement stages of the revenue lifecycle. With close to 80 leading companies in life sciences and high tech, no other pricing vendor has the solution breadth or depth of industry experience that Model N brings to the industries it serves. Website: www.modeln.com



Navetti's extensive expertise with large international manufacturing companies and their comprehensive pricing solutions are the foundation of their clients' success in 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 like ERP, Data warehouse, PDM and other systems. Navetti's consultants use their proven methodology to rapidly deliver Navetti PricePoint™ and sustainable business processes in close cooperation with their clients' business and IT groups, yielding benefits including:

- Gross Profit increase of 5% to 20% for constant unit sales volume
- Increased efficiency: sustainable and easily managed pricing procedures
- Improved customer satisfaction

Website: www.navetti.com



Open Pricer enables enterprises to optimize customer tariffs at all phases of the business relationship: acquisition, rerating, development and retention. Our patented technology CCRM (Customer Centric Revenue Management) is unique in the market. Our on-demand pricing services include: "Deal Advisor", "Customer Rerating" and "Price Policy Optimization". Each service is available in three packs to match your requirements: Starter (rate simulation and price analysis), Progress (cost/value analytics) and Premium (workflow, monitoring and optimization). Web interfaces: OP supports import/export of customer transaction records and tariffs in XLS, CSV or XML formats and provides CRM and Billing systems connectors. Key benefits: fast, precise and traceable pricing decisions, enforcement of pricing policy, reduction in revenue leakage due to unjustified price disparities, customer retention and optimized price policy continuously adapted to market conditions. Quick ROI: our services have an easy set-up so that you can start improving your profit right away. Website: www.openpricer.com



PricewaterhouseCoopers. Imagine the power of 160,000 people with a common purpose — building relationships that create value for you and your business. This is PwC. Every day, our people work with you to build the value you are looking for. We'll start by getting to know you. You do the talking, we'll do the listening. Our tailored solutions will help you meet the challenges and opportunities of doing business in the US market, and beyond. We bring a global perspective along with in-depth knowledge of local, state and US issues. In 1998, Price Waterhouse and Coopers & Lybrand merged to create PricewaterhouseCoopers. We have a long history of delivering value-added professional services to our clients. Our accounting practice originated in London during the mid-1800's. Our reputation lies in building lasting relationships with our clients and a focus on delivering value in all we do. Let us apply our world-class capabilities to your business goals. Website: www.pwc.com



Pricing Solutions Ltd. specializes in 5 core services: pricing research, pricing management, pricing training, pricing systems and advisory services. Our pricing expertise is based on more than 15 years of in-depth work on pricing optimization in B2B and B2C markets around the world. The result: typical payback on an engagement is 15:1. Pricing Solutions Ltd. has developed a wide range of proprietary tools, processes and research techniques for studying and analyzing our clients' pricing problems. These tools and processes complement our philosophy: the senior managers who sell the work are also those who do the work, collaboration is at the heart of our approach to completing projects successfully, and long-term relationships are the key to business success. Since the company's inception in 1994, Pricing Solutions Ltd. has grown exponentially under the leadership of President, Paul Hunt. We currently have offices located in North America, Europe, United Kingdom, Asia Pacific and Latin America. Website: pricingsolutions.com



Prof. Roll & Pastuch – Management Consultants is a specialized consulting company, with a strong focus on price management. Our management team consists of experienced pricing consultants who have a long history of successful pricing projects. We work for large, international clients, as well as for hidden champions. Our goal is to provide our clients with state-of-the-art pricing solutions. We prefer a hands-on approach, which delivers tangible results at the end of each project. A long list of satisfied customers from different industries proves that our approach makes a difference. Website: www.roll-pastuch.de



SAP®, the world's leading provider of business software, with more than 33,200 customers in more than 120 countries, sources its price and margin management solution from Vendavo. The solution is marketed and sold by SAP worldwide under the name SAP Price and Margin Management™. The SAP Price and Margin Management application by Vendavo combines pricing science, best practices, and enterprise-class software to drive improvements in average prices at every stage of the pricing process. Added up, these improvements deliver big increases in profits. The goal is simple: make better pricing decisions and more money on every deal. Website: www.sap.com/better



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 as "world leader in giving advice to companies on how to price their products." William Poundstone, author of Priceless (2010) says: "No firm has spearheaded the professionalization of pricing more than Simon-Kucher & Partners." Please consider the following facts:

Global presence: We have over 520 employees in 4 offices in the US, 15 offices in Europe and 4 offices in AsiaPac

Client base: We have resolved complex pricing issues for more than 80 of the global Fortune 500 firms, as well as for many small and medium-sized companies. In the last 3 years we have conducted over 2,400 pricing projects.

Growth: Our revenue grows by 15-20 % per year, a strong testimony for our quality of service.

Website: www.simon-kucher.com



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. Stratinis Pricing Suite

- Enables companies to manage their pricing with international key accounts better than ever before
- Combines all aspects of price management in one solution: Analysis, guidance and price execution

As a result customers can improve their profits by 10% to 20% and at the same time control international pricing risks.

Website: www.stratinis.com



Vendavo 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. It combines pricing science, pricing best practices, and enterprise-class software to drive small improvements in average prices at every stage of the pricing process, from segmentation to deal close. Together, these improvements deliver big increases in profits – from 10% to 30%. Vendavo is the enterprise pricing solution of choice for some of the world's biggest names in chemicals, high-tech and industrial manufacturing, consumer products, mill products and distribution. SAP resells the Vendavo solution to its customers under its own name as SAP Price and Margin Management. Website: www.vendavo.com



Vistaar is a leading provider of price management solutions that enable companies to achieve pricing best practices through price analytics, price optimization, price list management and deal management. Our technology transforms pricing operations into a strategic advantage for some of the world's largest manufacturers, distributors and service providers. For these companies, Vistaar pricing solutions drive measurable price and margin improvements to deliver profitable growth and maximum shareholder value. Vistaar's operations include six offices across North America, Europe and Asia. Website: www.vistaar.com



Wiglaf Pricing works with leading global corporations and emerging entrepreneurs to enable confident pricing decisions in the face of uncertainty. With researched and field tested quantitative and qualitative approaches, executives use Wiglaf Pricing's insight and creativity to define price structures, set price levels, and manage price variances. Website: www.wiglafpricing.com



For over a decade, Zilliant has delivered scientifically-proven answers to the toughest question that B2B manufacturers, distributors and service companies face every day — "What's the right price to win business at maximum margins?" Zilliant's patented technology has answered this question with scientific accuracy across nearly 1 billion transactions to date. By delivering this valuable pricing guidance directly to the point-of-sale, validated testing of customer deployments has proven average revenue increases of 4.25% and average margin-dollar improvements of 10.18%. These bottom-line results have helped keep this technology one of the most closely-guarded secrets amongst the leading companies in B2B. For more information contact Zilliant at 877.893.1085. Website: www.zilliant.com

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

Over the last 25 years, pricing professionals have relied on PPS for the resources, knowledge, and skills needed to improve their careers. Your attendance at PPS Workshops, Conferences and Online Courses positively affects the development of the Pricing Profession and helps raise the profile of your occupation.

During the European & Global Pricing Conference and Workshops, you will have the opportunity to turn your biggest challenges into your greatest accomplishments with dozens of educational sessions featuring best pricing practices, success stories, tools and practical solutions.

To help explain why your attendance at the Amsterdam event will benefit your organisation as a whole, we have prepared 3 tips with several key points:

1. Communicate to Executives Why Your Attendance is Vital

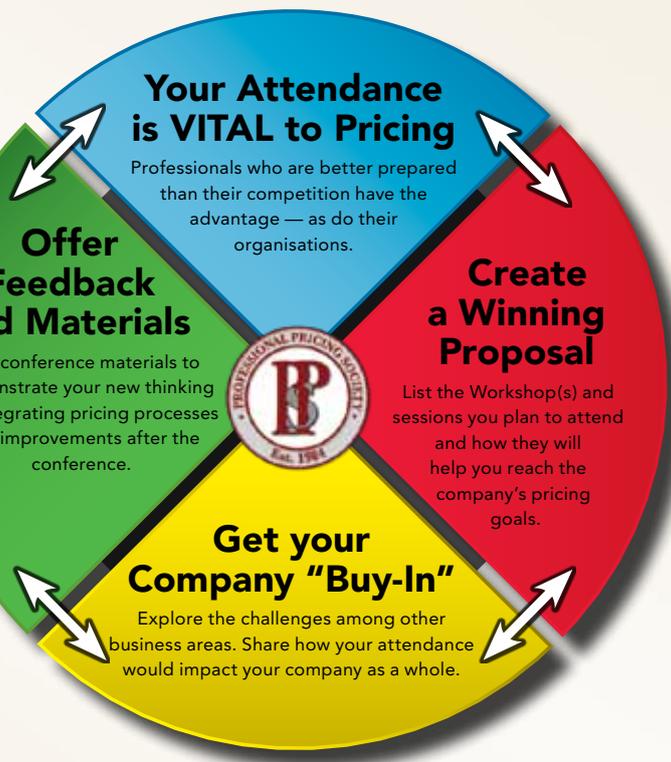
Whether you are a new or an experienced pricer, you and your company will greatly benefit from this investment of time as you will be bringing home industry-leading information that will impact the bottom line. During the Conference you will: study world-class pricing practices, strategies and trends; discuss hot topics and benchmarks with colleagues; network with and learn from the most innovative pricing professionals; as well as earn credits toward your Certified Pricing Professional (CPP) designation.

2. Create a Winning Proposal

Put your ideas in writing and submit a formal proposal to your supervisor. Include this brochure or the PPS website, your intended schedule of education sessions [workshops, keynote addresses, breakout sessions or networking events], and how the knowledge gained will be valuable to your pricing goals.

3. Get Your Company "Buy-in"

Strengthen your proposal by sharing how your attendance would impact your entire company. Discuss the conference



with other business areas to see what pricing goals or challenges they are facing. Then, outline the sessions you will attend, or people you will meet with, to help address these needs.

4. Offer Feedback

PPS makes it easy to share what you've learned after the conference with others in your organisation by providing an electronic version of our valuable Conference speaker presentations to all attendees. Let your senior managers know that you will report back to them your impression of the event, what you gained from it, and how you will be able to apply lessons learned.

Most importantly, let your organisation know that your participation was a worthwhile investment. So, plan your strategy, prepare your proposal, and secure your approval to attend.

"I particularly enjoyed the networking opportunities with 'colleagues' fighting for the same goals and learning much about possibilities to tackle these challenges."

— Gabriele Brambach
Manager Robert-Bosch GmbH, Germany



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

Option 1 — 2012 Conference + Full-Day Workshop	€ 2,295 Non-Member	€ 2,095 Member
Option 2 — 2012 Conference + Two Full-Day Workshops	€ 3,095 Non-Member	€ 2,895 Member
Option 3 — 2012 Conference + Two-Day Workshop	€ 3,095 Non-Member	€ 2,895 Member
Option 4 — 2012 Conference + One Workshop + Online CPP	€ 3,895 Non-Member	€ 3,595 Member
Option 5 — 2012 Conference + Two Workshops + Online CPP	€ 4,595 Non-Member	€ 4,295 Member

For Early Bird Rates please visit www.pricingsociety.com/Amsterdam2012 and click on "Register Now"

Included with your registration:

- Only Workshop Attendees who complete and pass the Post-Workshop Quiz will receive credits towards their CPP designation and will also receive 1 Online Pricing Course at no additional charge!
- All Conference attendees will receive a USB drive with all conference presentations. The presentations will also be available via the PPS Mobile App for this conference.
- Breakfast, refreshments and lunch are served during Workshops & Conference days.
- All Conference participants are invited to our Conference Networking Reception on 5 December.
- **4TH ATTENDEE FREE** – When 3 people register from the same firm at the same time, a 4th person may register for the Conference free of charge.
- **PPS MEMBER DISCOUNT** – For active Professional Pricing Society members. When registering several people at the Member rate, please make sure that you have one of the Corporate Membership plans to receive discounts for everyone. Single Annual Membership in PPS is € 300. The Corporate 5 Member plan is € 750; Corporate 10 Member plan is € 1125; Corporate 20 plan is € 1875 and the Corporate 50 plan is € 3750.

Explanation of Options and Prices:

- **Option 1** — Conference + One Full-Day Workshop: Includes one of the Full-Day CPP Workshops on 4 December or 5 December 2012 and the PPS Conference on 6 December 2012. Several combinations are provided for more flexibility and maximum benefit to you.
- **Option 2 or Option 3** — Conference + Two Full-Day Workshops Options: Includes a full-day workshop on 4 December and another full-day workshop on 5 December. In addition to the conference on 6 December 2012.
- **Option 4** — Conference + Online CPP Bundle: This package is designed to get your CPP Certification quickly without having to rely on subsequent budget approvals. The Package will allow you the opportunity to earn 6 CPP Credits. You will receive the Full Conference package including a Full-Day Workshop of your choice on 4 December or 5 December, a FREE Online Pricing Course, plus 4 additional Online Pricing Courses of your choice, as well as the CPP Certification Exam package – which includes the complete study guide, online study sessions and extra reading materials.

Housing Information

The wonderful **Amsterdam Marriott Hotel** is the host for The 8th Annual European & Global Pricing Conference and Workshops. Reservations should be made using the link provided on the PPS



Website www.pricingsociety.com/Amsterdam2012. Amsterdam Marriott Hotel will only hold the PPS block of rooms until 1 November 2012, that is five weeks before the conference begins. We advise that you reserve your hotel room when you register for the conference or even before, if you are fairly certain that you will be attending.

Payments, Substitutions and Cancellations

Payments, Substitutions, Cancellation Payments and Cancellation Policies: you may make payment by check or credit card, or online at www.pricingsociety.com/Amsterdam2012.

Checks must be received by 1 November 2012 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 9 November 2012 and receive a refund, minus a 20% administration fee.



The 8th Annual European & Global Pricing Conference and Workshops

4-6 December 2012 • Amsterdam Marriott Hotel, Amsterdam, Netherlands

Featuring: 3rd Annual Global Pricing for Executives Summit, 5 December

Please complete and submit 1 form per registrant.

8TH Annual European & Global Pricing Conference and Workshop Registration

Please complete and submit 1 form per registrant.

Registrant Name _____ Title _____

Organization _____

Address _____ City _____ State/Province _____

Country _____ Zip/IPC _____ Phone _____ E-mail _____

Please select your Conference/Workshop option:

<input type="checkbox"/> Option 1 — 2012 Conference + Full-Day Workshop	€ 2,295 Non-Member	€ 2,095 Member
<input type="checkbox"/> Option 2 — 2012 Conference + Two Full-Day Workshops	€ 3,095 Non-Member	€ 2,895 Member
<input type="checkbox"/> Option 3 — 2012 Conference + Two-Day Workshop	€ 3,095 Non-Member	€ 2,895 Member
<input type="checkbox"/> Option 4 — 2012 Conference + One Workshop + Online CPP	€ 3,895 Non-Member	€ 3,595 Member
<input type="checkbox"/> Option 5 — 2012 Conference + Two Workshops + Online CPP	€ 4,595 Non-Member	€ 4,295 Member

For Early Bird Rates please visit www.pricingsociety.com/Amsterdam2012 and click on "Register Now"

Please select the workshop(s) you wish to attend:

2-DAY, 4-5 DECEMBER 2012 WORKSHOP:

- Core Pricing Skills
with Hong-May Cheng and James Brown

1-DAY, 4 DECEMBER 2012 WORKSHOPS

- Improve Your Pricing by Fact-Based Decision Making
with Daniel Soto Zeevaert and Thomas Donck
- Influencing Customer Price Acceptance
with Tim J Smith, PhD
- Business to Business Pricing: How to Manage
Pricing in Volatile Market Environments
with Sebastian Strasmann and Philip Daus

1-DAY, 5 DECEMBER 2012 WORKSHOPS

- Negotiating with Backbone: Eight Sales Tactics to
Defend Your Price and Value with Chris Provines
- Building a High Impact Pricing Strategy
with Paul Hunt and Fernando Ventureira
- Global Pricing for Executives Summit

REMEMBER: The 4th Attendee is Free!

When 3 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.

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/Amsterdam2012 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:

Natosha Southward, PPS Registrar: Natosha@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) € 1125 Corporate (20 people) € 1875

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 _____

Register online: pricingsociety.com/AMSTERDAM2012

REGISTRATION