

Early bird rates expire 15 Oct. 2011  
See page 23...

# The 7th Annual European & Global Pricing Conference and Workshops *Barcelona, Spain*

30 November – 2 December 2011  
Princesa Sofia Gran Hotel Barcelona

Featuring:  
*2nd Annual Global Pricing for Executives Summit*  
30 November



**Register online: [pricingsociety.com/BARCELONA2011](http://pricingsociety.com/BARCELONA2011)**

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## Welcome to Barcelona!

PPS proudly presents our 7th Annual European & Global Pricing Conference and Workshops

This year we have put together an outstanding program designed to provide insight on the latest pricing trends and best practices so that you can thrive in the new economy. Experts from around the globe will gather in Barcelona to demonstrate how you can improve your company's pricing to maximise profitability.

Global economic changes have raised pricing's profile to an unprecedented level of importance. In order to address executive concerns about improving profitability, we proudly offer our 2nd Annual Global Pricing for Executives Summit, with a line-up that is sure to deliver relevant pricing strategies for your company.

In addition to the Summit, our Conferences and Workshops will give you new opportunities for networking, benchmarking on an international scale, in addition to strengthening the dialogue among your peers, pricing practitioners and leading pricing experts.

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

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

### PPS events bring the pricing world together with 3 full days of the best pricing training and networking...

The first day is Wednesday, 30 November which includes your choice of 4 highly interactive events – you can select from 3 Pricing Training Workshops or the Global Pricing for Executives Summit. Regardless of your level of expertise, you have great opportunities to learn from world-renowned experts.

On Thursday, 1 December continue with a full day of exciting and compelling general sessions and breakouts designed to inform and educate you on latest trends within the discipline.

The event concludes with four additional Pricing Training Workshops offered on Friday, 2 December. Per our member requests, we are offering more interactive sessions than ever before to prepare you and your company with strategies to improve your performance.

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



Kevin Mitchell, President  
Professional Pricing Society



"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

# 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 the past 25 years. We provide valuable pricing strategies, publications, research, and other pricing resources to thousands of members from leading industries in over 70 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 like-minded 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 program please visit the PPS website: [www.pricingsociety.com](http://www.pricingsociety.com) and click on CPP/Training.

#### All Inclusive CPP Pricing Training and Certification Packages

PPS has assembled the NEW CPP Pricing Training and Certification Packages with you in mind! Here are some of the key benefits of buying these packages:

- You SAVE a significant amount of money
- You only have to ask for ONE APPROVAL from your boss or company budget
- You can now SCHEDULE your training at your convenience and get your CPP designation

The CPP program sets the industry standard for advanced pricing knowledge and expertise.

Please email us at [cpp@pricingsociety.com](mailto:cpp@pricingsociety.com) or call Julie Martin, our Director of Certification and Education, at +1.770.509.9933 if you would like help selecting the programs or courses that best satisfy your needs.

#### 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.

## The PPS Board of Advisors:

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#### Code of Conduct:

"The PPS 7th 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."

# The 7th Annual European & Global Pricing Conference and Workshops

30 November – 2 December 2011 • Princesa Sofia Gran Hotel, Barcelona, Spain

Featuring: 2nd Annual Global Pricing for Executives Summit, 30 November

AT A GLANCE

## Wednesday Full-Day Workshops & Executive Summit • 30 November

09.00 – 16.30	Core Pricing Skills	with Mark Billige and James Brown
09.00 – 16.30	Maximising Profits with Razor Sharp Pricing Research Insights	with Paul Hunt and Tony Hodgson
09.00 – 16.30	Implementing Value-Based Pricing & Value Selling in your Organisation: Lessons from Real-Life Cases	with Frederik Van Bever and Daniel Soto Zeevaert
09.00 – 16.30	<b>GLOBAL PRICING FOR EXECUTIVES SUMMIT</b>	

## Thursday Morning Conference Keynote Sessions • 1 December

09.00 – 09.45	The Ultimate Test for Your Price Performance: How Inflation Can Change the Role of Pricing	with Dr. Klaus Hilleke
09.45 – 10.30	Unintended Consequences: Understanding and Managing the Pricing Ripple Effect	with Julie Meehan
10.30 – 11.00	BREAK / Sponsor Hall	
11.00 – 11.45	Making the Invisible Visible	with Caspar de Bono
11.45 – 12.30	What's Hot in Pricing? Current and Future Issues on Professional Pricing	with Professor Dr. Martin Fassnacht
12.30 – 14.00	Lunch Women in Pricing Luncheon	

## Thursday Afternoon Conference Breakout Sessions • 1 December

	PRICING PRACTITIONERS TRACK	PRICING EXPERTS TRACK	TOOLS AND TECHNIQUES TRACK
14.00 – 14.45	Pricing Recommendations in Practice: What Really Happens? with Jeremy Weil	Behavioural Pricing with Enrico Trevisan	Unleash the Power of Pricing on Service Offerings and Solution Selling with Willem van den Broek
14.45 – 15.30	Moving to Value-Based Pricing in a Cost-Plus World with Pier D'Angelo	Critical Pricing Processes to Achieve Changes with Frederico Zornig	Applied Pricing Strategy Using Change Management & Implementation Best Practices with Fernando Ventureira
15.30 – 16.00	BREAK / Sponsor Hall		
16.00 – 16.45	The Challenge of Creating a Pricing Department with Analia C. Juan	Price Execution — The Role of the Sales Force in Pricing with Finn Hansen	Customer Centric Pricing with Daniel Rueda
16.45 – 17.30	Software Innovation Supporting Material Costing and Pricing: A Journey & Perspective with Steven Gao	A Value Analysis Framework for Pricing Practitioners with Harry Macdivitt	Lessons Learned: How to Lead an Organisation to Higher Levels of Pricing Excellence with Robert Stewart
18.30	NETWORKING RECEPTION sponsored by 		

## Friday Full-Day Workshops • 2 December

09.00 – 16.30	Business to Business Pricing: How to Manage Pricing in Volatile Market Environments	with Andrea Maessen, PhD and Philip Daus
09.00 – 16.30	Pricing Negotiations	with Marc Abels and Mar Areosa
09.00 – 16.30	Advanced Pricing Skills: Valued-Based Pricing Simulation	with Dr. Manu Carricano
09.00 – 16.30	Unit, Tiered, and Bundled Pricing	with Tim Smith



# Join us! 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 today includes 3,800 active members worldwide from more than 500 leading companies in 70 countries. PPS is widely recognised as the Home of Pricing. Currently, we produce three major annual pricing conferences in Europe and North America. Each conference assembles the 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

<b>FOUNDED</b>	<b>1984 BY ERIC MITCHELL</b>
<b>Members</b>	<b>3,814</b>
<b>Companies</b>	<b>534</b>
<b>Global Presence</b>	<b>70 Countries / 6 Continents</b>
<b>Events</b>	<b>3 Annual Pricing Conferences</b>
<b>Offerings</b>	<b>Certified Pricing Professional Pricing Training Workshops Online Pricing Courses</b>
<b>Other Services</b>	<b>16 Annual Publications Pricing Whitepapers Case Studies Webinars Annual Salary Survey</b>

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!*



## PricingSociety.com — Your best online resource for ALL things pricing!

To address today's changing world, our website [www.pricingsociety.com](http://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 centre 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 networking opportunities within the pricing community, and to lifelong learning that will advance your career.



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-  Let's network on LinkedIn  
<http://www.linkedin.com/e/gjs/79502>
-  Join the conversation!  
<http://twitter.com/PricingSociety>
-  See the latest on YouTube!  
<http://www.youtube.com/PricingSociety>

WEDNESDAY 30 NOVEMBER • FULL-DAY WORKSHOP

## Core Pricing Skills

Are you starting out in pricing? Or are you a seasoned pricer who feels it would be good to take a step back to think again about the core principles of the discipline? In either case, this comprehensive pricing workshop will help you master the essentials of price performance by learning from dozens of cases, from a variety of industries, that support today's leading best-pricing methodologies.



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

### Module 1:

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

### Module 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 will be presented as well as innovative pricing strategies

### Module 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

### Module 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
- How to make pricing change stick through better price implementation

## Presenter: Mark Billige

Managing Partner UK, Simon-Kucher & Partners

Mark Billige has 10 years experience in the field of pricing and financial management and has been with Simon-Kucher & Partners (SKP) since 2006. His areas of specialisation are the development of smart profit growth strategies, in particular national and international marketing and pricing strategies, discount optimisation, sales force management and negotiation strategy.

Mark is a regular speaker and chairman at conferences and business schools on the subject of pricing strategy.

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

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



## Presenter: James Brown

Director, Simon-Kucher & Partners

James Brown is a Director in the London office of Simon-Kucher & Partners (SKP) and 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, and his specialties include contract pricing as well as 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.



### Free Online Pricing Course!

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WEDNESDAY 30 NOVEMBER • FULL-DAY WORKSHOP

# Maximising Profits with Razor Sharp Pricing Research Insights

The objective of this workshop is to outline how to develop pricing research insights to understand the differences in the perception of your product's value proposition. Your customers have a number of internal stakeholders. Ranging from the product users, technical advisors, business, IT and procurement managers.

Each stakeholder has a different perspective on the value of your product and the amount they are willing to pay for it. Discover how to effectively communicate your product's value proposition and frame its price to each stakeholder. Uncovering these customer insights will help you to effectively articulate your product's value proposition and maximize the pricing opportunity.

**Attendees will learn:**

1. How customers' unique stakeholders impact the purchase decision
2. How customers' perceptions of value differ
3. How customers react to alternative price levels
4. What the key factors are that can help determine the stakeholder's commitment to advocate for your product



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

## Presenter: Paul Hunt

*President, Pricing Solutions*

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

Paul works extensively in both B2B and B2C and has cross-pollinated best practices across the two business models that have lead to significant returns for his clients.

Paul is a frequent lecturer and trainer on pricing strategy and has published several articles in leading magazines and journals. He also leads a popular PPS Online Course 'Pricing During Turbulent Times'.



## Presenter: Tony Hodgson

*Managing Director, Pricing Solutions*

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

Tony has consulted for many leading organizations, including: Royal Mail , Siemens, Reuters, Pfizer, Barclays Bank, GE, Parcelforce, Thomas Cook, Experian and the NHS.

His experience includes developing pricing strategy, price optimization, improving pricing processes and controls, and developing segmented pricing approaches. Prior to becoming a consultant, Tony spent several years as the global pricing manager for a Fortune 500 company. In that capacity he was responsible for creating the pricing department and managing pricing across multiple markets.

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



## 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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WEDNESDAY 30 NOVEMBER • FULL-DAY WORKSHOP

## Implementing Value-Based Pricing & Value Selling in your Organisation: Lessons from Real-Life Cases

Value-Based Pricing is a powerful methodology which companies can use to greatly improve their profit potential. It is about defining the right price based on the value of your product or service to your customer, as opposed to cost-based and competitor-based pricing.

However, a Value-Based Pricing strategy will only be successful if your sales force is able to capture the 'Value-Based' price. This requires a sales approach based on value: Value Selling. In this approach, the sales force will prove and sell the added value you bring to the customer. In order to realise this, your sales team will need to be equipped with the right set of tools & skills to support them for value-based negotiations.

Although many companies may recognise the benefit of Value-Based Pricing and Value Selling, few really manage to achieve it. In this session, we will focus on real-life cases from different industries in which several to-the-point and pragmatic approaches towards Value-Based Pricing & Value Selling will be handled. Furthermore, we will elaborate on a step-by-step approach on how companies can successfully transform to Value-Based Pricing and Value Selling. Finally, this session will cover how Yield Management can be applied in different industries to improve price differentiation.

### Attendees will learn:

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



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

### Presenter: Frederik Van Bever

Manager, Belgian Strategy & Operations Practice, Deloitte

Frederik Van Bever is a Manager within the Belgian Consulting practice. He has more than 5 years of experience in different Strategy & Operations engagements.

Frederik built his pricing expertise through projects around Price Execution (Transactional Pricing Analysis), Value Selling, Value-Based Pricing and Conjoint Analysis. He gained experience in a variety of industries, but with a focus on manufacturing (automotive) as well as services companies.

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



### 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 modelling and integrating customer data into marketing intelligence systems.

He has an M.S. from Pennsylvania State University in Supply Chain and Information Systems. He had a fellowship at the Institute for the Study of Business Markets where his research focused on marketing modelling 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).



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16.30	Workshop Close



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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. Many pricers return to our events numerous times to follow up with peers, learn new techniques, and reconnect with the pricing discipline.

If you're new to pricing or simply new to PPS, you can experience the pricing community in action and benefit from the networking, knowledge and camaraderie that only happens at PPS events.

Each time you attend a PPS event, you take a step towards furthering your goals as a professional pricer by learning how to become more competitive in the marketplace and how to help your company increase profitability. With dozens of educational sessions, you and your organisation will reap the benefits of best pricing practices, success stories, tools and practical solutions. During the European & Global Pricing Conference and Workshops you will have the opportunity to turn your biggest challenges into your greatest accomplishments while learning from experts and fellow practitioners.

To help you explain why your attendance at the Barcelona 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

Professionals who are better prepared than their competition have the advantage — as do their organisations. 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 our Conference you will:

- Discover practical solutions to complex problems
- 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
- Earn credits toward your Certified Pricing Professional (CPP) designation

## 2. Create a Winning Proposal to Get Your Company "Buy-in"

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. Strengthen your proposal by listing department goals or areas where departments faces challenges, and the sessions you want to attend or who you plan to visit with to help address these needs.

## 3. Offer Feedback

PPS makes it easy to share what you've learned after the conference with others in your organisation by providing a full manual and an electronic version of all of our valuable Conference speaker presentations. This presentations are available only for 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. This is where you will refer to your original proposal and goals to achieve while at the PPS Conference. 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 go.

**Registration is open NOW!**

"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



## Global Pricing for Executives Summit Wednesday 30 November

08.00 – 09.00 Breakfast

09.00 – 10.00 The Role of Pricing as a Change Driver in an Organisation

By its very nature, the Pricing Organisation needs to employ change management to implement a new pricing direction in the company. But much of the time, there is little focus on the change management skills required to fully realise the benefits of a pricing initiative; instead the focus is on the more immediate financial results.

Change management is a structured approach to shifting/transitioning **individuals, teams, and organisations** from a current state, to a desired future state. It is an organisational process aimed at empowering employees to accept and embrace changes in their current business environment.

Learn how by using change management methods, the Pricing Organisation can affect not only the short term financials, but also play a fundamental role in the shaping of the business as the structural changes and positive effects take root.

10.00 – 10.30 Morning Break

10.30 – 11.15 Pricing in the World's Most International Company

DHL claims to be "the world's most international company" and has a presence in just about every country on the face of the planet. In today's world there is ever more price transparency across international borders and today's global companies use this transparency to drive the prices of their suppliers down to the lowest possible level.

Since there is much more competitive pricing information readily available than ever before, it is imperative that multinational corporations do not make pricing mistakes that can have long-lasting negative impacts.

For international companies like DHL, it is vitally important to act consistently and co-ordinate pricing across international markets to protect margins and insure continued profitability.

During this session, attendees will learn how to create the expectation of annual price changes; about implementing a consistent price setting process across international borders; and ways to improve pricing for global customers.

11.15 – 12.00 Driving Changes Across a Large and Decentralized Organisation to Install a Pricing Function

Often, the sense of urgency for change is driven by economic emergency and a strong pressure to improve poor financials. What are the best ways to create the momentum for change in a profitable company? To successfully install a pricing function in your company, technical pricing skills alone are not sufficient: adapting to the company culture, the pricing manager must be a change agent, able to engage people from different functions, having different perspectives and sometimes conflicting interests. She/he needs to inspire many people working in various 'siloes' functions stressing their interests in supporting the journey towards pricing excellence. He/she also needs to shape the change management program based on a strong pricing expertise and content. Finally, they must also drive the

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 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.



Speaker: **Mark James**, SVP Global Pricing, DHL Express

Mark James is based at DHL's global head office in Bonn and reports directly into the Global Management Board. In his current role, he has direct responsibility for pricing in all DHL's markets. Mark has worked for DHL for over 25 years and his career includes senior management positions in Europe, North America, Asia and the Middle East.

Mark has a finance background and prior to his current role, he was CFO for DHL EEMEA (Eastern Europe Middle East and Africa). He is a Fellow of the Chartered Institute of Management Accounts UK and has an MBA from the University of Manchester in England.



program implementation successfully, ensuring that sustainable and winning pricing capabilities are embedded in the heart of the organisation.

Learn from experience how to create a burning platform for change; how to inspire key people to get their buy-in and support; how to set clear directions towards enhanced capability building and sustainable performance.



### Free Online Pricing Course!

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



Speaker: **Frédéric Duhamelle**, Global Head of Pricing Operations, Syngenta

Frédéric Duhamelle joined Syngenta Crop Protection EAME in 2006 as the first regional marketing manager in charge of pricing for the company. He designed and implemented a Price Corridor Strategy across 27 countries and piloted the in-country pricing function in 2007-08. He joined the Global Team in 2009 and led a newly created Pricing Operations department in 2010.

Frédéric has 15 years of experience in pricing, marketing and sales management positions and acquired most of his previous

experience in US companies (Monsanto, DuPont) in both crop protection and coatings for the automotive industry.

He is an engineer agronomist from SupAgro Montpellier and holds an Executive MBA from ESCP Europe. He received a Six Sigma Certification from DuPont Corporate and is in the process of achieving his Certified Pricing Professional designation from The Professional Pricing Society.



12.00

Lunch

13.30 – 14.15

Developing Strategy and Pricing by Country & Region

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; how developing base strategies with local flexibility accelerates implementation and local ownership; how no barrier is too large for establishing the right price.

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

Jim has over 25 years of experience in marketing, sales, engineering, strategy and pricing within B2B technology organisations across the globe. He has been at Spandex, a \$250m distributor of equipment and materials to the specialty graphics & sign-making industry, since 2004. His Director of Pricing position is a newly created role for Spandex.

Jim leads the pricing functions in areas such as the design and implementation of pricing strategies, recommendation of customer segmentation and customer pricing, performance measurement and pricing tools development, and price administration.

Jim holds an MBA in International Business from the University of New England, Australia and achieved his Certified Professional Pricing designation from the Professional Pricing Society.



14.15 – 15.00

Setting the Baseline for Global Pricing Visibility and Control: Driving Sales and Deal Effectiveness in an Increasingly Price Transparent Global Market

During this session, Raymond Almeida, will discuss how Boston Scientific successfully implemented an enterprise-wide revenue management system to manage pricing and contracts in anticipation of global market transparency and evolving customer models.

The implementation approach taken will be highlighted, covering the continuum of key stakeholder consensus. Additionally, we will explore the obstacles encountered and how price transaction controls have evolved into pricing and deal optimization.

In addition, lessons learned from the North American implementation will be discussed as well as the future evolution of solutions to enhance sales representative effectiveness.

Attendees will learn how systematically managing price execution leads to effective pricing and deal optimization; the key stakeholders who are necessary to drive a successful pricing execution and optimisation initiative; how learnings from BSC's North American implementation are applicable to challenges in Europe and beyond.

Speaker: **Raymond J. Almeida**, Vice President, Global Sales Analytics, Boston Scientific Corporation

Ray Almeida's key responsibility is to provide strategic direction on leveraging contracting and pricing information in support of

enhanced revenue, operating income and pricing management.

His organisation develops executive contracting and global pricing dashboards as well as manages Group Purchasing Contract Operations, legal support and representative credentialing in the United States. He also provides strategic direction on implementation and upgrades of global sales and marketing systems with heavy emphasis on global pricing and contract management capabilities.

Ray successfully identified key business requirements across multiple business units, recommended and gained consensus for key strategic partners, and launched a Revenue Management tool and customized Pre-Deal Tool to numerous sales operations and sales management teams.

Ray earned his BS in Accounting/ Computer Information Systems from Stonehill College.



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

15.00 – 15.30

Afternoon Break

15.30 – 16.30

Executive Summit Presenters Panel

## 07.00 Registration / Breakfast

## 08.45 Welcome and Networking

Kevin Mitchell, President, Professional Pricing Society

## 09.00 KEYNOTE

### The Ultimate Test for Your Price Performance: How Inflation Can Change the Role of Pricing

Speaker: **Dr. Klaus Hilleke**, CEO, Simon-Kucher & Partners

Inflation is already here and will continue to grow. After many years of price stability, companies have forgotten how to deal with this challenge. Therefore, inflation will become a significant risk for almost every industry and is an acid test for every company's price performance. Top managers have to react quickly and make their firms "inflation safe." Strategies have to be developed to cover rising costs and to offset the effects of money devaluation.

Dr. Hilleke will analyze major inflation risks, describe how to check your organisation's resistance to inflation and share successful price increase cases. He also presents the key findings of a global pricing survey of more than 2,000 participating companies on this topic.

#### Attendee will learn:

- How to assess their own companies' level of "inflation resistance"
- Ways to develop and conduct successful price increase strategies

- How to systematically prepare their organisations and make them "inflation safe"
- How to use the current inflation period to upgrade the role of pricing in their organisations

**Presenter: Klaus Hilleke** is CEO of Simon-Kucher & Partners and the leader of the global Life Sciences division. Dr. Hilleke specializes in international marketing and pricing strategies with a special focus on pharmaceutical companies.

He has authored the books *Competitive Dynamics and Marketing in the Pharmaceutical Market* (Deutscher Universitätsverlag, 1988) as well as *Competitive Strategy in the Pharmaceutical Market* (Schäffer Verlag, 1989).

He is also author of several articles in the area of pricing pharmaceuticals in Europe and is a regular speaker at conferences worldwide.

Dr. Hilleke studied business administration at the University of Bielefeld and received his MBA in 1984. He was a visiting scholar at the University of California, Los Angeles (UCLA) in 1986 and in 1988 he received his Ph.D. from the University of Bielefeld.



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## 9.45 KEYNOTE

### Unintended Consequences: Understanding and Managing the Pricing Ripple Effect

Speaker: **Julie Meehan**, Principal, Deloitte Consulting LLP

Anyone who has worked in pricing long enough knows that the price itself is only one small part of a much larger effort – it just happens to be the most visible component. Behind the scenes, price lies at the centre of a web of connections between technology, processes, people, partners, suppliers, customers, and even the competition. When you adjust the price, it can have a sweeping effect on the entire web and those effects can be far reaching, long lasting, and severe. Since pricing is dynamic, actions taken now will affect future results.

Companies that effectively manage price understand the ripple effect that a change in one component can have on the entire organization and overall business performance. Those companies make deliberate decisions and anticipate the consequences, thus setting themselves up for sustained growth.

#### Attendees will learn:

- Observations and lessons from companies that have experienced unintended consequences
- Insights from companies who effectively manage the pricing ripple effect
- A framework for managing the connections in the pricing web

**Presenter: Julie Meehan** is a Senior Manager in Deloitte's Pricing & Profitability Management Practice. She has over 12 years of experience in strategy development and operational improvement including profit enhancement through pricing. Julie's areas of expertise are vast, spanning from to automotive industries. Her work includes developing pricing and sales channel strategies, improving price execution capabilities, redesigning pricing processes in marketing/sales/finance, and performing in-depth analytics to diagnose and remedy issues related to poor profitability.

Julie has also served as Deloitte's Pricing & Profitability Management practice Chief of Staff and leads Deloitte's Pricing Center of Excellence. Julie is also the lead author of *Pricing and Profitability Management: A Practical Guide for Business Leaders* (John Wiley & Sons, 2011).

Julie received an International MBA from the University of South Carolina and Luigi Bocconi in Milan, Italy, and received her undergraduate degree from the College of William and Mary in Williamsburg, VA.



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

**10.30** Networking Break/Sponsor Hall and Bookstore Open

**11.00** **KEYNOTE**  
**Making the Invisible Visible**

Speaker: **Caspar de Bono**, Managing Director B2B, Financial Times Ltd

Many media organisations have been debating a key pricing decision - whether "information wants to be free... or expensive." The Financial Times has been building a digital subscriptions business for ten years and now has more than a quarter of a million digital subscribers.

While the FT is sometimes praised today for a successful digital pricing model, the decision to charge was considered internet heresy in 2001. We went against the flow because investing in high quality journalism and giving it away in hopes of building an uncommitted and anonymous advertising audience, didn't offer a sustainable business model.

The decision to ask readers to subscribe was not the pivotal decision. The real acceleration came after two further pricing decisions in 2007; it is these decisions and their consequences that will be explored. The first is the idea of conditional free use. The second is separating information from the software used to distribute it and granting multi-platform rights for one price.

**Attendees will learn:**

- The necessity of a direct customer relationship in pricing decisions
- How to transition from free to paid for services through demand based pricing
- Ideas for licensing and pricing digital products in a weightless world

**Presenter: Caspar de Bono** joined the Financial Times Ltd. (London) in 1995. He has worked across the Financial Times group in a variety of roles including product development, marketing, strategy and publishing.

He became Managing Director of Financial Times Business (FTB) in March 2004 and a board member of the FT, following the merger of FTB in January 2007.

As a board director of the Financial Times, he is responsible for the licensing of rights to access or syndicate FT content. He also leads the business to business (B2B) activities of the FT. This includes a portfolio of niche brands such as The Banker, Financial Adviser and Money Management and the FT's syndication and corporate content sales.

He has an MBA from London Business School and a degree in Psychology from Oxford University.



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**11.45** **KEYNOTE**  
**What's Hot in Pricing? Current and Future Issues on Professional Pricing**

Speaker: **Professor Dr. Martin Fassnacht**, Center for Market-Oriented Corporate Management (CMM) at WHU – Otto Beisheim School of Management

Pricing is climbing up on the agenda of top managers as they explore the significance of pricing as a marketing-mix instrument and a major profit driver. In the presence of fierce competition, an increasing price transparency and the technological opportunities given by the World Wide Web, three salient advances are evolving.

Firstly, value-based pricing is reaching its extremes in applying participative pricing mechanisms such as pay what you want (PWYW), name your price, and reverse auctions. Unbundling market offerings is another emerging practice, which is typically done by service providers such as airlines, hotels, media and companies charging for add-on services. Finally, new ways of price differentiation are being pursued by customising prices to local conditions and dispersing across different distribution channels. Still, for companies to pursue any of those advances, they must apply a pricing process perspective.

**Attendees will learn:**

- What the professional pricing process entails
- The major implications for day-to-day business

**Presenter: Professor Dr. Martin Fassnacht**, is Holder of the Otto Beisheim Endowed Chair of Marketing and Commerce, Speaker of the Marketing Group, and Scientific Director of the Center for Market-Oriented Corporate Management (CMM) at WHU – Otto Beisheim School of Management in Vallendar/Koblenz.

Furthermore, he is the Chairman of the Advisory Board of Henkel Center for Consumer Goods (HCCG), Scientific Member of the Board of a major practitioner marketing magazine and Strategic Advisor for consumer goods manufacturers, retailers and service companies. In his function as Strategic Advisor, Professor Dr. Fassnacht transfers latest scientific results into practice. His teaching and scientific research focuses on the fields of price management, retail marketing, brand management and market-oriented corporate management.

Professor Dr. Fassnacht co-authored the textbook, **Price Management**, which was published in September 2008 with Professor Dr. Hermann Simon and has been awarded with the "Georg-Bergler-Prize for Marketing" 2010 for pursuing a consistent combination of theory and practice.



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

**12.30 - 14.00** Lunch

**12.30 - 14.00** Women in Pricing Luncheon

## 14.00 • PRICING PRACTITIONERS TRACK

### Pricing Recommendations in Practice: What Really Happens?

Speaker: **Jeremy Weil**, Global Head of Pricing, Reed Business Information

When well-implemented, pricing has the capability to improve profits more efficiently than almost any other type of activity. However, there are many more facets to successful pricing implementation than setting price levels and models. This session will look at the impact and realities of implementing simple but effective pricing recommendations across a number of B2B business models including advertising, subscription and lead generation.

Change management is a key issue in business transformations. This session's discussion will centre on how to recommend specific changes, what challenges presented themselves, and the impact that implementation produced. You will walk away with an understanding of some key pricing principles and steps that you can take in applying these principles to impact your business.

#### Attendees will learn:

- The types of pricing questions and principles you should be applying to your business
- Approaches for developing pricing recommendations
- The challenges to implementing pricing recommendations and how to work around them
- The impact small pricing changes can have on an organisation



## 14.00 • PRICING EXPERTS TRACK

### Behavioural Pricing

Speaker: **Enrico Trevisan**, Partner, Simon-Kucher & Partners

Behavioural science has overcome the economic definition of customers pursuing their goals egoistically and effectively (i.e. similar to rational calculators). Customers' perceptions of their surroundings are influenced by "heuristics," that is, often-unconscious mental strategies of simplification and reorganisation of available information. Moreover, there are well-defined psychological mechanisms which make it possible to isolate influential factors and foresee their outcomes.

Companies have to be aware and make use of this in order to anticipate and/or prevent unwanted customer behaviour. In setting their prices and their commercial strategies, companies have to recognise which elements generate value for customers, in which context and with respect to which communication strategies. They have to understand the psychological mechanisms that lie below price interpretation as a sacrifice (a cost) to face, in order to get the product, but also as a value generator and an incentive to certain consumption behaviours.

#### Attendees will learn:

- How consumer behaviour can differ from what can be rationally expected, and why
- How companies can anticipate this apparently irrational behaviour and set their (pricing) strategy accordingly
- How companies can take advantage of these psychological mechanisms in their negotiations with customers



## 14.00 • TOOLS AND TECHNIQUES TRACK

### Unleash the Power of Pricing on Service Offerings and Solution Selling

Speaker: **Willem van den Broek**, Senior Manager, Deloitte Consulting

Services are becoming increasingly important for both top and bottom line performance across companies and industries. The quality and types of services offered sometimes play a bigger role in initial purchase decisions than the characteristics of the products themselves. Still, those who are accustomed to viewing their service organisations as cost centres are struggling with how to apply pricing improvements to their service offerings, and are sacrificing growth and profit in the process.

In order for your company to maximise your pricing effectiveness, integrated services and solutions have to be managed as profit providing entities.

#### Attendees will learn:

- The Importance of Services: How should companies view service?
- Finding the Value: In what ways can you define the value of services?
- Providing Service as a Profit: How is pricing for services different from pricing for products?
- Making it Stick: In what ways can an organisation look holistically across the product/service offering to maximize profits?



## 14.45 • PRICING PRACTITIONERS TRACK

## Moving to Value-Based Pricing in a Cost-Plus World

Speaker: **Pier D'Angelo**, General Manager – Pricing & Markets, Allens Arthur Robinson

Value-based pricing is regarded as the Holy Grail in pricing. A weapon to fight against commoditization and a means to ensure that the price reflects the value delivered to clients.

In this session, participants will learn how the leading law firm, Allens Arthur Robinson, realised their current organisational culture needed to change to enable success in a market subject to growing competitive rivalry. Hear how they embarked on this transition and are transforming its internal service and pricing mind-sets by cultivating attorneys with the skills and desire to create, and communicating compelling value propositions to their clients. Pier D'Angelo will share insights on the challenges faced, how they were overcome, and the improved financial and service performance that have flowed from these initiatives.



## Attendees will learn:

- How this organisation overcame barriers to change in order to secure buy-in for new pricing disciplines
- The role that value-based pricing is playing in a cost-plus industry
- How the application of disciplines flowing from the 'pricing waterfall' have driven strong revenue and profit growth in a mature market

## 14.45 • PRICING EXPERTS TRACK

## Critical Pricing Processes to Achieve Changes

Speaker: **Frederico Zornig**, Managing Partner, Quantiz Pricing Solutions

In a more competitive and price driven marketplace, companies are increasingly aware of the positive impact on profitability that strategic pricing management can provide. To capture this opportunity, an organization must understand which pricing processes are important. In this session, Frederico Zornig, will present how to determine and improve critical pricing processes, such as Strategy Definition, Pricing Execution, Pricing Team Structure, Pricing Monitor and Control, and Key Metrics.

By improving these important courses of action, you and your company will have the opportunity to streamline pricing practices and perform more effectively.

## Attendees will learn Key Pricing Processes:

- Which are most critical and how you can improve them
- The challenges and successes learned from case studies across different industries and organisation types
- How to measure results from pricing initiatives



## 14.45 • TOOLS AND TECHNIQUES TRACK

## Applied Pricing Strategy Using Change Management &amp; Implementation Best Practices

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

The objective of this session is to review the key elements of a pricing strategy and what makes the difference when it comes to implementation in the "real world" across your organisation and your sales force. A thorough review of Change Management and Best-In-Class Implementation concepts will be detailed on that purpose.

The ability to build-up an "implementable" pricing strategy and to move it to the market, in timely and accurate way, is the difference between Pricing Leaders & Pricing Followers. Discover how to build and execute your best pricing strategy to ensure expected results.

Through the content of this workshop you will learn how to ensure that your Pricing Strategy is the best you can do, and how to leverage this strategy to produce remarkable results for your organisation.

## Attendees will learn:

- How to engage senior management from the start in your company's pricing strategy
- What components are needed for effective pricing strategy
- How to transform your pricing strategy into an executable one to get support and buy-in from your sales force
- Which Change Management and Implementation methodologies will ensure success



15.30 – 16.00

Afternoon Coffee Break / Sponsor Hall

## 16.00 • PRICING PRACTITIONERS TRACK

### The Challenge of Creating a Pricing Department

Speaker: **Analia C. Juan**, Strategic Pricing Manager, Spainair

In the complex and competitive current market conditions, companies must acknowledge the relevance of having a dedicated department to pricing analysis and management. To achieve the business targets it is necessary to understand many elements such as consumers' trends, costs, distribution channels, partnerships and competitors' initiatives.

But even in the case that business needs are clear, it is also necessary to understand how to organize a pricing department: What areas need to be covered? What are the main processes to be defined? How to measure the impact on the business? How the department structure should be? Lot of questions to be answered and many things to be defined: processes, reports, tools, accountabilities, interfaces with other departments, etc.

#### Attendees will learn:

- The impact of pricing management in company's revenues
- Key criteria to structure the department and to define main processes
- Business Strategy and Pricing Department Alignment: Performance Assessment



## 16.00 • PRICING EXPERTS TRACK

### Price Execution — The Role of the Sales Force in Pricing

Speaker: **Finn Hansen**, CEO, Stratinis

Pricing managers often tend to treat the sales team as the recipients of the pricing strategy. Others see sales people as the enemy of pricing as "they just want to discount as much as possible." However, successful price managers often involve the sales team from the very beginning of the price strategy process, and they are acutely aware that if "Sales" doesn't agree with the pricing strategy, it may simply result in beautiful slides for senior management without changing the actual net prices that the customers pay. Teamwork between sales and pricing is critical in your company's journey to effective price management.

#### Attendees will learn:

- How to build cooperative processes between the pricing team and the sales team
- About managing resistance in the sales force to price changes
- How to manage pricing execution in sales teams that are geographically dispersed around the globe



## 16.00 • TOOLS AND TECHNIQUES TRACK

### Customer Centric Pricing

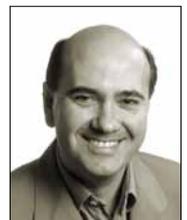
Speaker: **Daniel Rueda**, President, Open Pricer

Pricing processes often focus on the product and specific sale transactions with limited consideration of the customer (at best classified in a micro-segment).

This presentation will show how to integrate Customer Lifetime Value (LTV) in price optimization. LTV is the margin generated by a customer through its entire business relation with the supplier. Its use as a marketing metric tends to place greater emphasis on customer service and long-term customer satisfaction, rather than on maximizing short-term profit generated by a sale transaction. Real life cases from different industries including transportation and telecom will be presented.

#### Attendees will learn:

- The concept of Customer Lifetime Value
- How price can influence customer LTV at different stages of contract cycle: acquisition, development, re-rating, retention
- Which methodologies and tools can be used to optimize LTV
- How to use customer order/usage profile for better pricing decisions



## 16.45 • PRICING PRACTITIONERS TRACK

## Software Innovation Supporting Material Costing and Pricing: A Journey & Perspective

Speaker: **Steven Gao**, Director of Material Cost Solutions, Celestica Inc.

Managing the customer pricing engagement for a large multinational corporation is a complicated task! How do you collect and identify missing data? How do you handle more than 100,000 requests for quotation to suppliers within a short turnaround time? How is quoted cost compared where different supply terms and conditions exist? How are the global pricing team and corporate structure leveraged to support consistent and seamless 24 hour pricing operations?

Celestica is on a journey to develop and deploy best-in-class solutions to transform the global pricing function. This has been a journey which has taken many years, however so far has enabled superior business intelligence and collaboration with external partners.

**Attendees will learn:**

- Challenges faced with existing bill of material costing and pricing
- The journey and learning of a company automating its global material costing and pricing processes
- Why "off the shelf" software solutions were not adequate
- The Total Cost of Ownership (TCOO) model and its application to price optimisation



## 16.45 • PRICING EXPERTS TRACK

## A Value Analysis Framework for Pricing Practitioners

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

Value is a complex concept and difficult to define. The principal reason for this difficulty is that it comprises both economic and emotional components, both of which must be taken into account in pricing work. The value analysis framework, is an easy to apply and intuitive analytical tool for use in value analysis. It has been applied successfully in analysing selling situations by helping salespeople focus on the really important issues, in product management at the business case development stage, in creating marketing collateral, and as the basis of a disciplined approach to building a Value-Based Price.

Recent examples showing how this framework has been used in marketing, pricing, product management and sales scenarios, as well as how these applications have assisted companies to improve their pricing and their value proposition, will be presented.

**Attendees will learn:**

- The critical components of customer value
- How to analyse the sales value proposition
- The process of building the value-based price



## 16.45 • TOOLS AND TECHNIQUES TRACK

## Lessons Learned: How to Lead an Organisation to Higher Levels of Pricing Excellence

Speaker: **Robert Stewart**, Managing Director, SPMG UK

This presentation will focus on real life experiences and best practices from professionals in the business world demonstrating pricing frameworks, tools, tactics and theories developed by researchers and consultants. It will also uncover the latest breakthroughs and best practices in implementing value-based pricing under 2 major headings: Objective Value and Subjective Value.

Examples will show how leading companies measure value, reflect value effectively in prices, and engage the sales force in this process.

This presentation is structured to ensure that individuals with or without pricing experience can learn and quickly apply the fundamental concepts and practices of value-based pricing methodologies, leading their organizations to higher levels of pricing excellence.

**Attendees will learn:**

- How to develop their organisation's pricing capabilities
- How to use pricing tools and techniques to be more effective in dealing with customers who are 'Poker Players'
- To quantify the financial benefit customers receive from products and services
- To focus communication away from price towards value with customers
- Best practices in implementation process with the sales force
- Implementation challenges, hurdles and lessons learned



## FRIDAY 2 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, when 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 about the 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 to be able 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: Andrea Maessen, Ph.D.

Partner, Simon-Kucher & Partners

Andrea Maessen is a Partner in the Cologne, Germany office of Simon-Kucher & Partners (SKP). She has over 12 years of experience as a pricing expert. She has in-depth knowledge in a diverse range of business-to-business industries with a special focus on chemicals and construction. She has initiated and supported various pricing transformation processes with companies across Europe.

Her writings on pricing have been published in major periodicals such as *Frankfurter Allgemeine Zeitung* as well as leading management journals as *Harvard Business Manager* and she supports a pricing blog ([www.harvardbusinessmanager.de/meinungen/blogs](http://www.harvardbusinessmanager.de/meinungen/blogs)).

Andrea holds a Ph.D. in Marketing from the University of Hamburg.



## Presenter: Philip Daus

Director, Simon-Kucher & Partners

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 Center for Consumer Goods & Retail. He specialises in pricing processes, product price setting, and the optimization 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, and is 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).



### Free Online Pricing Course!

Each Workshop or Executive Summit Attendee can earn 1 credit towards their CPP designation plus receive 1 Online Pricing Course at no additional charge!



FRIDAY 2 DECEMBER • FULL-DAY WORKSHOP

## Pricing Negotiations

Pricing is the most important lever to improve a company's profitability. However, it can be a real challenge for sales to reach a good price during their negotiations. Moreover, sales departments are often put under pressure to meet their sales targets and they are frequently faced with experienced counterparts.

Therefore, it is key that your sales teams are armed with the right set of skills to perform price negotiations. In the end, good negotiations should not only lead to more valuable deals but also to long-term and trusting relationships. This can be achieved not only by well preparing your negotiations up front (Which elements impact the deal? How far am I prepared to go?) but also by thoroughly analysing the goals and negotiation styles of your counterpart.

This session is ideal for marketing, product management and pricing, as you will learn tips to better support sales in defending your pricing strategy.

### Attendees will learn:

- Negotiation styles and how the definition of negotiation variables
- How to avoid focus on price only during the negotiation
- To prepare sales for better negotiations and better pricing
- Negotiation tactics: Tips and techniques
- How to deal with price objectives



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### Presenter: Marc Abels

Director, Deloitte

Marc Abels is a Director at Deloitte Consulting Belgium where he leads the Pricing & Profitability Management service line. Marc has over 10 years of experience in the discrete manufacturing industry and is an active member of Deloitte's Global Pricing Practice, as well as one of the driving forces behind Deloitte's European Pricing Centre of Excellence. Marc is a subject matter expert on pricing, revenue and margin improvement and sales effectiveness.



### Presenter: Mar Areosa

Director, Deloitte

Mar Areosa is Director at Deloitte Spain where she is a key contributor to the Corporate Strategy consulting division. She has over 15 years experience in FMCG companies and their suppliers, where she has been active in different roles: Marketing Responsible, Business Intelligence Manager, Analytics & Strategy Consultant and Key Account Manager. She is currently focusing on strategic plan development in the beverages industry. Mar obtained the Industrial Engineering degree at the Politecnica University Madrid.



### 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



FRIDAY FULL-DAY WORKSHOP

## FRIDAY 2 DECEMBER • FULL-DAY WORKSHOP

# Advanced Pricing Skills: Valued-Based Pricing Simulation

The Value-based Pricing simulation is specifically designed to teach advanced pricing skills and tools such as value maps, conjoint analysis, and other techniques.

The workshop provides a general simulated environment of several periods, which make long-range planning feasible and allows a long term evaluation of pricing strategies on different operational and corporate KPIs (sales, market share, contribution, profits, ROI, shareholder value).

The participants will not only have decisions to make on segmentation and positioning issues, but will also have to manage interactions between marketing and R&D to develop products with specific value attributes (with a clear distinction, supported by market research data, between the physical characteristics of products as specified by R&D and the characteristics perceived by consumers).

Decisions will rely on internal information made available (past performance, cost data, etc.) and on an extensive set of over 15 market research studies including an awareness survey, purchase intentions, shopping habits, consumer and distribution panels, perceptual mappings and a conjoint analysis, among others.

In a single statement: pricing in a realistic and dynamic environment!

### Attendees will learn:

- Just as a flight simulator allows flight crew to practice in a risk-free setting, the Value-Based Pricing Simulation allows participants to test their knowledge in a concentrated amount of time before entering their usual business environment.
- The competitive spirit between teams leads to a high level of excitement and enthusiasm, making the learning experience a sensation!



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

## Presenter: Dr. Manu Carricano

*Professor of Marketing, EADA Business School*

Dr. Manu Carricano is Professor of Marketing at EADA Business School in Barcelona. His expertise centres on the analysis of pricing processes and encompasses a diverse range of pricing aspects (price optimisation, value analysis, pricing organisation). His work has been published in academic journals and conferences. He is also an expert in data analysis and author of the book **Data Analysis with SPSS** (Pearson Education France).

As an advisor, Dr. Carricano has helped large European companies improve their pricing strategy and value proposition. His industry expertise includes consumer and packaged goods, chemicals, banking and insurance, and tourism and hospitality.

Dr. Carricano received his Ph.D. from Montesquieu University in Bordeaux, France and graduated from Bordeaux Ecole de Management (BEM). His doctoral research focused on the definition of Key Pricing Indicators (KPIs) and the optimization of the pricing process.



## 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



### Free Online Pricing Course!

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FRIDAY 2 DECEMBER • FULL-DAY WORKSHOP

## Unit, Tiered, and Bundled Pricing

A marketing manager wants to put one product on sale in the hopes of bringing in customer traffic and selling more of another product. A product manager wants to introduce a new, lower priced product but fears it will cannibalize sales from a higher priced product. A client is negotiating with a sales manager and is willing to buy the entire offering if the company can give them a bundled price discount. How can the pricing professional help with all of these decisions?

That's what pricing professionals are in the business of doing. Helping others make wise pricing decisions. But, we need more than simply "a good story" to ensure the most profitable outcome in these decisions. We need a basis of analysis.

In Unit, Tiered, and Bundled Pricing, we will clarify how these different price structures enable pricing professionals to tender a clear analysis of the profit impact in these decisions. Market characteristics, economic drivers, and consumer behavioural influences that drive the selection of unit, tiered, or bundled pricing will be explored. Case studies will be used to illustrate the analytical learning points.

### Clarification of Unit, Tiered, and Bundled Price Structures

- Defining unit, tiered, and bundled price structures to clarify differences
- Explore the role of market segmentation and the shape of the demand heterogeneity in influencing the optimal selection of price structure

### High-level Economics of Unit, Tiered, and Bundled Price Structures

- Develop a simplified economic model of unit pricing
- Develop a simplified economic model of tiered pricing
- Develop a simplified economic model of bundle pricing

### Customer Behaviour and Price Optimization in Unit, Tiered, and Bundled Price Structures

- Unit pricing and the role of signpost effects, optional equipment effects, network externalities, lock-in effects, and customer decision trade-offs
- Tiered pricing and the role of costs, range effects, number effects, order bias, extreme aversion, discounting structures, and customer decision trade-offs

- Bundle pricing and the role of costs, bundle size, leverage effects, mental arithmetic, purchasing agent traps, and customer decision trade-offs

### Case Studies in Price Structures

- AT&T vs. Verizon and Mobile Data Plans
- Abercrombie & Fitch and Price Discounting across Tiers



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

### Attendees will learn:

- How to distinguish the market characteristics that support either unit, tiered, or bundled pricing
- The economic drivers to selecting between unit, tiered, and bundled pricing
- To construct analytical models to identify optimal prices in a bundled price structure
- How to identify the consumer behavior influences to optimal pricing selection in unit, tiered, and bundled price structures
- The role of promotions and discounts in relationship to unit tiered, and bundled pricing

## Presenter: Tim Smith

Managing Principal, Wiglaf LLC

Dr. Tim J Smith is the founder and Managing Principal of Wiglaf Pricing, Adjunct Professor at DePaul University, Academic Advisor to the PPS Certified Professional Pricing program, and author of **Pricing Strategy: Setting Price Levels, Managing Price Discounts, & Establishing Price Structures** (Southwestern Cengage, 2011).

At Wiglaf Pricing, Smith provides strategic pricing support for entrepreneurial and globally established firms in business and consumer markets. With hard-hitting, focused messages for executives, Smith encourages actions that matter.

Dr. Smith has a Bachelor's Degree in Physics, Chemistry and Mathematics from Southern Methodist University, a Master's Degree in Business Administration with High Honors in Strategy and Marketing from the University of Chicago Graduate School of Business and a Doctorate in Physical Chemistry from the University of Chicago.



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**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](http://www.simon-kucher.com)



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**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. Website: [www.navetti.com](http://www.navetti.com)



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**Wiglaf** 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](http://www.wiglafpricing.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 by combining 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](http://www.stratinis.com)



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**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. Website: [www.openpricer.com](http://www.openpricer.com)

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

<b>Option 1 — European 2011 Conference + Full-Day Workshop</b>	€ 2,195 Non-Member	€ 1,995 Member
<b>Option 2 — European 2011 Conference + Two Full-Day Workshops</b>	€ 2,995 Non-Member	€ 2,795 Member
<b>Option 3 — European 2011 Conference + Online CPP Bundle</b>	€ 3,595 Non-Member	€ 3,395 Member

For Early Bird Rates please visit [www.pricingsociety.com/Barcelona2011](http://www.pricingsociety.com/Barcelona2011) and click on "Register Now"

### Included with your registration:

- All Workshop Attendees will receive a complimentary PPS Online Pricing Course.
- All Conference attendees will receive a comprehensive manual and an electronic version of all conference presentations.
- Breakfast, refreshments and lunch are served during Workshops & Conference days.
- All Conference participants are invited to our Conference Networking Reception on 1 December.
- **4<sup>TH</sup> 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.



### Housing Information

The wonderful **Princesa Sofia Gran Hotel – Barcelona** is the host for the 7th Annual European & Global Pricing Conference and Workshops. Reservations should be made using the link provided on the PPS Website [www.pricingsociety.com/BARCELONA2011](http://www.pricingsociety.com/BARCELONA2011). Princesa Sofia Gran Hotel will only hold the PPS block of rooms until 9 November 2011, that is three 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.

### Explanation of Options and Prices:

- **Option 1** — Conference + One Full-Day Workshop: Includes one of the Full-Day CPP Workshops on 30 November or 2 December 2011 and the PPS Conference on 1 December 2011. Several combinations are provided for more flexibility and maximum benefit to you.
- **Option 2** — Conference + Two Full-Day Workshops Options: Includes a full-day workshop on 30 November and another full-day workshop on 2 December. In addition to the conference on 1 December 2011.
- **Option 3** — Conference + Online CPP Bundle: The best of both worlds! 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 30 November or 2 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.

### 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/BARCELONA2011](http://www.pricingsociety.com/BARCELONA2011).

Checks must be received by 9 November 2011 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 2011 and receive a refund, minus a 20% administration fee.



# The 7th Annual European & Global Pricing Conference and Workshops

30 November – 2 December 2011 • Princesa Sofia Gran Hotel, Barcelona, Spain

Featuring: 2nd Annual Global Pricing for Executives Summit, 30 November

REGISTRATION

Please complete and submit 1 form per registrant.

Registrant Name \_\_\_\_\_ Title \_\_\_\_\_

Organisation \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_

Country \_\_\_\_\_ Zip/IPC \_\_\_\_\_ Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Please select your Conference/Workshop option:

Option 1 — European 2011 Conference + Full-Day Workshop	€ 2,195 Non-Member	€ 1,995 Member
Option 2 — European 2011 Conference + Two Full-Day Workshops	€ 2,995 Non-Member	€ 2,795 Member
Option 3 — European 2011 Conference + Online CPP Bundle	€ 3,595 Non-Member	€ 3,395 Member

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

<input type="checkbox"/> Full-Day, Workshop 30 November <b>Core Pricing Skills</b> with Mark Billige and James Brown	<input type="checkbox"/> Full-Day, Workshop 30 November <b>Maximizing Profits with Razor Sharp Pricing Research Insights</b> with Paul Hunt and Tony Hodgson	<input type="checkbox"/> Full-Day, Workshop 30 November <b>Implementing Value-Based Pricing &amp; Value Selling in your Organisation: Lessons from Real-Life Cases</b> with Frederik Van Bever and Daniel Soto Zeevaert	<input type="checkbox"/> Full-Day, 30 November <b>Global Pricing for Executives Summit</b> with Kellie Ecker, CPP; Mark James; Frédéric Duhamelle; Jim Rich, CPP and Raymond J. Almeida
<input type="checkbox"/> Full-Day, Workshop 2 December <b>Business to Business Pricing: How to Manage Pricing in Volatile Market Environments</b> with Andrea Maessen, PhD and Philip Daus	<input type="checkbox"/> Full-Day, Workshop 2 December <b>Pricing Negotiations</b> with Marc Abels and Mar Areosa	<input type="checkbox"/> Full-Day, Workshop 2 December <b>Advanced Pricing Skills: Valued-Based Pricing Simulation</b> with Dr. Manu Carricano	<input type="checkbox"/> Full-Day, Workshop 2 December <b>Unit, Tiered, and Bundled Pricing</b> with Tim Smith

## 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/barcelona2011](http://www.pricingsociety.com/barcelona2011) 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](mailto: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 \_\_\_\_\_

### 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.

Register online: [pricingsociety.com/BARCELONA2011](http://pricingsociety.com/BARCELONA2011)