

2012 EUROPEAN PRICING FORUM WORKSHOPS TOUR



11 WORKSHOPS IN 11 COUNTRIES FOR *BEST IN CLASS PRICING*, PRAGMATIC APPROACH, CONCRETE BUSINESS CASES AND DEBATES WITH EXPERTS



In partnership with the Professional Pricing Society, **11 Workshops are taking place in 11 Countries**, as an initiative of the "Pricing Forums" created in Spain, France, Switzerland, Germany, Portugal, Italy, Belgium, The Netherlands, UK, Nordics & Eastern Europe.

The Country Pricing Forums act as a **catalyst** for the Pricing Community within each Country, facilitating **interaction and networking**, encouraging the growth of the **Pricing Discipline**, supporting Pricing Professionals on **knowledge and Best Practices** acquisition, and being the contact point for **Media Communication**.

Country Pricing Forums are managed by a local "Coordination Committee", composed by:

- **The Professional Pricing Society** (Workshops are eligible for CPP Pricing Certification)
- **Local Pricing, Marketing and Finance Associations** related to Pricing
- **Leading Academic Institutions** that are active in Pricing
- **Well-known Pricing Professionals**, from companies applying *Pricing Best Practices* in Europe

Detailed list of local Associations, Academic Institutions & Pricing Professionals will be provided individually per country

Country	City	Date
Switzerland	Zürich	Sept., 6 th 2012
Germany	Düsseldorf	Sept., 12 th 2012
Italy	Milan	Sept., 18 th 2012
Portugal	Lisbon	Sept., 20 th 2012
France	Paris	Sept., 25 th 2012
Spain	Madrid	Sept., 27 th 2012
UK	London	Oct., 2 nd 2012
The Netherlands	Amsterdam	Oct., 4 th 2012
Belgium	Brussels	Oct., 9 th 2012
Nordic	Stockholm	Oct., 11 th 2012
Eastern Europe	Warsaw	Oct., 16 th 2012

Who should attend?

- **Pricing Professionals:** Chief Pricing Officers, Pricing Managers & Pricing Analysts
- **Involved Functions:** Directors, Managers and stakeholders from Finance, Marketing, Sales, R&D, HR, Supply, etc ...

The workshops' content addresses "**World Class Pricing**" concepts for those organisations starting on the Pricing Journey, as well as high level "Best in Class Expertise" for Pricing Professionals already engaged on the discipline.

These workshops will be delivered by very well-known Pricing Professionals, all of them recognised as Best in Class Practitioners whom are highly sought after speakers at major Pricing events (e.g. Professional Pricing Society annual conferences).

Detailed list of Speakers will be provided individually per country

What will you get?

- **World Class Pricing Capabilities** knowledge transfer with a structured & replicable approach
- **Best in Class Pricing Concepts**, with a 360° review of the involved Pricing Disciplines
- **Key Success Factors** for developing an optimized Pricing Strategy & effective Pricing Execution
- **Peer Networking**, with specific activities to share insights
- **Debates with recognized Experts**, with a pragmatic approach and Capabilities Transfer orientation

HOW TO IMPLEMENT PRICING EXCELLENCE WITHIN YOUR ORGANIZATION

AND HOW TO USE IT TO IMPROVE YOUR BUSINESS RESULTS IN A CHALLENGING ECONOMICAL LANDSCAPE

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Agenda	Start
1) Registration & Morning Coffee	8:00
2) Welcome & First Steps For Networking	8:30
3) Introduction To The Pricing Excellence Roadmap	9:00
a. The Rational For A Pricing Roadmap	
b. Review Of The 5 Levels	
c. Using The 5 Levels To Get Tangible Results	
d. Different Pricing: Orders, Contracts, Bids & Yield Management	
4) Getting Started: Moving From Level 1	9:45
a. Engaging Your Stakeholders	
b. Managing The 5 Pricing Dimensions	
c. Business Case: Measuring Your Pricing Potential	
d. Tips & Traps To Ensure Success	
5) Networking Coffee Break	10:30
6) Using Transactional Pricing To Overcome Competition	11:00
a. Building A Pricing Infrastructure & Governance	
b. The Role Of A Pricing Manager	
c. Pricing Processes, Systems & Dataflow Challenges	
d. Best In Class Analytics For Pricing Intelligence: Measuring Results	
e. Specificities For B2B, B2B2B, B2B2C And B2C	
f. Implementing Effectively Transactional Pricing From Cost+ To Competitive+	
7) Networking Lunch	13:00
8) Capture Market Potential With Value Pricing	14:00
a. Understanding Value Pricing	
b. Pricing Processes For Value Pricing	
c. Pricing Research & Competitive Intelligence	
d. Systems & Tools For Enhancing Value	
e. Sales Force Selling Value	
9) Networking Coffee Break	16:00
10) Optimisation & Solutions Pricing	16:30
a. Predicting The Future Of Market & Competitive Reaction	
b. The Truth About Solutions Pricing	
11) Conclusions	17:30
a. Effective Implementation Of Pricing Capabilities	
b. Ensuring Sustainability	
c. Final Round Table - Q&A Session	
End of the Workshop	18:30

The price of this high value one day workshop is 695€

-Free for members of the Forum Coordination Committee & 50% discount for their organization's members

-10% discount for each additional attendee from the same organisation, even from different countries (Up to 50%)

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