

UNLEASH YOUR PRICING POWER

HOW TO DESIGN & IMPLEMENT AN EFFECTIVE AND REWARDING PRICING STRATEGY
ALONG THE 5 LEVELS FOR EXCELLENCE

PRICING FORUM 2013 EUROPEAN WORKSHOPS TOUR

Unique opportunity

For a consistent "Best-In-Class" 2 Workshops Pricing Training across 11 European countries, presented by the European Pricing Forums (3rd consecutive year).

Pricing Excellence Training

With expert and pragmatic content, high value designed for those organizations starting on their Pricing Journey, as well as the ones already at a higher level of Pricing Maturity.

Networking with Peers

Facilitating the interaction with Pricing Professionals from different industries. 200 attendees in 2012, (80% Global-European Pricing Managers), with Satisfaction Score of 4.8 against 5.

Why you should attend?

- Acquire an Expert understanding for a successful Pricing Journey: Roadmap, CxO & Stakeholders Management, People, Dataflow, Systems, Processes, KPI & Governance ...
- Get a detailed & pragmatic review of the Pricing Maturity Levels supported by interactive group exercises & business cases: Cost-Transactional, Competitor-Value, Solutions-Optimization ...
- Specific approach in Best Practice for sustainable capabilities implementation of World Class Pricing Strategies: Pricing Segmentation, Integration of Market Research, Value Sales Force ...



**PPS Certified Pricing
Professional (CPP)
Credit for each
Workshop**

**Be prepared for a stronger, improved
& more interactive
2013 Pricing Workshop Tour!**

- **11 COUNTRIES**
- **2 WORKSHOPS**
- **SEPTEMBER TO
NOVEMBER 2013**

2012 Praises

"A workshop with an important message: by understanding how to capture market potential, we should be able to be prepared for a competition that is getting harder every day."

Attendee, Brussels
2012

"The workshop has put Value Pricing into perspective. Need to work on a plan now."

Attendee, Paris 2012

"As an organization with an advanced level of Pricing maturity, it has been very useful to understand what we missed in the past, and why we are having some difficulties today." Attendee,
Zürich 2012

"After having attended the workshop, the Journey to Pricing Excellence has become my new long term goal."

Attendee, Düsseldorf
2012

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AGENDA EUROPEAN PRICING TOUR 2013

Workshops starting at 8:30 for a 30-minute coffee & registration,
ending at 18:30

Topics covered in Workshop Day 1:

- ✓ **Understanding the 5 Levels** for Pricing Excellence & how to build an effective Pricing Roadmap to implement sustainable capabilities

Game & Case: Price War

- ✓ **How to get started from Level 1**, managing properly the Organization (CxO & Stakeholders) & the Pricing Dimensions toward the Pricing Journey: People, Processes, Systems, Structure & Objectives

Game & Case: Starting The Pricing Journey

- ✓ **How to implement effectively Level 2**, Transactional Cost+ Pricing in different Pricing models (B2B, B2C, B2B2B, B2B2B) & what should be from the beginning the role of a Pricing Manager / a Pricing Function

Game & Case: Strategic Diagnostic for Pricing Excellence

- ✓ **What are the key ingredients for a winning Cost+ Pricing Strategy**, going through Pricing Segmentation, Infrastructure and Best-In-Class Analytics for Pricing Intelligence

Game & Case: Build-Up Your Transactional Strategic Thinking Process

Topics covered in Workshop Day 2:

- ✓ **Understanding & implementing on a pragmatic and fast – rewarding way Competitive+ & Value Pricing Strategy** for B2C (Perceived – Value Map) and B2B (Measured – Financial Value)

Game & Case: Understanding Value Pricing & Building Your Own Value Map

- ✓ **Why is Optimization & Solutions Pricing the Maturity Level where all European businesses want to (and should) be**, with detailed review of Key ingredients and traps to avoid

Game & Case: Understanding Value Sharing & Creative Solutions Pricing

- ✓ **How to leverage Pricing Research as a Key Capability for Pricing Excellence**, with a review of the most advanced methodologies and the way to integrate the outcomes into the Pricing Process, from Strategy, Setting Price, Sales Force Execution & Monitoring

Game & Case: Menu Choice Based Pricing Research

- ✓ **Why Pricing Dataflow & Systems are so crucial when it comes to Sales Force (and POS) Execution**, reviewing some key concepts as Dynamic & Peer Pricing, Integrated Value Selling, and Win-Win “free” collection of Market-Pricing Intelligence

Game & Case: Designing Your Pricing Sales Force Execution

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DATES & VENUES 2013

Warsaw

Workshop 1: **4th Sept.**
Workshop 2: **5th Sept.**
Venue to be confirmed

Milan

Workshop 1: **11th Sept.**
Workshop 2: **12th Sept.**
Venue to be confirmed

Dusseldorf

Workshop 1: **18th Sept.**
Workshop 2: **19th Sept.**
Venue to be confirmed

Lisbon

Workshop 1: **25th Sept.**
Workshop 2: **26th Sept.**
Venue to be confirmed

Madrid

Workshop 1: **30th Sept.**
Workshop 2: **1st Oct.**
Venue to be confirmed

Amsterdam

Workshop 1: **2nd Oct.**
Workshop 2: **3rd Oct.**
Venue to be confirmed

Paris

Workshop 1: **9th Oct.**
Workshop 2: **10th Oct.**
Venue to be confirmed

Copenhagen

Workshop 1: **16th Oct.**
Workshop 2: **17th Oct.**
Venue to be confirmed

Brussels

Workshop 1: **23rd Oct.**
Workshop 2: **24th Oct.**
Venue to be confirmed

London

Workshop 1: **30rd Oct.**
Workshop 2: **31st Oct.**
Venue to be confirmed

Zurich

Workshop 1: **6th Nov.**
Workshop 2: **7th Nov.**
Venue to be confirmed

Registration Information

- ✓ Workshop Day 1
895 EUR
- ✓ Workshop Day 2
895 EUR
- ✓ Workshop Days 1 & 2:
20% discount for 2 days
inscription
1.430 EUR

Group discount

Same Organization - multiple countries

2 Attendees	20%
3 Attendees	30%
4 Attendees	40%
5+ Attendees	50%

*Dates are tentative and subject to be modified depending on final number of attendees
Number of attendees is limited to 20 per Workshop*

Pre-Register before July 19th by sending an email with your contact details to:

pricingforum@pricingsolutions-eu.com

In addition to have your seat guaranteed, you will receive as a gift the book from Paul Hunt & Jim Saunders:

"World Class Pricing: The Journey"

Places are limited!!

Apply NOW! Save your seat and get the book "World Class Pricing: The Journey", signed by the author!!!

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PRICING FORUM COMMITTEE MEMBERS



MicroStrategy



EBS Business School



MKMarketing+Ventas



A lot has happened this past year, and the Pricing Forums are developing various interesting and exciting activities to encourage the growth of the Pricing Awareness throughout Europe, supporting many Pricing Professionals on Pricing knowledge and Best Practices acquisition.

Antonio González	Banco Santander	Management Control
Bernhard Webler	MicroStrategy	Vice President Retail Solution
Christian Hoika	Unilever Foodsolutions	Finance Director UFS DACH
Christian Köhler	Markenverband	Director General
Emilio de Velasco	Deusto Business School	Director Nacional de Desarrollo In Company
Félix Krohn	Wolters Kluwer	Vice President Corporate Strategy & Pricing
Fernando Romana	IPAM Lisboa	Director
Francesc Paloma Bertran	Vueling	Head of Revenue Management and Pricing
Gianfranco Parlato	Zoetis	Director Strategic Pricing & Customer Loyalty
Ingo Hennecke	Bayer CropScience	Global Pricing Manager
Jaime Buxó	Occidental Hoteles	General Manager Hotels Division
Jean-Bernard Kazmierczak	GfK	Retail Analytics Director
João Epifânio	TMN Telecomunicações	Director Development of Convergence Services
Julia Corona	Marketing	Market Research specialist
Kike Riesgo	Spanish Federation of Marketing	President
Miguel Serrano	Medtronic	Global Pricing Strategy Director
Natalia Kasperowicz	Johnson & Johnson Medical	EMEA Pricing and Commercial Excellence Manager
Natividad Buceta	Marketing & Social Business	Social Business, Diversity & Integration Expert
Olivier Morel	Michelin	Progress of Marketing Process Pricing Network Animator
Patricia Rodrigues	EMC	EMEA Pricing Analyst
Patrick Mauss	Schneider Electric	Pricing Director EMEA
Poli Sánchez	Wolters Kluwer	Manager Marketing+Ventas
Prof. Dr. Tobias Schütz	ESB Business School - Reutlingen University	Vice Dean Professor of Marketing & Customer Science
Prof. Dr. Tomas Falk	EBS European Business School Oestrich-Winkel	Professor of Marketing
Prof. Frédéric Jallat	ESCP Europe	Professor
Prof. Pierre Desmet	Université Paris Dauphine et ESSEC	Professor
Rui Ventura	APPM	President
Susana Guízar	Merck Sharp & Dohme	External Affairs Manager
Thomas Helbling	FHNW Hochschule für Wirtschaft	Professor for Marketing
Victoria Mascaray	DuPont	EMEA Pricing Competency Leader