

PPS 31st Annual

SPRING PRICING

Workshops & Conference

CHICAGO

April 28-May 1, 2020

LOEWS CHICAGO O'HARE HOTEL

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PPS
PRICING SOCIETY™

STRATEGIES FOR A NEW ECONOMY

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SPRING PRICING WELLCOME



The Professional Pricing Society Team and I are very excited to announce the program for our...

31st Annual Spring Pricing Workshops & Conference

Strategies for a New Economy

We are thrilled to return to our second home, Chicago – where PPS has had more conferences than any other city, for this great event. Our host hotel, the Loews Chicago O’Hare, is an elegant, stylish, convenient hotel with very welcoming workspaces; it is a great venue for our members whether you are traveling in from across the region, the country, or from overseas.

You were nice enough to give us great feedback regarding how we can build program agendas that allow you to make the most of our investment with us, and we can happily state that your feedback is well-represented in our event agenda. The Spring Conference will feature even more practitioner keynotes on Thursday, April 30 and Friday, May 1, where you can learn directly from senior leaders who developed pricing and revenue management excellence within their firms.



Kevin Mitchell
President,
The Professional
Pricing Society

A handwritten signature in black ink that reads 'Kevin Mitchell'.

Our Keynotes will also give you a great opportunity to take advantage of the latest trends, strategies, and tactics with focuses that range from Digital Business to Designing Customer Experience to Organizational Transformation to Partnership with the Sales Team.

We will also have four concurrent breakout tracks in the afternoons on the Thursday and Friday conference days. This gives you the opportunity to pick the sessions that are best for your needs and your company’s goals. You can learn about Negotiations, Leveraging Data, Ethics, Analytics, Problem Solving, and how to prevent Margin Leaks, in addition to seeing demonstrations of the newest pricing software tools.

Most members who join us for the conference also take advantage of the full-day Workshops, which will be offered on Tuesday and Wednesday, April 28-29. Our Workshops will give you lots of choices for training and education, whether you choose Core Pricing Skills, Corporate Strategy, Change Management, Commercial Excellence, or New Product Strategies. These Workshops, and several others that will be offered, also offer testing for credits in the Certified Pricing Professional (CPP) designation.

PPS Conferences give you the best forum to learn from experts and thought leaders about how to perform even better in Pricing, Revenue Management, Sales Enablement, and related fields. You will have the opportunity to network and benchmark with over 500 of your peers from across different industries and geographies.

The PPS Team takes great pride in using our decades of experience to deliver the best events anywhere for business professionals. Our conference will be a great investment for you and your company, and you are sure to return to your office with lots of energy and new ideas.

I look forward to seeing you in Chicago!

#PPSCHI20



April 28-May 1, 2020

LOEWS CHICAGO O'HARE HOTEL

PROFESSIONAL PRICING SOCIETY
**The Most Trusted Resource
 in the Pricing World**

The PPS network includes more than 4,800 active members worldwide from more than 600 leading companies in 75 countries. Currently, we produce five major annual pricing conferences in Asia, Europe, North and South 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 full-day training workshops every year, taught by leading pricing principals and experts.

FOUNDED:
 1984 by
 Eric Mitchell

MEMBERS:
 4,813

COMPANIES:
 653

GLOBAL PRESENCE:
 75 Countries /
 6 Continents

EVENTS:
 5 Major
 Annual Pricing
 Conferences

OTHER SERVICES:

- 16 Annual Publications
- Pricing White Papers
- Case Studies
- Webinars
- Annual Salary Survey

OFFERINGS:

- Certified Pricing Professional
- Pricing Training Workshops
- Over 40 Online Pricing Courses

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Register Today!

Buy 2, Get the 3rd FREE Early Bird Deadline is March 16, 2020!

Remember!

The 4th Attendee is FREE!
 (when 3 people from the same firm register at the same time)



TUESDAY | APRIL 28

9:00am-4:00pm

B2B AND B2C THEMED | LEVEL 100 COURSE

WORKSHOP
1

CORE PRICING SKILLS

Is your organization starting to ask questions about how to leverage pricing? Or have you been making little headway in your attempts to drive improvements? In either case, having a keen grasp of the pricing process is essential.

While every organization is unique, the four necessary steps in the pricing process are uniform. The key is understanding the diversity of processes available and customizing their application to your organization's needs, which is the focus of this session.

1. **Develop Pricing Strategy:** Understand how value is being generated for your organization's customers and determine the optimal quantification method. Translate this quantification into pricing guidelines.
2. **Set Account Pricing:** Translating strategy guidelines into product and customer-specific pricing is a challenge. There is a long list of complexities to overcome. We will cover the benefits of utilizing a practical price model and creating a systematic, reproducible approach to ensure price integrity.
3. **Customer Implementation:** When pricing plans are fixed at a granular level, it is up to the sales teams to take action in the market. We will share guidelines for ensuring execution occurs and understanding how to measure.
4. **Monitoring Performance and Planning:** What gets measured, gets managed. During this session we will review KPIs that drive accountability.

ATTENDEES WILL LEARN:

- Effective segmentation to drive price differentiation
- Available value pricing frameworks and when each should be employed
- How to ensure price integrity by making price changes stick

PRESENTED BY:



Avy Punwasee, CPP
Principal, Revenue Management Labs

Avy Punwasee is Founder and Principal of Revenue Management Labs, a boutique consultancy dedicated to realizing sustainable bottom line improvements through developing and executing innovative pricing strategies. With more than 15 years of senior revenue management experience spanning pricing, strategy, and analytics, Punwasee has transitioned from being an in-house practitioner with large companies such as Anheuser Busch InBev and Ford Motor Company to consulting for leading companies on a global scale. He earned his MBA and BBA from the Schulich School of Business at York University.



Michael Stanisz
Founding Principal of Revenue Management Labs

Michael Stanisz is Founding Principal of Revenue Management Labs. He is a devoted practitioner of data driven business solutions and the use of advanced analytics to drive pricing improvements. With a keen eye for details and a history of exploring complex data sets and models, he has a profound ability to understand and interpret trends in data for the benefit of clients. He holds a BSC in Mathematics from McMaster University, an MMA from Queens University and an MBA from the University of Toronto.

Workshop presentations are provided in a print copy workbook only and remain the proprietary property of each workshop speaker.

TUESDAY | APRIL 28

9:00am-4:00pm

B2B THEMED | LEVEL 200 COURSE

2

WORKSHOP

PRICE WITH A NEW PERSPECTIVE:

When Internal Customer Data Isn't Enough

In B2B markets, customers do business with you for one reason: to achieve greater revenue and profit growth than they otherwise would with an alternative solution or competitor offering. To understand this financial view of value creation, pricing teams must move beyond internal (historical) data and add the “outside-in” perspective of the customer. Without this perspective, pricing teams cannot understand the impact their solutions have on the customer and thus lack the insight necessary to set a fair price which customers will accept.

Adopting the customer’s perspective also provides the opportunity to solve emerging customer needs not previously recognized. Often, this does not require developing new products, but rather adding value-added services to existing solutions. When pricing teams understand bottom-line financial value, they can align the entire commercial organization, reduce internal/external price negotiations, and build stronger partnerships with key accounts.

To be clear, this is not about complex financial value quantification. Instead, this workshop is focused on teaching you how to better understand your customer, how to enable your sellers with simple and meaningful value conversations, and ultimately how to build pricing integrity for your products in the market.

ATTENDEES WILL LEARN:

- How to build a map of your customer’s business
- How to conduct in-depth interviews with customers to validate internal hypotheses
- How to customize value messaging to key stakeholders

PRESENTED BY:



Patrick McCullough
Director, Holden Advisors

Patrick McCullough is a Director with Holden Advisors. In this role, he is responsible for commercializing the firm’s vast array of intellectual property. He specializes in driving the adoption of complex ideas and products through the translation of customer insights into tangible value. McCullough received a BS in Marketing from Penn State University and an MBA from the Columbia Business School.



Mike Cannestra
Vice President, Holden Advisors

Mike is a Vice President with Holden Advisors. Over his career, Mike has worked in Business Development, Sales, Sales Operations, Finance and Accounting across various industries. He received his B.S. in Business Administration from UC Berkeley and his MBA from Santa Clara University.

TUESDAY | APRIL 28

9:00am-4:00pm

B2B AND B2C THEMED | LEVEL 300 COURSE

**WORKSHOP
3**

INSPIRING PRICE IMPROVEMENT AND BUILDING THE PLAN FOR EXECUTION

Meaningful change takes time, necessitates planning, and requires your leadership. You may have a clear perspective on what's not working in your pricing practice, but have you allowed yourself the time to develop the plan that will address these challenges?

In this workshop, we'll make that time. We'll work together to build the first draft of your business case for price improvement. Next, we'll show you how to garner support for your initiative by considering how key stakeholders will benefit from improved pricing processes. Then we'll work together to consider how you can build a realistic plan for change, outlining key checkpoints and measurements of progress. Finally, we'll consider the important ways in which you inspire the organization to maintain focus on continuous improvement.

ATTENDEES WILL LEARN:

- How to build an executive-level business case for pricing improvement
- Effective ways to gain support for a pricing initiative with non-pricing leaders
- The key elements of a realistic change management plan and how to maintain momentum for continuous improvement



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Connect with other pricers to learn, cultivate and advance the power of pricing in your organization.

Visit pricingsociety.com/become-a-member for additional information.

PRESENTED BY:



Valerie Howard
*Solution Strategy
Director, PROS*

Valerie Howard, Solution Strategy Director at PROS, manages the go-to-market strategy for the PROS pricing solution portfolio. As a former user and product manager of PROS solutions, she has firsthand experience in the transformative benefits and competitive advantages that can be realized through pricing technology. Howard earned an MBA from the McCombs School of Business at The University of Texas and a BS in Electrical Engineering through a scholarship at the Cooper Union for the Advancement of Science and Art.



Joshua Bardell
*Lead Strategic
Consultant, PROS*

Joshua Bardell, Lead Strategic Consultant at PROS, works closely with prospects and customers to ensure each product selection and implementation are successfully matched to provide optimal customer value. Joshua has focused his career on pricing and strategy, with a focus on strategic pricing initiatives to drive margin dollars. He has worked in the airline industry, retail and distribution industries, with his most recent role as Director of Pricing & Strategy for American Hotel Register. Joshua has seen the pricing world from a number of different angles, having led pricing teams, selecting and implementing pricing systems as well as selling pricing software.

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TUESDAY | APRIL 28

9:00am-4:00pm

B2B AND B2C THEMED | LEVEL 500 COURSE

4

WORKSHOP

MANAGING GREY MARKET AND CHANNEL CONFLICT IN A GLOBAL PRICING ENVIRONMENT

Better pricing requires strong building blocks for success. These building blocks must follow a progressive pricing maturity curve as well as embrace strategies to manage channel partners, both global and regional, and include specific grey market strategies to limit margin loss. Failure to establish an all-encompassing global pricing strategy will wreak havoc on your organization, leading to decreased profitability, customer dissatisfaction, price wars and much more.

It is crucial for organizations to design the right channel structure, develop aligned business goals across their channel partners, effectively communicate, appropriately segment their business and clearly define channel definitions. The inability to do this can lead to channel partners acting alone in their own short-term interest resulting in channel conflict.

Join this session to learn how to create and maintain the overall channel success that results from having all channel partners working together under the same guidelines.

ATTENDEES WILL LEARN:

- How to leverage global pricing organization strategies
- Ways to keep channel partners engaged both regionally and globally
- Strategies for avoiding margin loss through specific grey market strategies

PRESENTED BY:



Kimberly Long
*Solution Consultant,
Synchron*

Kim Long is currently a Solution Consultant at Synchron where she is responsible for working with prospects and customers to help identify and quantify areas of opportunity related to pricing and designing the winning solution vision. For the last 14 years, she has worked directly with some of the world's largest distributors, industrial manufacturers and service companies in the areas of pricing strategy, profit management, performance measurement and process re-engineering. Prior to this, Long spent 20 years at OfficeMax where she centralized all pricing functions including contract management, RFP requests, price strategy, setting and maintenance.



Gene Methemy
*Managing Director,
Carlisle & Company*

Gene Methemy is a Managing Director at Carlisle & Company where, for the last 17 years, he has worked with original equipment and parts manufacturers on all aspects of the parts business including revenue management, supply chain, and operations. He is currently responsible for pricing, promotion management, and channel strategy. Prior to joining Carlisle & Company, Methemy was a senior manager at CGE&Y (formerly Ernst & Young) and held positions at General Electric and Lockheed Martin. He holds a BS in Electrical Engineering from the University of Missouri at Rolla and an MBA from Northeastern University in Boston.

TUESDAY | APRIL 28

9:00am-4:00pm

B2B AND B2C THEMED | LEVEL 600 COURSE

PRICING AND CORPORATE STRATEGY

To get pricing done right, companies must define the structure, routines, and culture of their organizations. Pricing teams must track pricing decisions from business strategy through pricing strategy, market pricing, and price variance policy all the way to price execution, including new offering development, the sales strategy, and international markets.

This workshop will share how leading firms are integrating different pricing and price management techniques throughout the corporation to maximize both growth and profitability. Attendees will learn to use the value-based pricing paradigm to drive pricing decisions across the entire organization. We will discuss in-depth how to define the structure, routines, and culture of the organization to drive value-based pricing orientation throughout all decisions that impact price capture.

This workshop will also explore how to transform the relationship between sales and pricing toward a mutually constructive goal of capturing profitable customers. We will discuss how to drive pricing decisions into new offering development in order to improve market acceptance and price capture on innovation, from the moment of launch through maturity. Attendees will learn how to utilize contextualization to appropriately set prices in international markets and construct successful market-entry strategies.

ATTENDEES WILL LEARN:

- How to use value-based pricing to drive pricing decisions across the organization
- How to gauge the appropriate price response to a competitive threat
- How to design your pricing council and pricing organization

PRESENTED BY:



Tim Smith, Ph.D., CPP
Founder and CEO, Wiglaf

Tim J. Smith, Ph.D., CPP, is the founder and CEO of Wiglaf Pricing, an Adjunct Professor at DePaul University, and the Academic Advisor to the PPS Certified Pricing Professional (CPP) program. He is the author of ***Pricing Done Right: The Value-Based Pricing Framework Proven Successful by the World's Most Profitable Companies*** (2016) and the leading pricing textbook ***Pricing Strategy: Setting Price Levels, Managing Price Discounts and Establishing Price Structures*** (2012). He holds a BS and BA from Southern Methodist University, a PhD from the University of Chicago, and an MBA with high honors from the University of Chicago Booth School of Business.



Kyle T. Westra, CPP
Manager, Wiglaf

Kyle Thompson-Westra, CPP, is a Manager at Wiglaf Pricing where he is responsible for data-driven research and analysis. His areas of expertise include pricing strategy, sales and marketing strategy, business development, business systems analysis, and project management. He holds an MBA with distinction in Business Strategy and Marketing Analysis from the Kellstadt Graduate School of Business.

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WEDNESDAY | APRIL 29

9:00am-4:00pm

B2B AND B2C THEMED | LEVEL 300 COURSE

6

WORKSHOP

YOUR PRICING NEEDS ACTION:

Building and Managing a Portfolio of Pricing Actions

Pricing is not a once and done activity. Effective pricing requires a sequence of actions implemented over time. These actions require different levels of investment, have varied risks and will have different returns. A portfolio approach is required. Developing a portfolio of pricing actions is critical to executing a portfolio strategy. It is the best way to build expertise and to align pricing with organizational strategy.

Pricing actions vary from developing new value drivers and value metric connections, creating new packages and bundles, designing new pricing models, and adjusting price levels and discount strategies. Actions are supported by research and measured by their outcomes. Each action creates new knowledge that feeds into the next, creating a more robust portfolio that can deliver higher returns at the same level of risk.

Learn how to develop and manage a portfolio of pricing actions that will drive continuous improvement and support sustainable growth.

ATTENDEES WILL LEARN:

- Understand the different pricing actions and when each should be considered
- Develop risk/return profiles for pricing actions
- Manage the portfolio of pricing actions over time to drive continuous improvement

PRESENTED BY:



Karen Chiang

Managing Partner, Ibbaka

Karen Chiang is a Partner at Ibbaka. She has expertise in understanding the KPIs that matter for business valuation, revenue generation, go-to-market strategy for new solution areas and innovation. She earned her BA in English and Geography from The University of British Columbia.



Steven Forth

Managing Partner, Ibbaka

Steven Forth is a Managing Partner at Ibbaka where he leads the MAP (Market Activation and Pricing) business. He is a regular speaker on innovation, design thinking, capability building and pricing strategy. Forth advises companies from early stage innovators to Fortune 50 on value innovation and pricing. In his spare time, he leads the 130,000 member "Design Thinking" group on LinkedIn.

JOIN THE CONVERSATION!



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WEDNESDAY | APRIL 29

9:00am-4:00pm

B2B AND B2C THEMED | LEVEL 300 COURSE

PRICING NEW PRODUCTS:

A Practical Guide to the Development of a Price and Value Discovery Process

Most innovations are under-priced when launched. This is due to the fact that product owners have limited market and customer insights, are uncertain of the product's value, and lack a structured price setting process. Pricing is an afterthought in the new product development process. By the time most new products reach launch, fear, compromise and deadlines are driving the pricing decision. Inevitably this results in financial expectations not being achieved and a weak competitive position in the market.

This workshop will provide pricing professionals with a new product pricing framework. We will provide a hands-on approach to managing the price setting process throughout the development process based on an understanding of the value of innovation. The price setting framework ensures that product owners set prices confidently, in a timely manner, and with achievable financial goals.

ATTENDEES WILL LEARN:

- What key information is required, and at what point during the process, in the development of a pricing offer for a new innovation
- How to develop this information, discover insights and apply them to create a pricing strategy that achieves financial success for the new innovation
- How to organize the price setting process and engage your internal stakeholders to create aligned expectations

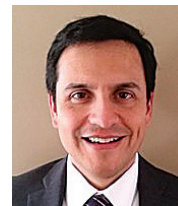
PRESENTED BY:

**Greg Thomas**

VP of Pricing Research & Insights, Pricing Solutions Ltd.

Greg Thomas is VP of Pricing Research & Insights with Pricing Solutions. With over 20 years of experience,

Greg leads organizations in complex pricing projects with focuses on IoT & Digital Technologies, Medical Technologies, Pharmaceuticals, and Consumer Products. Greg earned his Bachelors and Masters from University of Guelph and an Executive Marketing Certificate from Western University.

**Roberto Rivera**

Senior Consultant Pricing Strategy, Pricing Solutions Ltd.

Roberto Rivera is Senior Consultant, Pricing Strategy with Pricing Solutions. With over 16 years of pricing, marketing and sales experience, his areas of expertise include value-based marketing, data driven analytics, project management, and customer value modeling. Roberto earned his MBA, Marketing from Clark University.

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Instructions on page 17.

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WEDNESDAY | APRIL 29

9:00am-4:00pm

B2B THEMED | LEVEL 400 COURSE

8

WORKSHOP

NEGOTIATION SKILLS FOR PRICERS & SALES:

Combating Professional Procurement Tactics & Winning

Businesses face unprecedented pricing pressure as a direct result of sophisticated procurement organizations. Pricing, sales and finance leadership across all industries are engaging in challenging negotiations with highly trained procurement professionals.

This course provides specific actionable negotiation strategies, as well as examples and tactics to refute even the most difficult procurement group. Help your sales, pricing and finance teams up their game and capture more of the value that they deliver to their customers.

ATTENDEES WILL LEARN:

- The 8 tactics used by procurement professionals and the appropriate response to ensure you don't give away price
- 3 simple steps that ensure a favorable outcome when you negotiate with anyone for anything
- 5 negotiation errors to avoid at all cost

PRESENTED BY:



Lydia M. Di Liello

CEO & Founder, Capital Pricing Consultants LLC

Lydia Di Liello is the CEO & Founder of Capital Pricing Consultants, a revenue management and business consultancy dedicated to improving profitability for its clients through strategic, operational and tactical recommendations. She brings more than 25 years of global revenue management and business leadership expertise to her clients. Working with diverse companies in 16 countries, from Fortune 500 to private startups, her experience provides a breadth of knowledge and understanding of the unique challenges her clients face. She holds an MBA from Youngstown State University and is a member of the Board of Advisors for the Professional Pricing Society.



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WEDNESDAY | APRIL 29

9:00am-4:00pm

B2B AND B2C THEMED | LEVEL 500 COURSE

BEST PRACTICES IN PRICING AND MONETIZING SOFTWARE

This workshop is designed for pricing, marketing, and product management experts that are responsible for pricing and monetizing their company's software offering. Whether your organization is B2C, B2B, or B2G and whether you are a small or large enterprise, this workshop will ensure participants can improve and optimize their organization's software pricing and offer design practices using proven best-in-class approaches and leading-edge price-value evaluation tools. With a strong focus on Software-as-a-Service (SaaS) and pricing new innovations, the workshop will also highlight case study examples and allow attendees to openly discuss approaches that directly address software pricing challenges and needs within their own organization.

This workshop will include numerous topics, including: an introduction to The Software Pricing Framework, understanding and measuring software value, applying price-value measurement tools, optimizing subscription pricing, an overview of the software delivery models and the SaaS value proposition, introduction and case examples of 'The SaaS Iceberg TCO' tool, pricing strategies for new and migrating clients, as well as software packaging offer design and subscription metrics.



The Certificate of Profitability Education (CPE)

is designed for Sales and Marketing professionals seeking to improve their price setting and price execution best practices.

Visit pricingsociety.com
for additional information.

PRESENTED BY:



Scott Miller, CPP
Founder, Miller-Advisors

Scott Miller, CPP, is Founder of Miller-Advisors, an independent consulting practice specializing in pricing and offer design strategies for B2B software companies. With over 20 years of pricing experience that includes senior consulting roles as well as corporate global pricing director roles with \$10B technology firms, Scott is also a trusted advisor to, and a Fellow of, the International Software Product Management Association. He is also a CPP, CPA, CMA, a published author, and speaker on best-in-class pricing practices.

ATTENDEES WILL LEARN:

- Best-in-class practices for software pricing strategies (for new and migrating customers)
- Pricing tools to support the development of software and SaaS pricing strategies
- “What works” approaches and case studies that can be directly applied to your organization

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WEDNESDAY | APRIL 29

9:00am-4:00pm

B2B AND B2C THEMED | LEVEL 500 COURSE

10

WORKSHOP

PARTNERING WITH SALES: Best Practices for Price Execution

Your pricing team can set great targets and recommendations for pricing moves, but success always comes down to sales' ability to execute these recommendations. Each negotiated deal has the potential for the price to be dropped. Often it's dropped unnecessarily or far deeper than needed. Additionally, when a business decides to raise price, the execution skills of business leaders, marketing and sales are critical for success. Too often price increases fall far short of expectations. Whether sales discounted price or were unable to increase price, the business assumes the competitive and market dynamics were not favorable when the real reason is often weak execution.

This workshop will cover proven strategies, best practices and tactics the business, marketing and sales teams need in order to successfully negotiate a deal with minimal or no price decreases and to effectively implement price increases. It will also cover the critical role of the pricing team in encouraging and guiding sales towards these best practices.



Online Pricing Courses

PPS brings today's cutting edge pricing training to you - wherever you are in the world. Get the education you need on a schedule that works for you!

Visit pricingsociety.com/training for additional information.

PRESENTED BY:



Joanne Smith
President, Price to Profits Consulting

Joanne Smith is the author of ***The Pricing and Profit Playbook*** (Bradley Publishing - October 1, 2013), the President of Price to Profits Consulting, and the former DuPont Corporate Head of Marketing, Pricing and Customer Loyalty. She is an expert in B2B marketing, pricing, business development and customer loyalty, and has led numerous B2B marketing, pricing, business development and customer loyalty initiatives which have generated millions of dollars to bottom lines. She achieved her bachelor's degree from Drexel University and completed an advanced marketing and sales program with Kellogg School of Management Program. She is a certified Six Sigma Champion.

ATTENDEES WILL LEARN:

- How pricing can partner with sales to improve price realization
- Behaviors for influencing customers and the market
- How to make your smartest price discounting decisions

WEDNESDAY | APRIL 29

9:00am-4:00pm

B2B AND B2C THEMED | LEVEL 600 COURSE

CHANGE MANAGEMENT

As an organization realizes that strategic pricing can dramatically improve not only its profitability and revenue, but also its competitive sustainability, the hurdle to implement plans to execute an effective pricing strategy can seem insurmountable. There are often needs to transform systems, technologies, and processes as well as people and reward/incentive structures.

How does one implement a plan for change towards strategic pricing? What are the costs involved and how does one begin to align various organizational stakeholders for such implementation? What does such a process look like? Where does one start?

This workshop will focus on the process of change management and present success cases for reference. Participants will participate in an interactive session to experience what mindset and skills are necessary for initiating, advocating, effecting, controlling as well as facilitating change in an organization entrenched in current systems and processes. We will discuss the role of the change champion within the organization in promoting a growth mindset, how to get key stakeholders on board, how to effectively communicate change throughout the organization, and how to evaluate and audit the effectiveness of the change.



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Visit pricingsociety.com/CPP for additional information.

PRESENTED BY:



Lillian L. Cheng
*Partner, Cheng, Monroe
& Associates*

Lillian Cheng is an advisor, consultant, and researcher in strategic pricing leadership.

She has taught at several universities and her research interests are in leadership, change, marketing channels, marketing strategy and pricing. She is co-author of “An Appraisal of Behavioral Price Research (Part I)” and “Reflections on An Appraisal of Behavioral Research (Part 1)”, both in *AMS Review*, (3), 2013. She currently teaches leadership, disruptive change, innovations, and pricing at the National University of Singapore and consults globally. She is co-author of ***Relativity: The Science of Price Perception*** with Kent B Monroe, (forthcoming), published by Business Expert Press.

ATTENDEES WILL LEARN:

- The process of change management
- How to perform a gap analysis of change required
- How to advocate the benefits and advantages of strategic pricing

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WEDNESDAY | APRIL 29

9:00am-4:00pm

B2B THEMED | LEVEL 600 COURSE

12

MOVING BEYOND PRICING EXCELLENCE TO COMMERCIAL EXCELLENCE

Pricing excellence is indeed a very worthwhile pursuit, but pricing excellence on its own or in isolation almost always fails to achieve the promised results that many of us believe are possible. There are far too many brilliant pricing strategies that are never fully implemented or realized and too many brilliant pricing practitioners who end up frustrated and disillusioned. We must embrace, especially in B2B industries, that pricing is one of several interdependent processes and capabilities that must be assessed and managed together – something many companies are now referring to as Commercial Excellence. Pricing is woven throughout related process such as strategic marketing and market segmentation, product and portfolio lifecycle management, channel management, and possibly most importantly in B2B, sales and sales operations.

In this workshop, we will guide you through a self-assessment of your organization's current Commercial Excellence maturity, benchmarked against hundreds of other similar organizations. We will then work interactively on identifying where you can help drive the most value in your situation and develop an action plan for when you're back at the office. Your workshop leaders will draw upon best practices observed across hundreds of B2B clients as well as personal experiences as former pricing leaders themselves.

ATTENDEES WILL LEARN:

- How pricing fits into other key processes like sales
- How to evaluate their own Commercial Excellence maturity
- Specific next steps to drive value realization for their organization

PRESENTED BY:



Alex Hoff
*VP Product Management,
Vendavo*

Alex Hoff has been with Vendavo for 12 years and is currently VP Product Management & Marketing.

Prior to joining Vendavo, Hoff spent most of his career in various pricing and marketing roles in both B2B and B2C organizations. In 2003, as a Director of Strategic Pricing, he was an early adopter of price optimization solutions that utilized artificial intelligence and machine learning. He holds an MBA in Marketing and BS in Behavioral Psychology from TCU. He has taught undergraduate business students as an adjunct lecturer on marketing and pricing, and he earned his CPP certification from PPS in 2008.



Jin Sheen Yeoh
Product Manager, Vendavo

Jin Sheen Yeoh has been with Vendavo for 10 years and currently serves as a Product Manager. She has 15 years of experience

delivering scalable, enterprise CRM and pricing software solutions for a variety of B2B and B2C clients in the chemical, high tech, industrial manufacturing, packaging, automobile, and retail industries. She is certified in change management (ProSci) as well as pragmatic marketing (PMC level VI). She is also Chairman of the Board at The MICA Project.

CONFERENCE AT-A-GLANCE

THURSDAY, APRIL 30

TIME	EVENT	SPEAKERS			
7:00am-8:00am	REGISTRATION/BREAKFAST				
8:00am-8:15am	Welcome and Networking	Kevin Mitchell, President, Professional Pricing Society			
8:15am-9:00am	KEYNOTE PRESENTATION: What Makes B2B Different From Consumer Marketing? And It's Not What You Think	Rory Sutherland, Vice Chairman, Ogilvy UK			
9:00am-9:45am	KEYNOTE PRESENTATION: Pricing in the Digital Age	Nolwenn Godard, Director, Pricing Product, PayPal			
9:45am-10:30am	SPONSOR HALL NETWORKING BREAK				
10:30am-11:15am	KEYNOTE PRESENTATION: Not All Pricing Transformations Are Created Equal	Stephan M. Liozu, Ph.D., CPP, Chief Value Officer, Thales Group			
11:15am-12:00pm	KEYNOTE PRESENTATION: Experience Design is the New Imperative	Russ Klein, President, American Marketing Association			
12:00pm-1:00pm	LUNCH				
	BREAKOUT SESSIONS	BREAKOUT SESSIONS	BREAKOUT SESSIONS	BREAKOUT SESSIONS	
	PRICING PRACTITIONERS TRACK This track features professionals in the pricing field sharing best practices – what has worked, what has not and how the challenges were resolved.	PRICING EXPERTS TRACK This track features Advisors in the pricing field sharing methods that will inform participants how to be more effective at both the strategic and tactical level covering many diverse pricing topic areas.	TOOLS AND TECHNIQUES TRACK This track features content from pricing experts sharing their expertise in how to address barriers to success that organizations face implementing pricing strategies.	DATA SCIENCE TRACK This track features expert advice in Artificial Intelligence, CPQ, the Internet of Things, XaaS, and data-driven decision making.	
1:00pm-1:40pm	Market Monetization and Communication: A Case Study Yogesh Mishra, Senior Manager, PayPal Inc.	Recession? Stop Me Before I Slash All Our Prices Ron Kermisch, Partner and Director, Bain & Company	Empowering Sales With Pricing Science and Offer Optimization* Justin Silver, Ph.D., Manager, Data Science and Research, PROS	Processes Benchmark for Strategic Pricing Management Frederico Zornig, CEO, Quantiz Pricing Solutions	
1:50pm-2:30pm	Overcoming Volatility and Sustaining Organizational Price Change Jon Lucas, Strategic Pricing & Business Development Manager, Cornerstone Building Brands	Price Negotiations: Persuasion Techniques That Work Peter Harms, Partner, Simon-Kucher & Partners	Reimagine Pricing With the Zilliant Platform* Pete Epple, SVP Products & Science, Zilliant	Leveraging Pricing Data to Accelerate Business Performance Kevin McCabe, Senior Consultant in the Strategic Pricing Practice, Pricing Solutions Ltd	
2:35pm-3:05pm	SPONSOR HALL NETWORKING BREAK				
3:10pm-3:50pm	Commercial Solutions to Improve Customer's Willingness-to-Pay Sarma Kota, CPP, Director of Pricing, Nokia Inc	The Role of Pricing in Building Brands Dan Ferguson, Vice President, Beverage Alcohol Solutions, Vistaar Technologies, Inc.	The Power of Platform With Pricefx* Radha Patel, Solution Strategist, Pricefx	Pricing for Uptime: Pricing According to Value in a Product-as-a-Service World Clayton Slagle, Value Consulting Engineer, Synchron	
4:00pm-4:30pm	KEYNOTE TOWN HALL Rory Sutherland	KEYNOTE TOWN HALL Nolwenn Godard	KEYNOTE TOWN HALL Stephan M. Liozu, Ph.D., CPP	KEYNOTE TOWN HALL Russ Klein	
4:30pm-6:30pm	CONFERENCE RECEPTION				

FRIDAY, MAY 1

TIME	EVENT	SPEAKERS			
7:00am-8:00am	REGISTRATION/BREAKFAST				
8:00am-8:45am	KEYNOTE PRESENTATION: The Future is Simple	Steve Haggett, VP Pricing & Revenue Management, Iron Mountain			
8:45am-9:30am	KEYNOTE PRESENTATION: Pricing: A Strategic Ingredient of Digital Transformation Success	Dr. Michael Wu, Chief AI Strategist, PROS			
9:30am-10:30am	SPONSOR HALL NETWORKING BREAK				
10:30am-11:15am	KEYNOTE PRESENTATION: Take a Walk on the (Wild) Sales Side	Brian Doyle, President, Holden Advisors			
11:15am-12:00pm	KEYNOTE PRESENTATION: Accelerate Your Subscription Business	Mark Stiving, Chief Pricing Educator, Impact Pricing			
12:00pm-1:00pm	LUNCH				
	BREAKOUT SESSIONS	BREAKOUT SESSIONS	BREAKOUT SESSIONS	BREAKOUT SESSIONS	
	PRICING PRACTITIONERS TRACK	PRICING EXPERTS TRACK	TOOLS AND TECHNIQUES TRACK	DATA SCIENCE TRACK	
1:00pm-1:40pm	Partnering With Sales for Pricing Excellence Jeremy Pifer, Enterprise Operations Director at Hologic	Pricing Ethics: The Good, The Bad and The Messy Middle Gabriel Smith, Chief Evangelist, Pricefx	Optimizing Revenue Execution* Nikki Caruthers, Director of Solutions, Model N	Finding the 1% When You Have Bad Data Cheri Eyink, Principal, B2B Kinetics	
1:50pm-2:30pm	Pioneering Pricing in Your Organization Akshat Gupta, Pricing Strategy, Stripe	Making the Move to Value Based Pricing Lisa Singer, CPP, VP, Principal Analyst, Forrester Research	The 4 Capabilities You Need to Master to Deliver Pricing Excellence Bernard Kang, Partner, EY	Will AI Replace Pricing Professionals? Alex Shartsis, Founder / CEO, Perfect Price	
2:35pm-3:05pm	SPONSOR HALL NETWORKING BREAK				
3:10pm-3:50pm	Convincing the C-Suite That Your Pricing Needs Attention Tim Meeker, Director of Pricing at Navistar	Price Analytics Needs to Break the Sound Barrier Mark Garratt, Partner and Co-founder, in4mation insights	Taking Control of Your Trade Incentives Mike Davis, Account Executive, Vistex	Finding & Fixing Margin Leakage in Customer-Specific Pricing Brooks Hamilton, VP of Professional Services, Zilliant	
4:00pm-4:30pm	TOWN HALL PANEL Steve Haggett, Dr. Michael Wu, Brian Doyle and Mark Stiving				

*SOFTWARE DEMO These presentations will feature software demonstrations for those interested in furthering their knowledge of how implementation can impact their organizations.

TRAINING AND CPP

PRICING TRAINING

TOP 5 BENEFITS OF CERTIFICATION WORKSHOPS & ONLINE COURSES

1
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The PPS **Certified Pricing Professional (CPP) Program** is academically sound and based on real business experience. The content is delivered via Live Workshops on 4 continents and Online Pricing Courses accessible from anywhere in the world.

The CPP curriculum covers core competency areas of price setting, psychological influences to price acceptance, price-variance and discount management, pricing strategy and tactics, and organizational pricing-function development and improvement.

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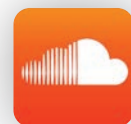
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KEYNOTE PRESENTATIONS

THURSDAY | APRIL 30

8:15am-9:00am

**WHAT MAKES B2B
DIFFERENT FROM
CONSUMER MARKETING?
AND IT'S NOT WHAT YOU THINK****Rory Sutherland**
Vice Chairman, Ogilvy UK

Conventional wisdom holds that B2B decisions are made under far more stringent conditions of rationality and reason than consumer purchases. But is this an illusion. Beneath the necessary facade of spreadsheet quantification, is the reality that B2B decisions are in fact more emotionally driven and more prone to wild irrationality than the ones we make in our personal lives?

ATTENDEES WILL LEARN:

- What makes B2B different from B2C marketing
- What drives B2B decision making
- How to apply these insights to your B2B marketing efforts

Rory Sutherland is the Vice Chairman of Ogilvy and the co-founder of the behavioral science practice within the agency. This practice looks for 'unseen opportunities' in consumer behavior, or the very small contextual changes which can have enormous effects on the decisions people make. Before founding Ogilvy Change, he was a copywriter and creative director at Ogilvy for more than 20 years, having joined as a graduate trainee in 1988. He is the author of two books: ***The Wiki Man***, available on Amazon, and ***Alchemy, The Surprising Power of Ideas Which Don't Make Sense*** (March 2019).

9:00am-9:45am

**PRICING IN THE
DIGITAL AGE****Nolwenn Godard**
Director, Pricing Product, PayPal

Technology, in particular the digitization of the economy, is altering entire business ecosystems. Increased price transparency and choice are strengthening the negotiation power of customers. Data science, artificial intelligence and predictive analytics offer an unprecedented possibility for pricing intelligence and new disruptive pricing models.

Is your business model still adequate for this new era? Or is it time to reengineer your pricing structures and engage in a pricing transformation?

ATTENDEES WILL LEARN:

- How the digitization of economy is disrupting business as usual
- How to approach pricing in that context
- What to consider when leading a pricing transformation

Currently serving as the Director of Pricing Product at PayPal, Nolwenn Godard is responsible for a platform that helped enable nearly 10 billion payment transactions to be priced, generate over \$15 billion in revenue and serve 267 million active accounts in more than 200 markets. She has extensive experience in successfully building and scaling products and platforms. As a passionate advocate for diversity and inclusion, Godard regularly works to lift up other women. She was an honoree of the 2018 Silicon Valley Women of Influence, and she earned her MBA from ESSEC business School in France.

THURSDAY | APRIL 30

10:30am-11:15am

NOT ALL PRICING TRANSFORMATIONS ARE CREATED EQUAL



Stephan M. Liozu, Ph.D., CPP
Chief Value Officer, Thales Group

Designing a pricing transformation journey requires a deep understanding of business dynamics, corporate culture, and starting pricing maturity levels.

Additionally, the pricing journey might have to adapt over time to changing conditions and improved maturity levels.

This presentation highlights the Thales Group's pricing transformation which started in 2015 and is still ongoing. It makes the case for excellent design capabilities, change leadership, and agile development.

ATTENDEES WILL LEARN:

- How to define a pricing journey roadmap unique to your organization
- How to design your pricing organization as part of this roadmap
- How to bring people on board using advanced change management approaches

Stephan M. Liozu, Ph.D., CPP, is Chief Value Officer of the Thales Group (www.thalesgroup.com) and an Adjunct Professor & Research Fellow at the Case Western Research University Weatherhead School of Management. He holds a PhD in Management from Case Western Reserve University (2013), an MS in Innovation Management from Toulouse School of Management (2005), and an MBA in Marketing from Cleveland State University (1991). He is a Prosci® certified Change Manager and a Strategyzer Business Model Innovation Coach. He authored five books, including his most recent entitled **Monetizing Data** (2018). He sits on the advisory boards of LeveragePoint Innovation and PPS.

11:15am-12:00pm

EXPERIENCE DESIGN IS THE NEW IMPERATIVE



Russ Klein
President, American Marketing Association

Agencies and marketers alike are addicted to storytelling. The advent of so-called content marketing has been the equivalent of a speedball coursing through the craving veins of marketers who think every problem can be solved by telling a better story. Soon they are going to miss a window of opportunity that will quickly end up in someone else's portfolio. If marketers and agencies don't come to terms in a hurry with the structural factors that have set the stage for experience-driven brand building, CEOs are going to tap other resources to do it instead. Experience design is the next frontier for brand-building.

ATTENDEES WILL LEARN:

- Experience-driven brand building is the growth template for the future
- The 4Ps must be reimaged for 21st century application
- The future of marketing is a world in which everything is bought and nothing is sold

Russ Klein has quarterbacked teams for many of the world's foremost brand names, holding top marketing and advertising posts at Dr Pepper/7UP Companies, Gatorade, 7-Eleven Corporation, Burger King Corporation, and Arby's Restaurant Group, and leadership positions with Leo Burnett and FC&B advertising agencies.

As CEO for the American Marketing Association, he is leading the transformation of the AMA into the essential community for marketers. Klein is also architect of the TMBRAND = ExperienceStory theory aimed at advancing the discipline of Experience Design for businesses.

He is a graduate of Ohio State University and the Harvard Business School Advanced Management Program.

FRIDAY | MAY 1

8:00am-8:45am

THE FUTURE
IS SIMPLE

Steve Haggett
*VP Pricing & Revenue
Management, Iron Mountain*

Pricing touches most other functions across the organization, including Sales, Finance, Marketing, IT, HR, Legal, Customer

Communications, and others. Emerging software technologies offer the ability to incorporate real-time machine learning to automate pricing decisions. All these stakeholders and tools add complexity to pricing processes.

While individual approval triggers or algorithms solve specific concerns, the accumulation of individual solutions yield overly-complex processes that no single person understands. Automation adds speed, but risks stripping judgment.

ATTENDEES WILL LEARN:

- The costs of complexity
- The benefits of simplicity
- Ways to simplify complex pricing processes

Steve Haggett is VP Pricing & Revenue Management at Iron Mountain, a global business services firm. The revenue management team drives the majority of global profit growth. Steve previously led global pricing at Philips Healthcare and Quest Diagnostics. Steve comes to pricing with a background in sales and marketing in the global energy industry. Steve holds a degree in Art from Williams College and an MBA from Harvard Business School. He is an award-winning mosaic artist and regularly exhibits in the Boston area.

8:45am-9:30am

PRICING:
A STRATEGIC INGREDIENT OF
DIGITAL TRANSFORMATION
SUCCESS

Dr. Michael Wu
Chief AI Strategist, PROS

While Digital Transformation (DX) is a top-of-mind initiative for many enterprise executives, over 80% of these initiatives fail to create lasting business transformation.

Successful DX must go beyond siloed adoption of technology to truly transform the people, processes, and culture of an organization.

This keynote will present a framework (the 4-Gears Model) to help companies visualize the end state of successful DX.

ATTENDEES WILL LEARN:

- The defensive and offensive justifications for embarking on a long and difficult DX journey
- The most common DX failures and what we can do to minimize their risk
- Why pricing is crucial to the long-term success of DX initiatives

Dr. Michael Wu is a passionate data science thought leader, strategist, author and international speaker. He joined PROS recently as Chief AI Strategist to help other companies outperform via the use of big data, machine learning, and artificial intelligence. His research spans many areas, including customer experience, CRM, online influence, gamification, digital transformation, AI, etc. His R&D won him the recognition as an Influential Leader by *CRM Magazine* along with Mark Zuckerberg and other industry giants. He received his Ph.D. from UC Berkeley's biophysics program, where he uses machine learning to model visual processing within the human brain.

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MR. DOUG FUEHNE
Head of Customer Success
Amazon Business

DR. SCOT HORNICK
Partner,
Oliver Wyman

FRIDAY | MAY 1

10:30am-11:15am

TAKE A WALK ON THE (WILD) SALES SIDE



Brian Doyle
*President,
Holden Advisors*

Over the years, we have learned that pricing and selling must be viewed as a team sport in order to deliver both revenue and profit growth. Yet a large portion of your team, the sales force, is facing an uneven playing field as customers are better trained and more informed than ever before.

It's time to walk in the shoes of our salespeople to better understand their struggles.

ATTENDEES WILL LEARN:

- How the buying center has changed
- How to put your collective organizational energy towards pricing as a team
- Why the 'art' of pricing is just as important as the 'science' in commercial strategy

Brian is the President of Holden Advisors and has extensive experience on both sides of the negotiation table as both a sales leader and a lead negotiator. Recognized as an expert in the B2B space, Brian specializes in high-value contract negotiations. He has a Bachelor's in Astrophysics from the United States Air Force Academy and a Master's in Systems Engineering from St. Mary's University.

11:15am-12:00pm

ACCELERATE YOUR SUBSCRIPTION BUSINESS



Mark Stiving
*Chief Pricing Educator,
Impact Pricing*

You've launched your subscription line, or perhaps are pondering how to do it. Regardless, you will want it to grow, and there are so many things you could be doing. How do you prioritize? This keynote will provide a framework to understand subscriptions, the value levers you can pull, and how to prioritize them. You'll walk away knowing where your growth comes from to create a strategic plan for your company.

ATTENDEES WILL LEARN:

- The 3 revenue buckets and how they should drive actions
- The 3 value levers to grow revenue
- How to prioritize to grow based on current and projected states of your company

Mark Stiving, PhD, teaches and coaches pricing through Impact Pricing as the Chief Pricing Educator. Mark is the author of *Impact Pricing* and has been blogging and podcasting since 2010. He earned his PhD in Marketing with a focus on pricing.

MR. ERIC JOYNER
Vice President, Strategic Pricing & Analysis
Cardinal Health

DR. STEPHAN LIOZU, CPP
Chief Value Officer
Thales Group

MR. CHRIS PROVINES
CEO, Healthcare Value Institute and ValueVantage Partners;
Adjunct Professor, Rutgers University Graduate School of Business

MR. MIGUEL SERRANO KIECKEBUSCH
Vice-President, Global Pricing Strategy & Revenue Management
Medtronic

DR. RICHARD LANCIONI, CPP
Professor of Marketing
Temple University,
Fox School of Business

MS. LAURA PRESLAN
General Manager
Dynamics Program Office
Microsoft Corporation

MS. STACEY SCHAEFFER
Director, Price & Offering Management, SAS Institute, Inc.

MR. MICHAEL SIMONETTO
Principal, Pricing & Profitability Management
Deloitte Consulting LLP

BREAKOUT SESSIONS

THURSDAY | APRIL 30

1:00pm-1:40pm

PRICING PRACTITIONERS TRACK	PRICING EXPERTS TRACK	TOOLS AND TECHNIQUES TRACK	DATA SCIENCE TRACK
<p>MARKET MONETIZATION AND COMMUNICATION: A CASE STUDY</p>	<p>RECESSION? STOP ME BEFORE I SLASH ALL OUR PRICES!</p>	<p>EMPOWERING SALES WITH PRICING SCIENCE AND OFFER OPTIMIZATION*</p>	<p>PROCESSES BENCHMARK FOR STRATEGIC PRICING MANAGEMENT</p>
<p>B2B AND B2C THEMED ADVANCED LEVEL</p>	<p>B2B AND B2C THEMED INTERMEDIATE LEVEL</p>		<p>B2B AND B2C THEMED INTERMEDIATE LEVEL</p>
 <p>Yogesh Mishra <i>Senior Manager, PayPal Inc.</i></p>	 <p>Ron Kermisch <i>Partner and Director, Bain & Company</i></p>	 <p>Justin Silver, Ph.D. <i>Manager, Data Science and Research, PROS</i></p>	 <p>Frederico Zornig <i>CEO, Quantiz Pricing Solutions</i></p>
<p>As pricing professionals, we should strive to identify the differentiating value of our products and services and communicate that value powerfully to our customers so that they are willing to pay the price we deserve.</p>	<p>The odds of a recession are rising, yet most companies are woefully unprepared. Companies who develop a strong recession pricing plan BEFORE it hits can survive and even emerge with their performance and competitive position enhanced.</p>	<p>As any salesperson will tell you, the optimal price of each buying interaction is unique to the conditions of that engagement. However, calling on a “price exception process” for every price request is not the answer. Join this session to see how an effective segmentation model provide the foundation to deliver an optimized price for the real-time conditions of every unique interaction. Discover how you can employ technology to harmonize pricing across your traditional channels, digital channels, and contracts. Finally, see how machine learning can be applied to take profit optimization to the next level through the discovery of meaningful cross-sell and offer optimization opportunities for sales.</p>	<p>Pricing benchmarks allow you to compare where you are in relation to your competitors, but the process is not as simple as comparing prices alone. Multiple factors should be considered related to the value offered by your company and your competition.</p>
<p>Foreign exchange is the largest financial market in the world, with a daily volume of \$5.1 trillion USD exchanged. This market has extensively utilized the concept of value-based pricing to monetize its services in innovative ways. Prices have been based on the estimated value of the services delivered.</p>	<p>Attend this session to learn how to prepare a pre-recession pricing plan based on a clear view of market fundamentals, customer needs, and likely competitor responses.</p>		<p>This presentation will address the most important processes that need to be considered in order to guarantee pricing implementation in any organization.</p>
<p>In this session, we will present the prevalent monetization and communication practices of the foreign exchange market that you can apply to your industry.</p>	<p>ATTENDEES WILL LEARN:</p> <ul style="list-style-type: none"> • To identify vulnerable customer populations and proactively adjust value propositions to expand share of wallet • Common price leaks that emerge during a recession and how to plug them • Key pricing capabilities to develop to respond to customer and competitor moves 	<p>ATTENDEES WILL LEARN:</p> <ul style="list-style-type: none"> • Why leveraging pricing science is more pertinent than ever • The keys to an effective price segmentation model • How to effectively optimize prices across traditional and digital channels 	<p>ATTENDEES WILL LEARN:</p> <ul style="list-style-type: none"> • Key pricing processes and their benchmarks • Key challenges and trends for successful pricing implementation • How technology and understanding customer behavior are enablers of strategic pricing management
<p>ATTENDEES WILL LEARN:</p> <ul style="list-style-type: none"> • Best practices to apply to your industry • Market techniques to communicate value to the end customer • Framework to differentiate your products from your competitors 		<p>* SOFTWARE DEMO</p>	

THURSDAY | APRIL 30

1:50pm-2:30pm

PRICING PRACTITIONERS TRACK	PRICING EXPERTS TRACK	TOOLS AND TECHNIQUES TRACK	DATA SCIENCE TRACK
<p>OVERCOMING VOLATILITY AND SUSTAINING ORGANIZATIONAL PRICE CHANGE</p>	<p>PRICE NEGOTIATIONS: PERSUASION TECHNIQUES THAT WORK</p>	<p>REIMAGINE PRICING WITH THE ZILLIANT PLATFORM*</p>	<p>LEVERAGING PRICING DATA TO ACCELERATE BUSINESS PERFORMANCE</p>
<p>B2B AND B2C THEMED ADVANCED LEVEL</p>	<p>B2B AND B2C THEMED ADVANCED LEVEL</p>		<p>B2B AND B2C THEMED INTERMEDIATE LEVEL</p>
 <p>Jon Lucas <i>Strategic Pricing & Business Development Manager, Cornerstone Building Brands</i></p>	 <p>Peter Harms <i>Partner, Simon-Kucher & Partners</i></p>	 <p>Pete Epele <i>SVP Products & Science, Zilliant</i></p>	 <p>Kevin McCabe <i>Senior Consultant in the Strategic Pricing Practice, Pricing Solutions Ltd</i></p>
<p>Cornerstone Building Brands regularly deals with cost volatility, an obstacle that was greatly accelerated by 2018 tariffs. With a mandate to increase margins, Cornerstone's pricing team needed to optimize prices across channels while settling the organizational "autonomy vs. control" debate.</p>	<p>Persuasion techniques improve how customers value your offer and how they perceive your price, all without necessitating price reductions. Sounds too good to be true? Persuasion techniques are well researched and their results are well documented. Moreover, well implemented persuasion techniques will help you to sell more and close more deals.</p>	<p>B2B customers expect immediately available, tailored pricing that is consistent across channels and accurately reflects current market conditions and their relationship with the supplier, even for large quote requests, with no lag time during negotiations. In this demo session, we'll showcase how Zilliant's Real-Time Market Pricing enables you to leverage multiple data sources, including digital and eCommerce data, as inputs to price calculations and optimization to set and deliver dynamic prices to sales reps and customers.</p>	<p>To stay competitive in today's pricing environment, you need advanced analytical capabilities in place that rely heavily on data. Unfortunately, current data can often be erratic and episodic. For many companies, the increasing product and customer complexity is pulling value and price aspects further apart.</p>
<p>Cornerstone established a pricing center of excellence, powered by a technology catalyst that uses data to remove the emotion from pricing.</p>	<p>This session will illustrate best practices and give clear guidance on how to implement persuasion techniques effectively in both B2B and B2C.</p>		<p>This session will share the best practices in closing data gaps by applying value-based pricing methodology and tools.</p>
<p>ATTENDEES WILL LEARN:</p> <ul style="list-style-type: none"> To establish a pricing center of excellence that delivers organizational accountability To select the right technology to power an effective pricing center of excellence To build upon early wins and sustain profitable pricing behavior over time 	<p>ATTENDEES WILL LEARN:</p> <ul style="list-style-type: none"> How to answer: "Persuasion techniques sound manipulative. Should I even use them?" What elements drive excellence in price negotiations How to use persuasion techniques effectively 	<p>ATTENDEES WILL LEARN:</p> <ul style="list-style-type: none"> Differentiate pricing for existing customers and new visitors at the product category or SKU level Set eCommerce-specific discounts that can be personalized (or targeted) to customer segments and products Analyze pageviews, conversions, cart abandonment data and inventory availability to set multiple discounting strategies online 	<p>ATTENDEES WILL LEARN:</p> <ul style="list-style-type: none"> The methodology required for capturing value-based drivers and quantifying buying behavior How to organize data using 80/20 pricing segmentation and quantitative conjoint analysis Case studies on successfully building a data-driven pricing model
		<p>* SOFTWARE DEMO</p>	

BREAKOUT SESSIONS

THURSDAY | APRIL 30

3:10pm-3:50pm

PRICING PRACTITIONERS TRACK	PRICING EXPERTS TRACK	TOOLS AND TECHNIQUES TRACK	DATA SCIENCE TRACK
<p>COMMERCIAL SOLUTIONS TO IMPROVE CUSTOMER'S WILLINGNESS-TO-PAY</p> <hr/> <p>B2B AND B2C THEMED INTERMEDIATE LEVEL</p>	<p>THE ROLE OF PRICING IN BUILDING BRANDS</p> <hr/> <p>B2B AND B2C THEMED BEGINNER LEVEL</p>	<p>THE POWER OF PLATFORM WITH PRICEFX*</p>	<p>PRICING FOR UPTIME: PRICING ACCORDING TO VALUE IN A PRODUCT-AS-A-SERVICE WORLD</p> <hr/> <p>B2B AND B2C THEMED INTERMEDIATE LEVEL</p>
<div style="display: flex; align-items: center;">  <div> <p>Sarma Kota, CPP <i>Director of Pricing, Nokia Inc</i></p> </div> </div> <p>The success of achieving a win-win deal depends to a large extent on capturing value in the right commercial solution. This in turn depends on understanding customer pain points and devising a suitable commercial solution that improves the customer's willingness-to-pay.</p> <p>This presentation focuses on a framework for building advanced commercial solutions to optimize a win-win price and mitigate the associated commercial risks.</p> <p>ATTENDEES WILL LEARN:</p> <ul style="list-style-type: none"> • How to capture value in the right price model • How to deploy innovative customer solutions to improve customer willingness-to-pay • How to mitigate the risks associated with some advanced commercial solutions 	<div style="display: flex; align-items: center;">  <div> <p>Dan Ferguson <i>Vice President, Beverage Alcohol Solutions, Vistaar Technologies, Inc.</i></p> </div> </div> <p>Building brands in the wine and spirits industry was a 20-year journey. Today, it can be faster. Jack Daniels was built over more than 20 years. Fireball was built in about 5 years. Much of the accelerated brand building success can be attributed to technology.</p> <p>This session will discuss how the evolution of pricing and technology is accelerating the brand building process.</p> <p>ATTENDEES WILL LEARN:</p> <ul style="list-style-type: none"> • The roles pricing plays in building consumer brands • How to optimize pricing in a world of many price calculations and regulations • How to engage technology and train to users execute localized pricing that drive a brands price strategy 	<div style="display: flex; align-items: center;">  <div> <p>Radha Patel <i>Solution Strategist, Pricefx</i></p> </div> </div> <p>See the world through the eyes of a Global Pricing Director who's unlocking critical insights, managing pricing rules and guidance in real time, and capturing maximum profitability and efficiency through the fully connected ecosystem of apps, IP, and seamless integrations, powered by the PricefxPlatform.</p> <p>ATTENDEES WILL LEARN:</p> <ul style="list-style-type: none"> • How a truly cloud native solution is able to deliver integrated optimization, management and realization with both speed and flexibility • How a range of connected CRM apps, eCommerce plugins and backend connectors extend the power of the core pricing capability with ease and agility • Why choosing a platform over an isolated solution set makes sense for organizations looking to both scale and innovate with confidence and speed <p><i>* SOFTWARE DEMO</i></p>	<div style="display: flex; align-items: center;">  <div> <p>Clayton Slagle <i>Value Consulting Engineer, Synchron</i></p> </div> </div> <p>As customer expectations continue to increase, subscription-based service models guaranteeing maximized product uptime are becoming the norm. This shift is forcing pricing professionals to change how they're pricing.</p> <p>In this session, learn how manufacturers are embracing this foundational shift and ways to ensure your prices reflect the true value of today's always-on environment.</p> <p>ATTENDEES WILL LEARN:</p> <ul style="list-style-type: none"> • How the evolution of products-as-a-service creates a unique opportunity to automate and optimize pricing strategies • How to leverage emerging technology to modernize how goods and services are priced • Levers you can pull to have an impact on your company's profit margins

BREAKOUT SESSIONS

FRIDAY | MAY 1

1:00pm-1:40pm

PRICING PRACTITIONERS TRACK	PRICING EXPERTS TRACK	TOOLS AND TECHNIQUES TRACK	DATA SCIENCE TRACK
<p>PARTNERING WITH SALES FOR PRICING EXCELLENCE</p>	<p>PRICING ETHICS: THE GOOD, THE BAD AND THE MESSY MIDDLE</p>	<p>OPTIMIZING REVENUE EXECUTION*</p>	<p>FINDING THE 1% WHEN YOU HAVE BAD DATA</p>
<p>B2B AND B2C THEMED BEGINNER LEVEL</p>	<p>B2B AND B2C THEMED INTERMEDIATE LEVEL</p>		<p>B2B AND B2C THEMED ADVANCED LEVEL</p>
 <p>Jeremy Pifer <i>Enterprise Operations Director at Hologic</i></p>	 <p>Gabriel Smith <i>Chief Evangelist, Pricefx</i></p>	 <p>Nikki Caruthers <i>Director of Solutions, Model N</i></p>	 <p>Cheri Eyink <i>Principal, B2B Kinetics</i></p>
<p>In this presentation, Jeremy Pifer explains how he was able to identify improvement opportunities in his organization's National Accounts team where others might have seen comfortable sales and margins. Within just two years, his team had driven such a significant change in culture that executives noticed the new sense of commitment to sustained profitability and expanded his role to encompass price strategy for the entire sales organization.</p>	<p>This session will present a framework for pricing ethics and profit focus. We will contrast mission-based pricing with illegal and unethical pricing practices and identify what to avoid. We will analyze the middle ground where most pricing professionals operate and talk about the continuum there. Finally, we will discuss how practices can move along the continuum over time and how to influence where you fall in the continuum.</p>	<p>In today's digital economy, many companies are facing increased pressure from high price volatility, less predictable cycles and very high volumes of special price negotiations. This has caused a new wave of challenges and thinking as it relates to traditional price waterfalls. This session will focus on how pricing and sales leaders can better identify gaps in their price waterfall strategy, understand the next wave of price execution, and what elements should be considered when planning for a single price continuum.</p>	<p>"But our data is bad." This is a common lament in entities that struggle to put together even a high-level waterfall due to limited reliable data. Add in the likelihood of a static or declining budget and the chance to elevate pricing into senior management's priorities seems like a pipe dream.</p>
<p>ATTENDEES WILL LEARN:</p> <ul style="list-style-type: none"> • How to elevate the strategic influence of pricing and contract teams • Why a proactive strategy is key to decisive responsiveness for every negotiation • How cross-functional alignment can be achieved through tools and reporting 	<p>ATTENDEES WILL LEARN:</p> <ul style="list-style-type: none"> • A framework by which to consider pricing practices and ethics • Examples at each stage of the continuum • What to focus on and avoid to move your pricing practices in the right direction 	<p>ATTENDEES WILL LEARN:</p> <ul style="list-style-type: none"> • How to identify gaps in their price waterfall and execution continuum • How to expedite critical deal reviews and improve throughput time • How to enable channel partners and drive loyalty and preference <p>* SOFTWARE DEMO</p>	<p>ATTENDEES WILL LEARN:</p> <ul style="list-style-type: none"> • How to recognize "bad data" • How to collect good, actionable data and turn it into opportunities for pricing impact • How to communicate opportunities to key stakeholders to inspire action

BREAKOUT SESSIONS

FRIDAY | MAY 1

1:50pm-2:30pm

PRICING PRACTITIONERS TRACK	PRICING EXPERTS TRACK	TOOLS AND TECHNIQUES TRACK	DATA SCIENCE TRACK
<p style="text-align: center;">PIONEERING PRICING IN YOUR ORGANIZATION</p> <hr/> <p style="text-align: center;">B2B AND B2C THEMED INTERMEDIATE LEVEL</p> <div style="display: flex; align-items: center;">  <div> <p>Akshat Gupta <i>Pricing Strategy, Stripe</i></p> </div> </div> <p>Most companies don't think about building a pricing function or hiring a dedicated pricing professional early enough. Pricing is done by finance, Product Management, Marketing Management or a combination of these functions as a secondary project primarily based on theoretical frameworks. This can lead to sub-optimal decisions that are often hard to unwind in the future.</p> <p>This presentation will share insights on building and scaling a successful pricing strategy function.</p> <p style="text-align: center;">ATTENDEES WILL LEARN:</p> <ul style="list-style-type: none"> • How to set up a pricing function for success organizationally • How to best create a feedback loop on pricing internally • How to create effective pricing guidance for optimal value capture 	<p style="text-align: center;">MAKING THE MOVE TO VALUE BASED PRICING</p> <hr/> <p style="text-align: center;">B2B THEMED BEGINNER LEVEL</p> <div style="display: flex; align-items: center;">  <div> <p>Lisa Singer, CPP <i>VP, Principal Analyst, Forrester Research</i></p> </div> </div> <p>Many organizations recognize that pricing based on value, rather than cost or what the competition is doing, is the approach that will maximize revenue and profitability. However, some resist or are overwhelmed due to the myriad of variables that need to be accounted for.</p> <p>This session reviews a process that can simplify the approach to developing and going to market with value-based pricing.</p> <p style="text-align: center;">ATTENDEES WILL LEARN:</p> <ul style="list-style-type: none"> • How to understand customer value perceptions and how to leverage findings for pricing, packaging and sales enablement • Product and pricing approaches that can be used to monetize offering components • How to help sales support a value-based pricing approach 	<p style="text-align: center;">THE 4 CAPABILITIES YOU NEED TO MASTER TO DELIVER PRICING EXCELLENCE</p> <hr/> <p style="text-align: center;">B2B AND B2C THEMED ADVANCED LEVEL</p> <div style="display: flex; align-items: center;">  <div> <p>Bernard Kang <i>Partner, EY</i></p> </div> </div> <p>Most pricing leaders are pursuing improvement in one area or another and deliver value each year, but greater impact can be achieved by viewing pricing excellence as a continuous cycle that builds momentum year over year and sustains top and bottom line growth.</p> <p>In this session, we will cover the systematic approach of four pricing capabilities that you must master to establish your pricing excellence cycle with case study examples of each capability. Attendees will walk away with key skills and tactics to implement in your organization.</p> <p style="text-align: center;">ATTENDEES WILL LEARN:</p> <ul style="list-style-type: none"> • The 4 key capabilities that pricers need to master in order to establish this cycle of pricing excellence • Case examples for each capability demonstrating the experiences of peer organizations • Key skills and tactics to take back to their organizations 	<p style="text-align: center;">WILL AI REPLACE PRICING PROFESSIONALS?</p> <hr/> <p style="text-align: center;">B2B AND B2C THEMED INTERMEDIATE LEVEL</p> <div style="display: flex; align-items: center;">  <div> <p>Alex Shartsis <i>Founder / CEO, Perfect Price</i></p> </div> </div> <p>Pricing professionals continue to be an integral part of pricing, even in a world transformed by artificial intelligence (AI) and automation. Indeed, AI enhances human ability but doesn't replace it.</p> <p>This session will explore how pricers will work alongside AI in the coming years and offer practical tools for maximizing value and return on AI investment while ensuring that pricers remain critical to business strategy and operations.</p> <p style="text-align: center;">ATTENDEES WILL LEARN:</p> <ul style="list-style-type: none"> • How to become AI experts and guarantee job security in the face of rapid automation • How to evaluate, deploy, and work with AI pricing solutions • How to weigh expertise against automation bias and algorithmic decision making

BREAKOUT SESSIONS

FRIDAY | MAY 1

3:10pm-3:50pm

PRICING PRACTITIONERS TRACK	PRICING EXPERTS TRACK	TOOLS AND TECHNIQUES TRACK	DATA SCIENCE TRACK
<p>CONVINCING THE C-SUITE THAT YOUR PRICING NEEDS ATTENTION</p>	<p>PRICE ANALYTICS NEEDS TO BREAK THE SOUND BARRIER</p>	<p>TAKING CONTROL OF YOUR TRADE INCENTIVES</p>	<p>FINDING & FIXING MARGIN LEAKAGE IN CUSTOMER-SPECIFIC PRICING</p>
<p>B2B AND B2C THEMED INTERMEDIATE LEVEL</p>	<p>B2B AND B2C THEMED INTERMEDIATE LEVEL</p>	<p>B2B THEMED ADVANCED LEVEL</p>	<p>B2B THEMED ADVANCED LEVEL</p>
 <p>Tim Meeker <i>Director of Pricing at Navistar</i></p>	 <p>Mark Garratt <i>Partner and Co-founder, in4mation insights</i></p>	 <p>Mike Davis <i>Account Executive, Vistex</i></p>	 <p>Brooks Hamilton <i>VP of Professional Services, Zilliant</i></p>
<p>We have seen the consequential outcomes of leaving pricing decisions to afterthought: thinned margins, accelerating price erosion, and revenue leakage. However, even with compelling evidence for the risks of maintaining the status quo, executives will often look at your business case for pricing investment and weigh it against seemingly more exciting or more concerning areas.</p>	<p>There is benefit to be gained by evaluating price elasticities as an average over a long period of time. However, these average measurements may not capture consumer behavior in a way that can guide decisions.</p> <p>Time-varying parameters (TVP) expose a way to provide continuous views of elasticities that invite better questions, leads to more insights and gives us a new way to think about tracking elasticities.</p>	<p>Companies often create myriad trade incentive plans to drive customer behavior. Executing the programs to ensure customers and distributors get the discounts they deserve is far from trivial, yet a very important component of your go-to-market strategy that can have a major impact on customer relationships.</p> <p>This session will lay out the practical aspects of managing trade incentives, followed by a comprehensive software demonstration.</p>	<p>Customer specific pricing, or negotiating and setting a unique price for each customer, is often one of the most sacred price modes in a business, and, as such, the last to be addressed when price needs to move.</p> <p>This session will delve into customer specific pricing: what it is, how it's expressed in the business, and reimagined approaches to achieving major margin improvements.</p>
<p>ATTENDEES WILL LEARN:</p> <ul style="list-style-type: none"> • How to effectively communicate the risks of not investing in your pricing function • How to show that pricing investment will drive positive outcomes throughout the business • Why reinventing your pricing function from a team of experts to a team of enablers is key 	<p>ATTENDEES WILL LEARN:</p> <ul style="list-style-type: none"> • How and why consumers change their sensitivity to price over time • Why elasticities are used much less frequently than price points, thresholds and gaps for practical problems • How to develop TVP models 	<p>ATTENDEES WILL LEARN:</p> <ul style="list-style-type: none"> • The practical aspects of trade incentive program planning and execution • Key challenges in measuring the effectiveness of incentive programs • The importance of a deeply integrated solution for managing your trade incentive programs proactively 	<p>ATTENDEES WILL LEARN:</p> <ul style="list-style-type: none"> • What it takes to more effectively manage this price mode • Messages about customer specific price changes that resonate with the sales team and customers • How to manage customer specific pricing that retains healthy margins and satisfies customers

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THURSDAY APRIL 30 4:00pm-4:30pm

PRICING PRACTITIONERS TRACK



Rory Sutherland
*Vice Chairman,
Ogilvy UK*

WHAT MAKES B2B DIFFERENT FROM CONSUMER MARKETING? AND IT'S NOT WHAT YOU THINK

PRICING EXPERTS TRACK



Nolwenn Godard
Director, Pricing Product, PayPal

PRICING IN THE DIGITAL AGE

TOOLS AND TECHNIQUES TRACK



Stephan M. Liozu, Ph.D., CPP
Chief Value Officer, Thales Group

NOT ALL PRICING TRANSFORMATIONS ARE CREATED EQUAL

DATA SCIENCE TRACK



Russ Klein
President, American Marketing Association

EXPERIENCE DESIGN IS THE NEW IMPERATIVE

FRIDAY MAY 1 4:00pm-4:30pm

PRICING PRACTITIONERS TRACK TOWN HALL PANEL



Steve Haggett
VP Pricing & Revenue Management, Iron Mountain

THE FUTURE IS SIMPLE



Dr. Michael Wu
Chief AI Strategist, PROS

PRICING: A STRATEGIC INGREDIENT OF DIGITAL TRANSFORMATION SUCCESS



Brian Doyle
President, Holden Advisors

TAKE A WALK ON THE (WILD) SALES SIDE



Mark Stiving
Chief Pricing Educator, Impact Pricing

ACCELERATE YOUR SUBSCRIPTION BUSINESS

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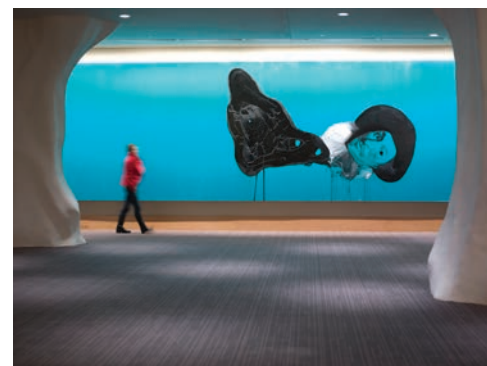
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2 CONFERENCE + 1 WORKSHOP + ONLINE CPP BUNDLE	\$5,195	\$5,495
3 CONFERENCE + TWO 1-DAY WORKSHOPS	\$3,695	\$3,995
4 CONFERENCE + 1-DAY WORKSHOP	\$2,895	\$3,195
5 CONFERENCE ONLY (April 30th and May 1st only)	\$1,895	\$2,195
6 TWO 1-DAY WORKSHOPS ONLY	\$2,295	\$2,595
7 1-DAY WORKSHOP ONLY	\$1,695	\$1,995

• **OPTIONS 1 & 2** - These packages are designed to get your CPP Certification quickly without having to rely on subsequent budget approvals. The packages will allow you the opportunity to earn 6 CPP Credits. You will receive the Full Conference package including a Full-Day Workshop(s), plus 4 or 5 (depending on option selected) additional Online Pricing Courses of your choice, as well as the CPP Certification Exam package - which includes the complete online study guide, online study sessions and the CPP Exam.

• **OPTION 3** - Includes two Full-Day Workshops on April 28th & 29th in addition to the conference on April 30th & May 1st.

• **OPTION 4** - Includes one of the Full-Day Workshops on April 28th or 29th and the PPS Conference on April 30th & May 1st. Several combinations are provided for more flexibility and maximum benefit to you.

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- Workshop Attendees who complete and pass the Post-Workshop Quizzes will receive credits towards their CPP designation.
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- Breakfast, refreshments and lunch are served during Workshops & Conference days.
- All Conference attendees are invited to the Conference Reception on Thursday afternoon, April 30, 2020.
- **4th Attendee Free** When 3 people register from the same firm at the same time, a 4th person may register for the Conference free of charge.
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DRESS CODE

Attire is business casual. For your own comfort in meeting rooms, we recommend that you dress in layers.

CODE OF CONDUCT

The PPS 31st Annual Spring Pricing Workshops & Conference 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 or international anti-competitive laws.

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