

19th Pricing Strategy Conference

Pricing as a strategic lever for profitability

The Hotel – Friday, October 27th 2017 from 9:00 am to 1:00 pm**Dear Sir or Madam,**

We are pleased to invite you to our 19th Pricing Strategy Conference, which will take place on:

Friday, October 27th 2017 from 9:00 am to 1:00 pm at The Hotel

Simon-Kucher & Partners is recognized as the world's leading pricing expert. Our experience shows that implementing an optimized pricing strategy usually increases the Return On Sales by 2 to 4 points. Each year, we organize a conference on this topic where our finest specialists discuss the impact of pricing on a company's profitability and its ability to maintain volumes.

This year, the conference format is tailored to your specific industry.

Two separate sessions will be held:**One session dedicated to B2B issues and the other to B2C challenges.**

We will be pleased to finish these morning sessions around a buffet, where you will have the opportunity to meet our firm's CEO, Dr. Georg Tacke, and our Brussels Managing Partner, Kai Bandilla.

Speakers**Dr. Georg Tacke**CEO Simon-Kucher & Partners
Worldwide**Kai Bandilla**Board Member
Paris - Brussels - Istanbul**Franck Brault**Senior Partner
Paris**Martin Crépy**Partner
Paris**Florent Jacquet**Senior Partner
Paris**Damien Robert**Partner
Paris**Marie Verdier**Partner
Paris**David Vidal**Partner
Paris**Sven De Labey**Managing Director
Brussels**Simon-Kucher & Partners**

Simon-Kucher & Partners is a global consulting firm with over 1000 employees in 34 offices worldwide. With 30 years of experience, we are regarded as the world's leading pricing advisor. Our clients are leading companies from a broad range of industries such as: luxury, consumer goods, transportation, financial services, high tech, pharmaceuticals, telecommunications, utilities, industry.

To find out more, go to www.simon-kucher.com

Brussels office480 Avenue Louise / 480 Louizalaan
1050 Brussels, Belgium
Tel. +32 (0)2 626 96 60
e-mail. brussels@simon-kucher.com**Location**The Hotel
Waterloolaan 38
1000 Brussels

Program

19th Pricing Strategy Conference

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	B2B	B2C
9:00 am	Welcome	
9:30 am	Pricing as a strategic lever for profitability: main challenges Kai Bandilla - Board Member	
	Innovation pricing, how to build the offer based on price Franck Brault - Senior Partner	Innovative price/revenue models, adapting your model to your market and brand Florent Jacquet - Senior Partner
	The Peer Pricing™ approach, a philosophy of price steering based on best practices Kai Bandilla - Board Member	Price setting and optimization, how to measure price elasticity Martin Crépy - Partner
11:00 am	Break	
11:30 am	Enhancing value extraction, from defining tariffs to steering discounts Sven De Labey - Managing Director	Revenue Management and promotions, extracting value without losing the client Damien Robert - Partner
	TopLine[®] Excellence, organizing commercial teams to boost sales Marie Verdier - Partner	Steering price image, understand and manage key levers to protect volumes David Vidal - Partner
12:20 pm	Pricing Excellence: the challenges ahead Dr. Georg Tacke - CEO Simon-Kucher & Partners	
1:00 pm	Buffet	

Registration

Participation is free of charge for up to two people per company (500 euros per extra person). Places are limited, please confirm your attendance as soon as possible.

Register online:

www.simon-kucher.com/en/BrusselsConference

By e-mail:

conferences.brussels@simon-kucher.com

Or fax:

+33 (0)1 56 69 23 99

Location

The Hotel – Waterloolaan 38 – 1000 Brussels, Belgium