

VIRTUAL PRICING & REVENUE MANAGEMENT

GLOBAL EFFECTIVE

“Pricing Discipline in Disruptive Times”

9TH -14TH November 2020

CENTRAL EUROPEAN TIME // 9AM NETHERLANDS, GERMANY
* SESSIONS WILL BE REPEATED AT 3PM

INTRODUCTION

Pricing is definitely an exciting discipline, with a myriad of opportunities for improvements, contributing to the Company financial numbers, cross-functional team mindset, better image and customer relationship.

In Pricing, there are always some rooms to link better “Best Practices” with the company strategy, to engage deeply with sales, to integrate NewTech, investigate and test new Channels, leverage Systems Solutions

In this landscape of chances and considering the day-to-day major market disruptions, be it Brexit, Trade War, Geopolitics, Coronavirus...etc, Pricing Professionals are a key player who can make the most major difference in their Organizations. It is a well known fact, a 1% improvement in pricing would create the biggest improvement of operating profit for a company. Therefore, this privilege needs for sure to be supported by the right level of expertise, and a continuous effort for training, experience sharing and networking with peers.

That is why Keynotion is hosting the Effective Pricing 2020: A conference programmed by Leading Pricing Experts for Pricing Professionals.

With a “World Class Content” spanning from Strategy to Pricing and Commercial Excellence, balancing best practices’ theory and “real” uses cases, with a selection of recognized and “industry” expert speakers, encouraging an excellent level of networking and digging in some of the hottest topics as Segmentation, Pricing Waterfall, Analytics, Value Pricing, Pricing Power, Dynamic (and Peer) Pricing, SaaS Pricing, eCom Pricing, BI & Big Data, Systems Solutions, Market Research, Artificial Intelligence, Machine Learning, Blockchain, Organization, Talent Management, Pricing (Sales) Incentives, KPI's & Dashboards...

Attendees will definitely enjoy a relevant and pragmatic agenda that for sure will contribute to support them for the implementation of an optimized Strategy, an enhanced Pricing Excellence and a more effective Sales organization.

KEY TOPICS

- The fundamental pricing capability: the pricing waterfall.
- Unblocking the truth about B2B, B2B2B, B2C and B2B2C.
- Pricing systems solutions.
- Pure player ecom pricing.
- Pricing power for strategic intelligence.

SPEAKER COMPANIES

