

**19<sup>th</sup> Pricing Strategy Conference**

## Pricing as a strategic lever for profitability

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

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

**Friday, October 27<sup>th</sup> 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](http://www.simon-kucher.com)

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e-mail. [brussels@simon-kucher.com](mailto:brussels@simon-kucher.com)**Location**The Hotel  
Waterloolaan 38  
1000 Brussels

## Program

### 19<sup>th</sup> Pricing Strategy Conference

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

### 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](http://www.simon-kucher.com/en/BrusselsConference)

#### By e-mail:

[conferences.brussels@simon-kucher.com](mailto:conferences.brussels@simon-kucher.com)

#### Or fax:

+33 (0)1 56 69 23 99

### Location

The Hotel – Waterloolaan 38 – 1000 Brussels, Belgium