# Pricing for Profitability in the Information Age

## Sample Program Schedule

<table>
<thead>
<tr>
<th>Time</th>
<th>Day 1</th>
<th>Day 2</th>
<th>Day 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00-8:30</td>
<td>Breakfast</td>
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<td>Breakfast</td>
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<tr>
<td>8:30-10:30</td>
<td>Introduction &amp; Economic Value to Customers (EVC)</td>
<td>Review &amp; Price War Case Study</td>
<td>Case Study: Luke Orthopedics</td>
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<tr>
<td>10:30-10:45</td>
<td>Break</td>
<td>Break</td>
<td>Break</td>
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<tr>
<td>10:45-12:30</td>
<td>How Cost Affects Price</td>
<td>Creating a Pricing Framework</td>
<td>Pricing in Practice</td>
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<tr>
<td>12:30-1:30</td>
<td>Lunch</td>
<td>Lunch</td>
<td>Lunch</td>
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<tr>
<td>1:30-3:00</td>
<td>Price Discrimination</td>
<td>Revenue Management Simulation</td>
<td>B2B Pricing</td>
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<tr>
<td>3:00-3:15</td>
<td>Break</td>
<td>Break</td>
<td>Break</td>
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<tr>
<td>3:15-5:00</td>
<td>Big Data</td>
<td>Negotiation</td>
<td>Measuring WTP + Q&amp;A</td>
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<td></td>
<td>Evaluation &amp; Wrap-up</td>
<td>Evaluation &amp; Wrap-up</td>
<td>Evaluation &amp; Wrap-up</td>
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Please note that schedule is subject to change
Pricing for Profitability in the Information Age – Program Topics

The Pricing for Profitability in the Information Age program curriculum covers the following topics:

**Topic 1 | Economic Value to Customers (EVC)**
- The flaws of cost-plus and market-share based pricing
- Benefits, uses and steps for using EVC analysis to identify a maximum price for a market segment
- Exploring effective techniques for influencing price sensitivity
- Identifying the problems with a single price strategy and exploring a variety price customization strategies -- by customer, location, time of purchase, quantity, and product design

**Topic 2 | How Cost Affects Price**
- The benefits, drawbacks, and mechanisms of three pricing strategies -- cost-driven, revenue driven and profit-driven
- Evaluating pricing changes in terms of overall impact on firm profitability, which requires a deep understanding of both your customer and your cost structure

**Topic 3 | Price Discrimination and Dynamic Pricing**
- Understanding the value of price discrimination
- Practical price differentiation techniques
- Value and methods used in dynamic pricing

**Topic 4 | Fighting a Price War**
- Coordinating to avoid ruinous price competition
- What happens when two entities compete over many periods
- Using the future to affect the outcome in the present
- How your decisions, your competitors and your customers influence pricing success

**Topic 5 | Pricing Frameworks, Experiments, and Revenue Models**
- Creative pricing approaches that add value
- Using the Willingness to pay (WTP) discovery technique to obtain the data necessary for optimal pricing strategies
- Price sensitivity variations by customer segment
- Segment customers by differentiating the product/service offering and pricing in a way that reflects the targeted segments
- Product Line Pricing, Bundling, and Versioning

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Pricing for Profitability in the Information Age – Program Topics

The Pricing for Profitability in the Information Age program curriculum covers the following topics:

Topic 6 | Price Customization
Topic 7 | Licensing Models
Topic 8 | Auctions
Topic 9 | Revenue Management and Revenue Models

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