

The PricingFuel Day - Germany

- Refuel your Pricing knowledge in one day!!! -

1. Theme : - How to win today's pricing game -
2. Schedule * : 29 October, 2009 – Frankfurt

08.30-09.00	Welcome in lobby + Registration	
09.00-09.10	Opening Remarks Pol Vanaerde – ePP President	
09.15-10.00	Power Pricing at Bosch. Robert Bosch	
10.00-10.45	Using price segmentation to optimize your margins. Vendavo	
10.45-11.15	Coffee Break	
11.15-12.15	Increasing your margins without increasing prices. Orange Orca	Pricing Strategies in unstable market environment University of Applied Sciences Osnabrück
12.15-13.45	Walking diner	
13.45-14.30	Creating the right value perception for maintaining and expanding business at fair pricing levels. ????? Deloitte	
14.45-15.30	How to optimise your pricing processes General Electric	Software as price enabler. M.A.N.
15.30-16.00	Coffee Break	
16.00-16.45	The challenge of maintaining a Premium Price Strategy BMW Group	
16.45-17.00	Closing Remarks Pol Vanaerde – ePP President	
17.00- ...	Network drink	

* Please note that there still can be adjustments to the schedule

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