

THE PRICING POWER PACKAGE



Train Your Team & Save
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SEPARATELY BOOKABLE SEMINARS



FACILITATED BY

Strategic Pricing

28 & 29 JULY 2010 – MERCURE HOTEL, AUCKLAND

Dynamic Pricing and Revenue Management

30 JULY 2010 – MERCURE HOTEL, AUCKLAND

★ NEW FOR 2010!

Course Objectives

- Developing pricing strategies that drive sales and profits successfully
- Build strategic pricing capabilities within your company
- Develop a template that provides a structure for identifying the most profitable pricing opportunities

James Henry



Course Objectives

- Identify opportunities for dynamic pricing and revenue management
- Avoid and overcome common dynamic pricing mistakes

SECURE YOUR PLACE TODAY!

Phone (09) 912 3616 • Fax (09) 912 3617

Email register@brightstar.co.nz

Bright Star
TRAINING



Certificate



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Interactive

For more information visit www.brightstar.co.nz

Strategic Pricing

28 & 29 JULY 2010 – MERCURE HOTEL, AUCKLAND



COURSE OUTLINE

DAY ONE

Strategic Pricing: The Background and Theory

- Competitive pressures
- The profit drivers
- Pricing theory
- Supply/value chains

Strategic Pricing: The Importance of a Value-Based Approach

- Distinguishing between management and leadership
- Influencing and persuading staff to achieve your goals

Getting Things Done Through Delegation

- Linking pricing to strategy and the significance of segmentation
- The 3C's of pricing — customer value, competitors' prices, and your costs
- Creating a framework to evaluate where to set price: based on customer value, costs, the differential advantage (competitors), and the company's strategic objectives

Improving Pricing Decisions: Why You Must Relate Benefits and Customer Value to Price

- Measuring customer value — tools that rely on managerial judgment and formal market research
- Distinguishing between attributes, benefits, and values for effective pricing
- Segmenting based on customer dimension — the foundation for effective pricing

Using Tools to Establish and Measure Value

- Conducting a perceived value analysis
- Evaluating the perceived value map to develop strategic pricing options
- Reference pricing
- Price points
- Price sensitivity
- Measuring price elasticity
- Conducting a break-even analysis
- Conducting a pricing study with market research tools

DAY TWO

Pricing Situations

- Determining your position on the product or technology life cycle
- Pricing new technologies and new product introductions
- Pricing during competitive turbulence
- Pricing for mature markets
- The competitive bidding situation

E-Commerce and the Internet

- Pricing and e-commerce
- Internet pricing issues

Increasing Prices

- Why price cutting is dangerous
- Marginal pricing
- Premium pricing
- Managing aggressive competition
- The value of the brand
- How the product is offered
- Evaluating other pricing influences

Assessing your Leadership in the Market

- Understanding the link between pricing, strategy, and segmentation
- Determining pricing latitude relative to elasticity
- Tiering, bundles and solutions
- Evaluating other pricing influences

Stemming Price Erosion: How to Evaluate a Pricing Problem

- Discounting and its effects
- Evaluating your differentiation
- Customisation
- Assessing the impact of branding and loyalty
- Identifying switching costs
- Determining if you have a pricing problem

Integrating Strategic Pricing Into Your Corporate Environment

- Creating a culture for effective pricing
- Linking pricing to your corporate objectives



IN-HOUSE TRAINING SOLUTIONS

If your team would benefit from training, then contact us to discuss a customised in-house solution.

Some of the benefits of our in-house events include:

- Cost effective: save up to 40% on costs over public training
- Time efficient: flexible timing and locations to suit your needs - one day options are available
- Tailored to your needs: You can provide input into the content in accordance with your unique training needs
- Interactivity: You can participate in discussion of day-to-day experiences and organisational problems in confidence
- Packed with valuable advice from our highly trained instructors

To find out more, please call (09) 912 3610 or email mike@brightstar.co.nz

Dynamic Pricing and Revenue Management

30 JULY 2010 – MERCURE HOTEL, AUCKLAND

COURSE OUTLINE

DAY THREE

Introduction to the Basics of Dynamic Pricing and Revenue Management

- Overview of the practice in NZ and overseas
- Benefits of dynamic pricing and revenue management
- Using dynamic pricing to
 - respond to demand
 - stimulate and create demand
 - reduce waste
 - turn over inventory quickly
- Why static pricing may not always be ideal

Demand Estimation and Pricing

- Models of consumer demand
- Willingness to pay
- Customised pricing
- Building models

Customised Pricing

- Price response curves
- Use of historical data
- Optimised price decisions
- Applications to various markets

Capacity Management

- Inventory management under uncertainty
- Book limitations
- Protection levels
- Revenue estimation
- The dynamic situation

Loyalty v.s. Profitability

- Long v's short term profitability
- Coordination
- Customer retention

Implementation Challenges

- Technology
- Coordinating business processes across the organisation
- Organisational Behaviour
- Capacity management and demand uncertainty
- Managing risk
- Performance metrics
- Implementation and development
- Pricing in uncertain times
- Designing and controlling fences
- Upsetting customers
- Applying value based pricing
- Legislation

Participants will be provided with experiential application of theory to real-life practice demonstrated through a Revenue Management software by PriceTech. This software aims to increase revenue by matching the price, time, customer, and channel.

Bright*Star training is not associated with the promotion of the PriceTech software product in any way. PriceTech has agreed to be involved with the Dynamic Pricing training programme to provide demonstrative learning in a real-life scenario to enhance participants understanding of dynamic pricing models and applications."



WHO SHOULD ATTEND?

Managers who are responsible for maximization of revenue e.g.

- Marketing Director
- Marketing Manager
- Chief Operating Officer
- Business Analyst
- Accountant
- Commercial Manager
- Business Manager
- Merchandising Manager
- Category Manager
- Key Account Manager
- Business Development Manager
- National Sales & Marketing Manager



INSTRUCTOR PROFILES

PRESENTER PROFILE



James Henry comes from an engineering background and has extensive international business experience. Having been involved in many industries from design through to marketing, his teaching and research interests in business-to-business marketing, channel management, logistics and pricing reflect this experience. His PhD was in the area of price management.

James is actively involved with the business community in a number of roles. Firstly as a consultant in the areas of Business to Business Marketing and Strategy. Secondly as an advisor and mentor for industry support projects such as Business in the Community and Business Grow. He lectures in pricing and distribution, and product and brand management.

CO-PRESENTER PROFILE



Andrew Pascoe has senior level experience in Revenue Management and is currently owner/director of PriceTech Solutions. He was previously Revenue Manager for AirNZ- Freedom Air and has designed and built revenue management systems and programmes at Interislander. He has chaired and presented at pre-conferences and some of

his clients include Rugby World Cup 2011, Jucy Rentals and several other clients in retail, sports, accommodation industry.



OTHER COURSES YOU MAY ALSO BE INTERESTED IN:

Mastering Negotiation Skills - August 2010

Contract Law for Non Lawyers - August 2010

Priority Booking Code	Customer Number
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THE PRICING POWER PACKAGE

Strategic Pricing

Dynamic Pricing and Revenue Management



Brochure Code: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

First Delegate

First Name (Mr/Ms/Mrs/Miss/Dr) _____
 Last Name _____
 Position _____ Email _____
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Second Delegate

First Name (Mr/Ms/Mrs/Miss/Dr) _____
 Last Name _____
 Position _____ Email _____
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Third Delegate

First Name (Mr/Ms/Mrs/Miss/Dr) _____
 Last Name _____
 Position _____ Email _____
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Company Details

Company Name _____
 Postal Address _____ City _____
 Telephone _____ Fax _____
 Name of Approving Manager _____
 Position _____ Email _____
 Booking Contact _____
 Position _____ Email _____

Course Information

	EARLY-BIRD SPECIAL Registrations received/paid before below dates	SAVE \$100	STANDARD PRICE Registrations received/paid after below dates
Strategic Pricing(TD039)	\$1895 plus GST (9 June 2010)		\$1995 plus GST (9 June 2010)
Dynamic Pricing and Revenue Management (TD031)	\$1195 plus GST (11 June 2010)	SAVE \$100	\$1295 plus GST (11 June 2010)
Both Seminars	\$2850 plus GST*		\$3050 plus GST*

(*earliest applicable earlybird date applies)

FIVE EASY WAYS TO REGISTER TODAY!

- ONLINE:** Visit our website: www.brightstar.co.nz
- BY PHONE:** (09) 912 3616
- BY EMAIL:** Send to register@brightstar.co.nz including all of the information included on the registration form
- BY POST:** Return completed registration form together with payment to: Conferenz Ltd, Freepost 83430, PO Box 31 506, Auckland 0741
- BY FAX:** Fax completed registration form to (09) 912 3617

HOW TO PAY

Payment must be received before the course to guarantee your place. Individual registrations are unable to be shared.

- Direct Credit payment to our bank account**
(please post advice of remittance)
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Account Name: Conferenz Ltd
Account Number: 06-0273-0228588-25
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What happens if I have to cancel?

- You have several options:
- Send a substitute delegate in your place
 - Confirm your cancellation in writing (letter, fax or email) at least ten working days prior to the event and receive a refund less a \$300+GST service charge per registrant. Regrettably, no refunds can be made for cancellations received after this date.

Delegates are responsible for their own travel/accommodation bookings and no compensation will be made should the conference be rescheduled or cancelled.

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Your Privacy

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Please Note: Bright*Star reserves the right to make any amendments that we may deem to be in the best interest of the seminar

TRAIN YOUR TEAM

Send two people to Strategic Pricing and save **\$500**

Send two people to Dynamic Pricing and save **\$250**

Delegates must be from the same organisation and bookings made at the same time. For Groups of 4 or more please phone Mike on 09 912 3610 or email mike@brightstar.co.nz to discuss group discounts or in-house training options