

PRICING \$TRATEGIES *at retail*

Collaborative Approaches to Increase Profits, Drive Loyalty & Optimize Promotional Spend

Tuesday, July 14, 2009 • Hilton Chicago

Co-Located with the **Shopper Insights in Action Conference**

Featuring Experts with Best-in-Class Brand and Retail Experience:



Michael Kantor
Executive Director
Promotion Optimization Institute



Daniel Moe
Author, *Retail: the Art and Science*,
former VP of Merchandising, Operations and Pricing,
Best Buy



Jon Hauptman
Partner,
Willard Bishop LLC

The demise of the economy has thrust Strategic Pricing to the forefront of the priority list for both retailers and manufacturers. Can brands and private label co-exist peacefully on the shelf?

What ramifications does this have in the manufacturer/retailer relationship? Now more than ever - it's time to strategically rethink the fundamentals.

As consumers "trade down", delivering AND, equally critical, communicating VALUE becomes increasingly important. Retailers have rigorous dedicated efforts for creating multi-segmented, quality private label offerings to meet diverse shopper profiles. Manufacturers are working overtime to cement meaningful, sustainable brand relationships with their consumers. The time is ripe for exploring new models and new ways of thinking.

Introducing **Pricing Strategies at Retail** – an event created alongside the industry celebrated "Shopper Insights in Action". This event is built in the spirit of collaboration to really work through the challenges you are facing today. It will provide you with the knowledge, expertise and partnerships to challenge the status quo and take action for the future health of your existing and breakthrough brands.

Retailers: The private label boom is here. Tap into your brand partner's expertise on how to reach shoppers on a deeper emotional level. Share merchandising and trade budgeting with your brand partners to give your customers more options, more value. Use your partner's rich insights to influence shoppers to buy.

Brands: Your customers have trusted you for decades. **Avoid brand bigotry** and stay relevant – create emotional connections between your brands and your consumers. Drive home your points of differentiation.

Cross-functional customer marketing teams from both the brand and retail side along with the world's top pricing experts will come together to explore new pricing models and marketing strategies for long term profitable growth around current and future consumer purchasing trends.

Together, get answers on how to optimize pricing, promotion, assortment and target marketing. Transform customer loyalty into category growth. Use shopper insights and predictive modeling to build a customer-centric pricing model that works.

Don't acquiesce. Keep your eye on the prize - the time is now.

We look forward to seeing you in Chicago!

Amanda Powers
Conference Director
Shopper Insights in Action Conference, IIR

Kim Rivielle
Managing Director,
Marketing & Business Strategy, IIR

learn...

The Most Current Ideologies & Proven Strategies:

- Cutting-edge merchandising techniques to maintain and **grow market share in the new economy**
- Effective **short-term pricing strategies** that won't affect your long-term success
- **Articulate "value"** without using the term
- **Integrate rich insights** into your pricing models
- Increase your **pricing precision** in a world of declining demand

meet...

If you are involved in any aspect of pricing and marketing strategies at your organization, this event has been developed to help you do your job better.

Leaders in these function areas will attend:

- Pricing
- Trade Promotions
- Merchandising
- Sales
- Strategy/ Brand Management
- Consumer Insights
- Category Management
- Shopper Marketing
- Shopper Insights
- Operations

special thanks to....



For more information on POI and to learn about their Certified Collaborative Marketer certification program, visit www.p-o-i.org.

REGISTRATION DETAILS

3 EASY WAYS TO REGISTER

PHONE
(888) 670- 8200 or
(941) 951-7885 outside the US

EMAIL
register@iirusa.com
(Please include code M2106)

ONLINE
www.RetailPricingStrategies.com

DATE & LOCATION
Chicago Hilton & Towers
720 S. Michigan Avenue
Chicago, IL 60605
Reservations: 800.516.4265

Investment Options	Register by June 5th	Standard & Onsite
Single Day Pass	\$1,095	\$1,195
Add-on to Your Shopper Insights in Action Conference Package	\$500	Best Value
Group of 3 or more	Call Aloycia for more details 646.895.7410	

Tiered pricing valid through expiration date. New pricing takes effect at dates indicated. All fees must be paid in full by expiration date or your price will increase to the next level tier.

SAVE: Register you and your Colleagues for 1, 2 or 3 of our Retail-Related Events

We recognize and respect that your colleagues and peers span across companies, disciplines, communities and peer groups. As a result, we are pleased to offer the most cost effective pricing possible in order to accommodate and promote cross-company collaboration. Take advantage of group discounts that can be applied across different IIR Marketing events, when you sign up for those events together.

The more you register, the more you save.

Bring one peer (group of 2 in total)	Receive 20% off standard pricing
Bring two peers (group of 3 total)	Receive 25% off standard pricing
Bring three peers or more	Call Aloycia at 646.895.7410

save \$100

PAYMENTS: Payment is due within 30 days of registering. If registering within 30 days of the event, payment is due immediately. Payments may be made by check, Visa, MasterCard, Discover, Diners Club or American Express. Please make all checks payable to the "Institute for International Research, Inc." and write the name of the delegate(s) on the face of the check, as well as our reference code: M2106. If payment has not been received prior to registration the morning of the conference, a credit card hold will be required.

BOOK YOUR ROOM: A block of rooms will be held for a limited time at the Hilton Chicago. To make reservations at the reduced conference rate, please call etouches at 800-516-4265 or send them an email at conf@etouches.com. You can also visit www.etouches.com/iir to make your own reservation.

Any disabled individual desiring an auxiliary aid for this conference should notify IIR at least 3 weeks prior to the conference in writing, by faxing 212-661-6045.

CANCELLATION POLICY: If you need to make any changes or have any questions, please feel free to contact us via email at register@iirusa.com. Cancellations must be in writing and must be received by IIR prior to 10 business days before the start of the event. Upon receipt of a timely cancellation notice, IIR will issue a credit voucher for the full amount of your payment, which may be applied towards registration fees at any future IIR event held within 12 months after issuance (the "Expiration Date"). All credit vouchers shall automatically expire on the Expiration Date and shall thereupon become void. In lieu of issuance of a credit voucher, at your request, IIR will issue a refund less a \$795 processing fee per registration. Registrants are advised that no credit vouchers or refunds will be issued for cancellations received less than ten business days prior to start of the event, including cancellations due to weather or other causes beyond the Registrant's control. IIR therefore recommends that registrants allow for unexpected delays in making travel plans. Substitutions are welcome at any time. If for any reason IIR decides to cancel this conference, IIR accepts no responsibility for covering airfare, hotel or other costs incurred by registrants, including delegates, sponsors, speakers and guests.

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TUESDAY, JULY 14, 2009 • SESSION DETAILS

8:00 am Registration & Morning Coffee

8:30-9:30 am Welcome & Opening Presentation

The New Blueprint for Collaborative Marketing

Michael Kantor, Executive Director, Promotion Optimization Institute (POI)

The basket has changed, and will change again. This drives the need for trading partners to take a scientific approach to shopper definition, acquisition, and relationship management. Our day opens with an engaging discussion on how manufacturers and retailers can optimize promotional efforts by aligning their culture, personnel, and technology in serving a shared consumer.

9:30-10:15 am

Reaching Wallets in Hard Times: Customer-Centric Pricing for Today's Economy

Daniel Moe, Owner of Retail Art and Science, LLC and former Vice President of Pricing at Best Buy

In the ever changing retail landscape two developments have occurred within just the past few years. First, is the focus on customer centricity – using customer data to advance sales through a lense of the individual rather than the mass. Second, the advancement of pricing as a strategic capability as a result of the science and software development that has taken place. This session will bring these concepts together a deliver a view of real- world application.

Key Takeaways:

- You will gain insights into the practical application of customer-centricity concepts
- You will learn that pricing can be applied below the mass level. One size need not fit

10:15-10:45 am



Networking Break –the more you network, the more valuable your experience!

10:45 – 11:15 am

Top Pricer Tournament™- Audience Game

Mark Chussil, Founder and Chief Executive Officer, Advanced Competitive Strategies, Inc.

All bets are off and muted panic rules the land during the current crisis. Hoping to maintain sales volume, companies race to the bottom on prices, not knowing where the bottom is. Hoping to maintain margins, other companies take a deep breath and hold their prices, not knowing what their competitors will do. How can you raise the odds of making good pricing decisions in bad economic times?

You will make pricing decisions that we will simulate against your competitors – the other attendees at the conference – to see how well your strategies perform. You will see a powerful new technology to help pricing strategists develop excellent pricing strategies. You will get a startling new perspective on successful pricing and learn how better to achieve pricing excellence.



And you just might win some cool bragging rights.
Are you the conference's Top Pricer?

11:15 am- 12:15 pm

Changing Perceptions: Adding Value to Overcome Pricing Obstacles

Jon Hauptman, Partner, Willard Bishop LLC
CPG Client, TBA

Enhancing price image and growing sales in today's inflationary and increasingly competitive retail environment has never been more important... or difficult. A cornerstone of success is removing pricing obstacles that prevent consumers from visiting the store or shopping the store intensively while there. Learn how leading supermarket retailers and CPG suppliers are successfully driving competitive advantage with strategies and tactics designed to add value and overcome such pricing challenges.

Specifically, this session will address:

- The six dimensions of price image and the role "value" plays in determining shopper price perception
- Best practices in adding value (products, prices, promotions, merchandising, etc.) from across the industry
- How retailers and CPG suppliers are getting credit for their efforts
- Actions that retailers and CPG suppliers can take immediately

12:15-1:15 pm Networking Luncheon

1:15-2:00 pm

Bulls-eye! Increasing Pricing Precision in a World of Declining Demand

Jason Green & Annika Olson, Principals, The Cambridge Group

This session will help CPG companies and retailers understand how to improve their margins by using knowledge of consumer demand to improve the precision of their pricing strategies. We will showcase how to align your pricing strategies to capture value from your most profitable customers – rather than chasing market share. This information will be demonstrated using actual case studies of CPG products sold in Food, Drug and Mass channels.

Key Takeaways:

- Ability to develop better pricing strategies based on a deep understanding of consumer demand
- Approach for creating logical incentive curves to encourage consumer trade-up to more profitable SKUs and/or premium products
- Examples of how to determine the optimal frequency and depth of promotions for maximizing profit

2:00-2:30 pm

Afternoon Networking Break

2:30- 3:15 pm

Premium Pricing vs. Brand Abandonment: Pricing Strategies that Respond to Market Changes

Debra Patek, Vice President of Analytic Services, ThinkVine Corporation

When times are tough, consumers not only spend less—they spend differently. What does this mean for brands versus generics? It becomes more important than ever to understand the changing impact of pricing on customer behavior, the premiums people are willing to pay for brands and to make sure your company is prepared with a proper model of market response. In this session, you will hear the results of new 2009 research on which categories are maintaining brand pricing premiums, where consumers are abandoning brand loyalty and what pricing strategies CPG companies and retailers should employ as a result.

Key Takeaways:

- 2009 pricing study findings on premiums consumers are willing to pay for brands by category
- Recommended pricing strategies for both retailers & CPG companies
- New technologies & techniques to effectively model market response and plan more efficiently

3:15-4:00 pm

Real-Time Relevance

We've left this session open to allow for the most up to the minute retail pricing issues you need answers to at the time of the event. If you have a newsworthy story or recent case study that you believe must be heard at this event, let us know! Contact Jon Saxe at jsaxe@iirusa.com.

4:00-4:30 pm

Top Pricer Tournament™- Share & Winner Announced

Mark Chussil, Founder and Chief Executive Officer, Advanced Competitive Strategies, Inc.

4:30-5:00 pm

Reflect and wrap up

To ensure you leave armed with clear direction, we've created this time to organize your notes and build an action plan of what you can do immediately upon returning to the office. Leave with a list of short and long-term goals and the confidence to get you there.



6pm **Networking Social**

Sponsor, Speak, Exhibit

IIR events are rich with client-side attendees interested in finding new partnerships and ideas. If you are interested in exploring these opportunities, contact **Jon Saxe** at jsaxe@iirusa.com.



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