New Pricing Strategies for Generating Greater Profit Margins

Implementing prices that appeal to the consumer and improve shareholder value

Gain critical insight and ideas on effective pricing strategies through:

- Hot research and data on consumer perceptions of price, value and quality
- Essential understanding of price transparency and cross border trading

Benefit from 2 essential symposiums:

- Marketing Methodology Workshop – making price a core brand strength
- Pan-European Pricing – optimising pricing data and competing at a European level

Hear high level perspectives from retail and distribution industry experts including:

- TESCO
- Safeway
- ASDA

Bringing together brands and retailers to discuss the hottest topics using Innovative ‘Mindshare’ Technology
- Retail pricing strategy – a future price planning brainstorm
- Challenging the ‘rip-off Britain’ reputation

Book now on +44 (0)20 7970 4770

Produced by:

MARKETING WEEK CONFERENCES
Supply Chain Pricing 2002, a new summit produced by Marketing Week, is designed to provide you with incisive market data and consumer research to ensure your prices are accurate, realistic and attractive. This conference will constructively tackle the toughest issues in pricing by bringing together retailers, manufacturers and distributors for one solution-providing summit.

Integrate improved pricing practices into the corporate strategy
Too many components of the supply chain are suffering as price points are based on optimism and guesswork – it is essential that this crucial aspect of product development is not neglected. Attend this unique summit and learn how to make price management a pivotal part of your corporate strategy to balance value, cost and competition and offer the right price to today’s low inflation consumer.

How can you deliver really impressive profit margins at a time when price increases are hard to implement?
It is a tougher task than ever before: greater transparency and competition laws become an increasing reality as the euro and the retail price war take hold. Supply Chain Pricing 2002 will take you through the most effective tactics for revenue generation to help you to keep making a positive impact on your bottom line. Top retailers, brands and analysts will facilitate theoretical and practical sessions on each key area to help you overcome these obstacles:
- How to successfully integrate premium products into your category
- Adding value through experiential shopping
- Getting to grips with consumer perceptions of price and value
- Developing exciting promotions and implementing them at the right time
- Understanding the benefits of a move into non-food
- Managing transparency and transnational trading

Participate in two solution-providing practical workshops
Dr Peter Cain from Information Resources will facilitate a marketing methodology workshop that will give you essential knowledge and skill in making price and other critical success factors a core strength to your brand. Using this insight you will go on to discover how to forecast brand share, rate of sale and volume to forge really cutting edge pricing policies.

The second symposium brings you new perspectives on creating pricing strategies that work across the continent. You will learn practical and theoretical lessons in: data management, price disparity, competing at a European level, forecasting international supply chain costs and European e-commerce.

Two expert-led interactive panel debates using the latest ‘Mindshare’ technology
Both conference days bring you panel sessions on the hottest topics in pricing today – the profitability and problems of different retail strategies, and combating the ‘rip-off Britain’ reputation. Using interactive ‘Mindshare’ technology you will participate in a highly focused collaborative learning experience to generate fast and creative solutions for brands and retailers.

Facing the future
Take time out of the office to find out how to ensure that your pricing is effectively integrated into the overall corporate strategy for maximum shareholder value. Many brands are making the fatal mistake of putting maximum effort and investment into product development without incorporating tactical and considered pricing into the final proposition. Ensure that you don’t make this mistake – register now by calling 020 7970 4770 or fax your booking form on 020 7970 4799.

Benefit further with team attendance – book three places and the fourth delegate is free!
Team involvement is crucial to the success of any marketing initiative – take advantage of our group booking discounts to improve motivation and communication in your team. Together your team can be the first to access and understand new data and ideas. Go back to the office with fresh inspiration and rejuvenate your group outlook.
Don’t forget – the more people you send, the more you save!

3 ways to book: Tel: +44 (0)20 7970 4770, Fax: +44 (0)20 7970 4799 or email: mwconferences@centaur.co.uk
Penetrating consumer perceptions of price and value

DAY 1 Monday 27th May 2002

Chair: Eugene Gallagher, Head of Research & Pricing, Asda Wal-Mart

09.00 Coffee and registration

09.30 KEYNOTE ADDRESS – Developing a realistic approach to the future of pricing strategy

Hear the EDLP retailer perspective on what the future holds for pricing in the FMCG sector. Eugene Gallagher stresses the importance of being honest with the consumer and addressing their best interests first and foremost. He will examine how the pricing landscape has changed in recent years, where it is heading next, and asks – who really is responsible for pricing strategy in the current environment?

Eugene Gallagher, Head of Research & Pricing, Asda Wal-Mart

10.00 Measuring the impact of price on consumer behaviour to strike the cost-quality balance

• Assessing the price awareness of consumers to ensure your strategy corresponds to the true influences on spending power
• Understanding what the consumer perceives to be an enticing offer
• Discovering how consumers really perceive value – can a 99p product connote quality?

Edward Garner, Superpanel (Consumer Purchase) Communications Director, Taylor Nelson Sofres

10.30 Exploiting the high quality-low cost dynamic

• Inspiring increased consumption and brand loyalty through low cost practice
• Successfully responding to category competition to stay ahead in the price contest
• Taking effective action in a low inflation economy to boost your brand and retain your consumers

• Case Study
Speaker to be confirmed

11.00 Morning coffee

Analysing retail pricing strategies and their implications for FMCGs

11.30 Positioning pricing in the hierarchy of service, convenience and NPD – balancing your priorities

• Evaluating price management in the current marketplace
• Assessing the importance of price to the retailer, consumer and supplier
• Identifying and exploiting factors that influence pricing strategy

Jolyon Roe, Consultant, AC Nielsen Consulting Group

12.00 Assessing the longevity of EDLP to adopt appropriate retail and brand strategy tactics

• Harnessing the power of price as a customer lever
• Using price to target different customer segments
• Achieving promotional cut-through from an EDLP position

Jes Ongley, Price & Promotions Manager, Tesco

12.30 Lunch

3 ways to book: Tel: +44 (0)20 7970 4770, Fax: +44 (0)20 7970 4799 or email: mwconferences@centaur.co.uk
Implementing effective pricing strategies for the future

14.00 Adapting High-Low retail price strategy to balance payback and investment
• How much investment should High-Low require?
• Identifying the most opportune time for special product promotions
• Integrating the price strategy into the whole corporate portfolio

Kevin Hawkins, Director of Corporate Communications, Safeway

14.30 Overcoming problems and finding new solutions in price planning

Retailers and distributors come together for a productive and practical panel discussion to share their views on the advantages and pitfalls of different pricing strategies. In a balanced and open debate delegates from every part of the supply chain can ask questions and offer ideas in a really effective brainstorm that will enlighten each diverse element of the process and facilitate functional thinking for your future financial planning

Led by Tim Cooke, Business Development Director, M+M Planet Retail

15.00 Afternoon tea

15.30 Beyond FMCG – determining when it is profitable to move into non-food categories
• Non-food goods and the big pay out – fact or fiction?
• Measuring the role of price within non-food categories – what can you learn?
• Balancing price in white goods, electrical items and clothing to achieve healthy ROI
• Maximising on the increased traffic drive inspired by non-food categories

Andy Thornton, Managing Director, srcg

16.00 Integrating price into the overall corporate strategy for greater shareholder value
• Capitalising on price leverage as a marketing device – considering consumers and shareholders
• Achieving critical success in financial planning through realistic and fundamental price considerations
• Recruiting for the pricing role – have you got the right people on board?

Clive Humby, Chairman, dunnhumby

16.30 Marketing methodology workshop: assessing brand performance

Evaluate the relationship between price, volume and rate of sale to make your pricing strategy flawless
• Identifying the successes and failures in your marketing mix: price, promotion, advertising and in-store – what works, when, and how?
• Understanding the core strength of your brand as a benchmark to your competitors. How far are pricing and other marketing mechanics just a short term fix?
• Using this information to forecast brand share and volume and assist the Efficient Consumer Response (ECR) process

Dr Peter Cain, Senior Development Manager, Information Resources

17.40 End of day one
DAY 2 Tuesday 28th May 2002

Chair: Kevin Hawkins, Director of Corporate Communications, Safeway

09.00 Coffee and registration

Using new product development to create solutions that have a positive impact on profit margins

09.30 Developing premium brand strategies to increase loyalty and profitability
- Measuring the consumer perception of ‘premium quality’ through brand rather than product and cost values
- Implementing brand development and extension to optimise pricing strategies
- Assessing the effectiveness of strategic premium branding over ‘badging’ in the retail environment
- Promoting brand loyalty and communication to increase longevity and profitability
Rob Woods, Managing Director, Brand Environment

10.00 Adding consumer value and appeal through experiential shopping
- Creating a better value shopping environment to increase traffic in-store
- Combating a price war by considering the whole retail experience
- Reacting to today’s affluent and demanding consumers: delivering the whole package
Dr Hugh Phillips, University of Bournemouth

10.30 Morning coffee

11.00 Developing tempting promotions to inspire product trial and brand recognition
- Effectively emphasising the uniqueness of your brand proposition to stand out on the crowded shelf
- When, where and what? Operating effective promotions by considering price, packaging, timing and environment
- Assessing the role of pricing within promotions – evaluating introductory and offer price differentials
- Implementing appropriate cross channel and variable pricing
Lynne Saxby, Director, European Marketing Specialists

11.30 Global perspectives and the implications for UK grocery best practice in a low inflation, competitive market
- Analysing the critical interfaces: shopper, consumer and business
- Understanding the key drivers by category, channel and retailer – the impact on profit margins
- Realising value from the point of purchase through integrated proposition delivery
Charles Gardner, Director, Glendinning

12.00 Lunch
13.20  Assessing the potential of differential pricing strategies – analysis of the benefits and pitfalls
• Identifying elements that could comprise a differential pricing strategy: region and location
• How can the strategy benefit the consumer?
• Evaluating the viability of regional pricing; by area and by country
• Avoiding negative media attention. Where are the pitfalls?
  Martin Payne, Strategic Projects Director, Through the Loop

13.50  Evaluating the impact of increased price transparency on European and international brands
• Achieving price harmonisation to maintain a strong position amongst the competition
• Effectively preparing for greater pricing parity through robust forecasting
• Estimating the sustainability of long term pricing and promotion prices after transparency
• Creating transparency at supply chain level to reflect transparency for the consumer
  Nick Gill, Account Director, Cap Gemini Ernst Young

14.20  Afternoon tea

Pan-European Pricing: a practical workshop divided into two parts. You will gain essential knowledge on how to optimise pricing data, followed by fresh insights into competing at a European level

14.50  Applying effective data management techniques to improve UK and European pricing strategies
• Evaluating the right level of investment in data management as a competitive tool
• Utilising market data to optimise the relationship between price and volume
• Examining price convergence in the eurozone and what it means for the UK

Assessing the implications of a one-currency continent
• Understanding disparity in cost to ensure you price appropriately
• Forging effective distribution channels across borders
• Retaining local profits while competing at a European level
• Is it possible to forecast international supply chain costs without currency fluctuation?
• Competing with European e-commerce: managing even greater price parity online
  Tim Puddefoot, Managing Consultant, Unilog Ltd

15.50  The reassurance and reputation panel debate
Challenging the ‘rip-off Britain’ reputation
Join our retail, brand and analyst panel on discussing this hot issue and hear key insights into maintaining a fair reputation to challenge competitors and encourage consumers from Europe and the UK
  Hosted by Bill Moyes, Director General, British Retail Consortium

16.30  End of day two

3 ways to book: Tel: +44 (0)20 7970 4770, Fax: +44 (0)20 7970 4799 or email: mwconferences@centaur.co.uk
Marketing Week Conferences: About Us

Marketing Week Conferences is the business events arm of Marketing Week – the UK’s leading source of news and information for marketing, advertising and media professionals. Established in 1988, we are the leading provider of ‘must have’ information and ‘must attend’ events, having access to cutting edge reporting teams, a network of industry contacts and one of the UK’s finest media databases.

Our events focus upon the most topical issues within Brand Management, Sales, New Product Development, Product Management and New Media.

Our aim is to help you maintain your company’s competitive edge by making intelligent marketing decisions on issues of high strategic and tactical importance.

Why attend Marketing Week events?

- Participate in top level interactive workshops for a hands on approach
- Access the most up to date research
- Hear from high calibre hosts and speakers
- Streamed agendas for individually tailored benefits
- Pan-European audiences and fascinating networking opportunities

If you would like to learn more about our events, hear more about upcoming conferences or even propose an issue you would like us to address, contact us on +44 (0)20 7970 4770 or email mwconferences@centaur.co.uk.

Sponsorship at Marketing Week Conferences

If you are a supplier to the marketing industry then Marketing Week Conferences offer the ideal environment to show off your company. Our comprehensive sponsorship packages give sponsors and exhibitors easy access to a highly targeted audience and opportunities to ensure maximum brand coverage through:

- Speaking opportunities at key sessions to demonstrate your expertise
- The chance to host a workshop for the closest possible influence with your audience
- Branding on all marketing literature (including up to 50,000 brochures)
- Logo on conference web-page with hyperlink
- Company literature or gifts to be distributed onto all delegate seats
- Full delegate list with contact details post conference to ensure that you continue to enjoy a profitable relationship with the delegates
- Exhibition stands in coffee or lunch rooms
- A4 inserts in every delegate’s documentation pack
- A4 branded notepads for each delegate at the conference
- Logo on header slide projection
- Logo on staging backdrop

Plus – our conference agendas place great importance on networking in a relaxed and focused environment. Our dedicated sponsorship team will tailor a package to suit your brand and budget and will provide you with an unparalleled platform to promote your related services.

For more information on how to enhance your company profile, call James Ashwood on +44 (0)20 7970 4719 or email james.ashwood@centaur.co.uk

ASDA  TESCO  Safeway  TESCO DIRECT  Unilog  AC Nielsen  EMS  dunnhumby
Morrisons  Planet Retail  SRCG  Glendinning  Management Consultants  Through the loop  Be inri  British Retail Consortium

3 ways to book: Tel: +44 (0)20 7970 4770, Fax: +44 (0)20 7970 4799 or email: mwconferences@centaur.co.uk
to attend
Supply Chain Pricing 2002
27+28 May 2002 – London

If your information is incorrect, please amend or attach your business card. Please photocopy for additional delegates.

**DETAILS**

**PLEASE USE CAPITALS**

Name
Position
Company
Address
Postcode
Nature of Business
Telephone
Fax
email
Signature
Date
Card No.
Name on Card
Date
Payment by BACS
Expiry Date
Start Date
Signature

**PAYMENT**

**PLEASE TICK APPROPRIATE BOXES AND COMPLETE DETAILS**

- Cheque:
  I enclose a cheque made payable to Centaur Conferences for £

- Credit Card:
  Please debit my Credit Card, Access / Visa / American Express / Diners (delete as appropriate)

**BOOKING CONDITIONS**

Confirmation letters will be sent on receipt of booking and receipted invoices will be sent on receipt of payment – which must be made before the conference date. If payment is not received before the conference, delegates will be asked to guarantee payment at registration with a personal credit card. Your fee includes documentation, lunch and refreshments. If you are unable to attend, a substitute delegate is always welcome. If you cancel your place more than one month before the event, we shall charge £75 + VAT admin charge, no refunds can be made if you cancel within one month of the event. Cancellation must be made in writing and will be acknowledged in writing. It may be necessary for reasons beyond the control of the organisers to alter the content, timings or venue. Centaur Conferences will not accept liability for any transport disruption or individual transport delays and in such circumstances the normal cancellation restrictions apply.

We would like to keep you informed of Centaur’s products and services including information about Centaur Conferences. Please write to the Head of Marketing, Centaur Conferences at the address below if you specifically do not want to receive this information. We may also from time to time make your details available to carefully screened companies who have offers that may be of interest to you. If you specifically do not wish your details to be made available for these purposes please tick here.

Centaur Publishing Ltd. A Centaur Communications Company. St Giles House, 50 Poland Street, London W1V 4AX. Registered in England No.2634392

**VENUE INFORMATION**

Venue: To be confirmed
Date: 27th and 28th May 2002

**DELEGATE RATES**

- Two Day Conference: £999 + VAT (£1173.83)
- Conference Day One: £599 + VAT (£703.83)
- Conference Day Two: £599 + VAT (£703.83)

**ORGANISED BY**

Marketing Week invites

MY CODE IS:
Conference Code 2150

CAN’T ATTEND BOTH DAYS?
Don’t worry, at Marketing Week Conferences we understand that your time is precious and we are delighted to give you the option to attend just one of the conference days at £599 + VAT. Alternatively you can send your colleague to the day you cannot attend.

No days out of the office? For only £299 + VAT you can purchase the documentation for the entire two days.

Attend this event to hear high level insights from leading retailers.

For future Centaur Conferences access: www.centaur-conferences.co.uk
Please forward any questions you may have by email: mwconferences@centaur.co.uk

HOW TO BOOK

To reserve your place call +44 (0)20 7970 4770
To secure your place and send a copy of the form and cheque, please post it to:
Centaur Conferences, 50 Poland Street, London W1F 7AX
If sending a cheque under separate cover, please mark the delegate/s name/s and conference.

To attend this event you must provide us with your business card.

MY CODE IS:
Conference Code 2150

To attend both days, complete and return the form to us.

Attend this event to hear high level insights from leading retailers.

CONFERENCE CODE 2150

Two Day Conference: £999 + VAT (£1173.83)
Conference Day One: £599 + VAT (£703.83)
Conference Day Two: £599 + VAT (£703.83)

MARKETING WEEK

CONTINUE TO ATTEND BOTH DAYS.

CONFERENCE CODE 2150