



ASIA PRICING & REVENUE MANAGEMENT SUMMIT 2020

25 – 26 AUGUST 2020 | Online Event

REBUILDING PROFITABLE RELATIONSHIPS WITH STRATEGIC PRICING & CUSTOMER OPTIMISATION



ERIK SZOBOTA

Director of Global Yield and Pricing,
Twitter



JESSICA SOO

Vice President of Pricing,
Lazada Singapore



VISHAL GROVER

Global Head of Commercial Services,
Archroma



DEEPAK SOOD

Head of COE Pricing,
Cargill

WHO
CAN
YOU
MEET?

► INDUSTRY VERTICALS

- Banks and financial institutions (BFSI)
- Chemicals
- FMCG
- Information technology (IT)
- Logistics
- Manufacturing / Supply Chain
- Retail and eCommerce
- Services
- Telecommunications
- Travel and hospitality groups

► JOB FUNCTIONS

Senior executives with key responsibilities in:

- CEOs / MDs / GMs
- Pricing, revenue management, commercial strategy
- Finance, marketing, sales and CRM
- Shopper marketing, category management, merchandising and consumer insights
- Product development and portfolio management



enquiry@iqpc.com.sg



www.asiapricingsummit.com

**REGISTER
ONLINE**



WHY ATTEND

The **6th edition of the Asia Pricing Summit 2020** is THE platform for you to learn from and network with senior business leaders across B2B and B2C markets. Our stellar line-up of pricing and revenue leaders will share and exchange knowledge on how to drive process and behavioural changes in order to establish strong foundations that will optimise your pricing decisions and maximise revenue.



2 Days of Virtual Conference and Workshops



Virtual Networking Interaction



Live Q&A sessions



Mobile Accessible



Access to Presentations after the event

SPONSOR TODAY

Deliver your message, position yourself as a thought leader, and introduce new products, techniques and strategies to the market. Opportunities Include:



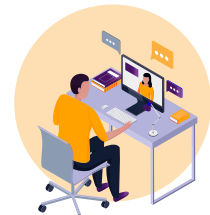
★ EVENTS SPONSORSHIP ★

Showcase your products and services, chat with attendees, and generate high-quality, targeted leads.



★ VIRTUAL IDGS ★

Interactive Discussion Groups (IDGs) are an intimate and unique way to engage in quick fire, challenge-based discussions with a select group of leaders from your target market.



★ PRE-EVENT WEBINARS ★

Sponsored webinars are one of the strongest solutions for those looking to generate revenue through their marketing.



★ VIRTUAL BOARDROOMS ★

An invitation-only virtual meeting of senior decision makers, exploring solutions to current challenges and potential for future business partnership



★ ONLINE DEMOS ★

Virtual demos are powerful demonstrations that clearly highlight the key features and benefits of your solution or service - all delivered in fun, interactive video presentations, shared across our entire network.



★ MARKET INSIGHT REPORTS ★

An opportunity to contribute to our market reports. Your insights, expertise, and branding will be featured within the report, positioning your company as a thought-leader.

We tailor our services to meet the needs of our clients, allowing you to engage with people who need your services or simply extend your online awareness. Contact us at Sponsorship@iqpc.com.sg for more details.



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CONFERENCE DAY ONE: TUESDAY 25 AUGUST 2020	
11:00	Welcome & Housekeeping
11:05	Chairman's Opening Remarks Syed Suroor Anwar, Vice President of Strategy and Commercial – Asia Pacific, RS Components
11:10	Adopting a Data-Driven Culture within your Organisation As director of global yield and pricing for Twitter, Erik makes sure he is aware of the good, the bad and the ugly of pricing. How so? He has the data. Using systems and tools, he is able to capture customer feedback, trends, and commonalities to implement improvements within pricing and communicate with other departmental teams on the 'why' behind their pricing methodology. <ul style="list-style-type: none"> Setting up a step-by-step process to input, clean and assess data Building a data narrative to communicate key pricing insights Recruiting key stakeholders to align on your message and change assumptions with data-driven facts Erik Szobota, Director of Global Yield and Pricing, Twitter
11:40	Harnessing Data Analytics and Artificial Intelligence for Smart Pricing Decisions <ul style="list-style-type: none"> Using AI and predictive analytics to forecast and determine the right pricing models Keeping pace with changing market dynamics and responding to real-time demand How can analytics leverage proprietary data to give businesses a greater competitive advantage? Sponsor Slot #1 (Thought Leadership or Case-Study) Reach us here to discuss sponsorship opportunities
12:10	Break
13:30	PANEL: Maximising Revenue amidst COVID-19, Trade Wars & Geopolitical Changes Post COVID-19, businesses will have to focus on re-building profitable relationships. As businesses recover from the global lockdown and economy slowdown, it becomes of utmost priority to understand customer needs and wants. How can organisations learn about customer spending patterns and add true value for the customer? <ul style="list-style-type: none"> Gaining insights on customer preferences, channel behaviour and sought benefits In times of market uncertainties, how do you ensure customer retention and maintain profitability? Factors to build in your margins and pricing strategy to navigate trade regulations and currency fluctuations Moderator: Dr. Detlev Remy, Associate Professor, Singapore Institute of Technology Panellists: Syed Suroor Anwar, Vice President of Strategy and Commercial – Asia Pacific, RS Components Sam Bedi, Head of Asia, Glanbia Performance Nutrition
14:10	Identifying Opportunities for Margin Improvement for Top-Line Growth Vishal oversees strategic pricing globally for all of the three business divisions for Archroma. To do so, he has set a structured pricing process, taking into account variable costs, changing market scenarios and different volumes to work continuously to reduce margin. In this session, Vishal shares more about: <ul style="list-style-type: none"> Building analytics capability to drive data driven decision making and identify margin improvement areas Implementing process change to drive behaviour and awareness of value Gaining support from top management Vishal Grover, Global Head of Commercial Services, Archroma
14:40	Driving the Right Behaviour in your Supply Chain & Distribution Partners for Revenue Transformation <ul style="list-style-type: none"> Investing in channel, supply chain and distribution partners who can grow with you Incentivising partners on target-based performance with value-added discounts Training channel partners on product information and pricing Deepak Sood, Head of COE Pricing, Cargill
15:10	Break

BY-INVITE ONLY! VIRTUAL INTERACTIVE DISCUSSION GROUPS

Asia Pricing Virtual Interactive Discussion Group Sessions are an exclusive, by-invite only platform structure to maximise interaction with in-depth focus on critical and timely issues. Participants will have the opportunity to participate in 1 topic, each led by an expert for a 45-minutes discussion. This unique private session allows you to deep dive into the most current challenge you face right now.

Each roundtable limited to 8 senior pricing and revenue leaders only. Write in to Krishna.mawani@iqpc.com.sg to find out more information.

	Roundtable A	Roundtable B	Roundtable C
15:30	Change Management for Price Excellence <ul style="list-style-type: none"> Promoting a growth mind set to advocate an impactful pricing function How to get key stakeholders on board? Evaluating and auditing the effectiveness of the change 	Effective Strategies for Pricing New Products & Services <ul style="list-style-type: none"> Assessing market potential, customer demographics and competition for new product launch Aligning your pricing with customer's expectations Monitoring performance and scaling growth with effective strategies <p>Jessica Soo <i>Vice President of Pricing</i> Lazada Singapore</p>	Price Guidance in Deal Negotiations <ul style="list-style-type: none"> Establishing structured price setting methodology and pricing policies to generate recommended deal price Balancing between securing price integrity and offering price flexibility Leveraging negotiation optimisation frameworks to handle discount requests
16:15	End of Day 1		

CONFERENCE DAY TWO: WEDNESDAY 26 AUGUST 2020			
11:00	Welcome & Housekeeping		
11:05	Chairman's Opening Remarks Syed Suroor Anwar, Vice President of Strategy and Commercial – Asia Pacific, RS Components		
11:10	PANEL: Commencing your Pricing Transformation Journey with Customer Optimisation and Internal Measures <ul style="list-style-type: none">• Realigning commercial policies to implement sustainable pricing frameworks• Applying AI and advanced analytics to forecast and determine the right pricing and revenue management models• Gaining full commitment from leadership for support of pricing transformation initiatives Panellists: Anu Arora, Head of Strategic Pricing & Business Development – Greater Asia, International Flavours & Fragrances		
11:50	Moving Beyond Pricing Excellence Towards Customer-Centric Commercial Excellence How are organisations deploying commercial excellence strategies? What has been the financial impact on their business? In this session, Remi covers more on: <ul style="list-style-type: none">• How does pricing fit into other key processes including sales and marketing?• Developing customer and market-specific commercial programs to improve loyalty and profitability• Finding the right balance between profitability and customer experience Remi Cheriex, Director of Commercial Transformation, FrieslandCampina		
12:20	Break		
13:30	Creating Sustainable Competitive Advantage with CRM and Pricing Optimisation <ul style="list-style-type: none">• Benefits of using CRM insights to shape pricing strategies• Empowering product, sales and marketing teams in the areas of customer engagement and retention• Monetising CRM and turning loyalty into profitability Sponsor Slot # 2 (Thought Leadership or Case-Study) Reach us here to discuss sponsorship opportunities		
14:00	Tackling Pricing Wars with Innovation to Maximise Shopper Revenue How do you maximise allowance through value offerings and maximize revenue of the shopper? The product mix play a key role in revenue management. Ashish uncovers more about: <ul style="list-style-type: none">• Incentivising shopper to increase basket spend with product innovation, packaging• Prioritising within your portfolio to deliver value during key festive periods to promote gifting and impulse purchases• Deploying data analytics to analyse and predict customer behaviour Ashish Gandham, Director of Travel Retail - Asia Pacific, Middle East & Africa, Beam Suntory		
14:30	Driving Value-Based Pricing for New & Existing Offerings to Improve Customer Willingness-To-Pay <ul style="list-style-type: none">• Communicating the economic value to the customer to establish a pricing operating rhythm• Exploring the short-term and long-term effects of value-based pricing on your pricing infrastructure• Leveraging customer segmentation, data and analytics to strengthen the foundations of value-based pricing		
15:00	Break		
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	Roundtable A	Roundtable B	Roundtable C

*Scheduling and timing of sessions may be subject to change

15:30	<p>Benefits & Challenges of Ethical Pricing</p> <ul style="list-style-type: none"> • How can we maintain ethical pricing in light of the coronavirus? • Debating between increasing profit versus being fair to the environment • How will ethical pricing pay in the long-term? 	<p>Implementing Commercial Excellence Initiatives to Drive Top and Bottom-Line Growth</p> <ul style="list-style-type: none"> • Opportunities and challenges of harmonising pricing, sales and marketing KPIs to drive commercial performance • Tailoring value propositions, customer engagement and sales approaches to drive performance • Successes and pitfalls to implementing commercial excellence initiative 	<p>Key Considerations for Successful Omnichannel Pricing</p> <ul style="list-style-type: none"> • Leveraging in-store and online customer insights to convert, cross-sell and upsell • Strategic product pricing and customer segmentation for seamless customer experience • Aligning customer analytics, processes and organisational enablers to enhance profitability <p>Carmen Low <i>E-Commerce Head – Asia and ANZ</i> SWAROVSKI</p>
16:15	End of Asia Pricing & Revenue Management Summit 2020		