

T R A I N I N G

Revenue & Yield management

An innovative technique for improving your business and financial performance !!!

Data: May 13th and 14th 2009

Locatie: Domein Martinus, Antwerp

European's leading platform for pricing decision makers sharing intelligence and best practices, through a variety of interactive workshops, events and media.

OVERVIEW

REVENUE & YIELD MANAGEMENT

Not everyone is willing to pay the same price for a product. This means it can be very profitable to charge different prices to different customers. Revenue Management is the art of doing this in the most efficient way.

This technique has been applied successfully since year and day in sectors such as for example: aviation, car rental and the hotel Industry.

Revenue Management addresses questions such as:

- what customers are willing to pay what price?
- when do I change the price?
- how many products do I sell for each price?

This course provides an introduction to the theory and practice of RM. Through an interactive game, the course members will experience the possibilities of RM. Furthermore, the course will provide the course members with the theory and background needed when implementing RM in practice.

In this course you will learn to discover RM possibilities and how to implement RM in practice.

RESULTS

The Course objectives of this training are:

- To become aware of what RM can do for you
- To know the basics of RM
- To be able to discover RM possibilities
- To know how to implement RM in practice

FOR WHOM INTENDED ?

- Revenue Management & Pricing
- Commercial operations / Strategy / Head
- Sales & Marketing / Business Development
- Technology
- Other (Analyst, Academic, Consultant, Press)

UW TRAINERS



Dr. Geerhard de Vries is senior consultant en afdelingshoofd van de afdeling Logistieke Consultancy bij ORTEC. Hij is bedrijfskundige en heeft zich gespecialiseerd in complexe planningsvraagstukken. De heer de Vries is sinds 2005 werkzaam bij ORTEC. Daarvoor was hij dertien jaar senior consultant bij Prismant. Bij ORTEC heeft hij in verschillende marktsegmenten adviestraject uitgevoerd. Hij heeft vele publicaties op zijn naam staan en rond momenteel zijn promotietraject aan de Technische Universiteit Eindhoven af (Production Control in Complex Systems).



Dr. Kevin Pak is consultant bij ORTEC sinds 2005. Daarvoor heeft hij vier jaar aan de Erasmus Universiteit Rotterdam (EUR) lesgegeven en onderzoek gedaan op gebied van Revenue Management. Zijn onderzoek is gepubliceerd in en gepresenteerd op verschillende internationale tijdschriften en conferenties. In 2005 is hij gepromoveerd aan de EUR op zijn proefschrift: "Revenue Management: New Features and Models".

Testimonials:

ORTEC is one of the largest providers of advanced planning and optimization solutions. Founded in 1981, ORTEC currently has 500 employees and offices in North America and Europe. Our customer base of more than 800 customers includes leading enterprises in manufacturing, transportation, industry and banking. Our mission is to help business leaders take charge of their organizations to achieve sustainable performance improvements.

Over the years, ORTEC has provided Revenue Management solutions for customers in various industries. Among those industries are the airline, broadcasting, tour operator and parking industries. We provide the customer with a full range solution from case study to software development and implementation.

PROGRAM

OVERVIEW

The course is constructed to take the course members through the following four stages:

- Awareness
- Basic knowledge
- Practical knowledge
- Specific knowledge

Stage 1 will contain an interactive game in order to let the course members experience the possibilities of RM for themselves.

Stages 2-4 will provide the course members with the theory and background needed when implementing RM in practice. Throughout stages 2-4 the course members will be stimulated to apply the RM theories to their own business

Day 1:

1. WELCOME

Introduction of teacher and course members	0,5 h
Introduction of the course purpose and outline	0,5 h

2. THE INTERACTIVE SIMULATION GAME 2 h

Playing an interactive simulation game which will guide you throughout the understandings and know-hows of Revenue Management

3. WHAT IS REVENUE MANAGEMENT ? 1 h

Introduction and history of Revenue Management

4. PRACTICAL APPROACH INTO REVENUE MANAGEMENT

The framework, the methods and the economic aspect of revenue management	2 h
Practical applications and examples of Revenue Management	1 h

Day 2:

5. SUMMARY OF DAY 1

0,5 h

Recapitulation on the main learning's of day 1

6. IMPLEMENTING REVENUE MANAGEMENT

2 h

Setting up a Revenue Management project:

- data collection
- Revenue Management system
- reservation system,
- organisational consequences,
- product differentiation,
- employee training

6. DEMAND FORECASTING

1h

Forecasting techniques and difficulties

7. REVENUE MANAGEMENT TECHNIQUES

2 h

- EMSR,
- booking limits,
- bid-prices,
- networks

8. CHALLENGES IN REVENUE MANAGEMENT

1 h

- Competition,
- customer behaviour

9. PRESENTATIONS

0,5 h

Presentations by course attendees

PRACTICAL

WHERE AND WHEN ?

Date: May 13th and 14th 2009
Address: **Domein Martinus**
Sniederspad 133, 2980 Halle-Zoersel, België

DURATION

2 days, 4 day classifications

PRICE

€ 1300,00 excl. 21% VAT (VAT only applicable for Belgian companies)
Fees are inclusive of program materials and refreshments, unless otherwise stated in the program details.

REGISTER

Click on following link:
<http://www.pricingplatform.eu/site/public/trainings.asp>
Or E-mail: britt.dejager@pricingplatform.eu

After finishing your registration you will receive a confirmation E-mail. The invoice will be sent by registered mailing. One week before the training there will be sent a route description and list of attendees.

LANGUAGE OF THE TRAINING

Language: Dutch or English (Depending on the registrations)

Questions ?



Contact Britt Dejager

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ABOUT THE ePP

The European Pricing Platform (ePP) is the first, independent, European platform and network focused to support pricing decision makers in a wide variety of industries and sectors.

The ePP brings the best of pricing in Europe !

On the ePP you can find and share pricing knowledge, best practices and tools, extend your network of pricing professionals, build and update relations, and search and post pricing jobs.

The ePP offers a platform and network for everyone involved in pricing decision making: general managers, marketing, sales, operations, and financial management. Professors and lecturers at European universities working on pricing research and projects link academic knowledge to managerially relevant pricing knowledge and solutions.

BENEFITS OF JOINING THE ePP

- ✓ **A focused network of pricing decision makers**
- ✓ **Sharing on- and offline connections**
 - Be found & search engine: by name, company or keywords
 - Keep track of your network
 - Automatic update of your network
- ✓ **Sharing pricing knowledge and best practices**
 - Interactive workshops
 - Seminars and round table discussions
 - Newsletter
- ✓ **Free download of ePP presentations (pdf)**
- ✓ **Extensive dbase of need to read articles and books**
- ✓ **Certified Pricing Training Programs**
 - 10% discount on all ePP certified pricing training programs
- ✓ **Secure data protection**
 - No advertising, no direct sales, no spam

TERMS AND CONDITIONS

Fees are inclusive of program materials and refreshments, unless otherwise stated in the program details.

PAYMENT TERMS

Payment terms following the online training program registration an invoice will be sent. Full payment is required within 14 days after invoice date. All invoices unless otherwise stated carry a 5% late payment surcharge. Payment must be received prior to the training date. The ePP reserves the right to refuse admission if payment is not received on time.

SUBSTITUTION

Substitution provided the total training program fee has been paid, substitutions at no extra charge up to 14 days before the event are allowed. Substitutions between 14 days and the date of the event will be allowed subject to an administration fee of € 25.00.

CANCELLATION

All registrations carry a 50% cancellation liability immediately after the online registration form is completed. The cancellations must be received in writing 14 days before the course is held in order to obtain full credit for any future ePP program. Thereafter, the full training fee is payable and is non refundable. Non-payment or non-attendance does not constitute cancellation. By registration to an ePP training program the attendee agrees that in case of dispute or cancellation of the agreement the ePP will not be able to mitigate its losses for any less than 50% of the total training program fee. If, for any reason, the ePP decides to cancel or postpone the course, the ePP is not responsible for covering airfare, hotel, or other travel costs incurred by attendees.

PRIVACY STATEMENT

From Participants, Non-Participants (workshop en/or training attendees), providers of job vacancies, and subscribers to round table sessions, the ePP will collect you only those data that are necessary for the administration of the event or subscription. Participants may submit, at their own option, further information in their personal profile.

Contacts of the ePP may from time to time receive information about ePP initiatives. The ePP collects and stores potential subscriber/customer names and contact information. Also, the ePP collects personal data about the people who write articles and pricing news for ePP, or participate in the workshops or training programs.

The ePP will not, without prior approval, supply names and addresses to any third party except when (1) the participant / attendee subscribes to a journal of one of the ePP partners and such transfer is necessary to ensure continued receipt of the journal(s), or (2) the ePP is required to do so by law.