

AGENDA

Sunday, April 20, 2008

Beginner and Advanced Pricing Certification – Level 4, Ballroom G/J – 1pm-5pm

Welcome Reception at Hilton Americas-Houston Hotel – Level 4 – 6:30pm

Monday, April 21, 2008

Bert Winemiller, PROS – Opening Remarks – Level 4, Ballroom H/I/K/L – 8:30am-9am

Keynote Speaker: Cameron Davies, Walt Disney Parks and Resorts – The Future of Revenue Management: An Evolution of Analytics – Level 4, Ballroom H/I/K/L – 9am-10am

Noha Tohamy, AMR – Building a Bullet-Proof Business Case For Investing In Pricing Software – Level 4, Ballroom G/J – 10:15am-11am

Tour Around The World – Benson Yuen, PROS – Level 4, Ballroom AD – 10:15am-11:00am

Sergio Mendoza, LAN – Incorporating Long Term Customer Value into Short Term Revenue Management Decisions – Level 4, Ballroom AD – 11am-11:30am

Laura Prestlan, Microsoft – Microsoft's View of the Pricing Software Application Space – Level 4, Ballroom G/J – 11am-11:45am

Karl Isler, Swiss – Customer Value and Revenue Management Optimization – Level 4, Ballroom AD – 11:30am-12pm

Jim Saunders, Pricing Solutions Limited – Using Pricing Analytics to Amplify Your Voice at the Strategy Table – Level 4, Ballroom G – 1pm-1:45pm

Industrial Manufacturing and High Tech Panel
Leaders Include: Mark DaRonch, Honeywell, Alan Hollander, Avaya – Level 4, Ballroom J – 1pm-2:20pm

Better Prices through Price Testing – Level 3, Room 329 – 1pm-1:45pm

Integrating Revenue Management and Technology – Panelists Include: Elizabeth Cambra, Outrigger, Olivier Flament, Disney, Joe Kasenchak, Hertz – Level 3, Room 330 – 1pm-1:45pm

Handling Group RMS – Leaders Include: Austrian Airlines, Emirates Airlines – Level 4, Ballroom HK – 1pm-1:45pm

CIO – Elements for IT Success – Level 3, Room 330 – 1:50pm-2:20pm

Customer Centric Offer Optimization – Level 3, Room 329 – 1:50pm-2:20pm

Price Optimization through Advanced Science – Level 4, Ballroom G – 1:50pm-2:20pm

Tomas Ingason, Icelandair – Experience of Competing with Low Fare Unrestricted Pricing Practices – Level 4, Ballroom HK – 1:45pm-2:15pm

Pricing Excellence in the Distribution Industry – Solution Demonstration – Level 4, Ballroom G – 2:35pm-4:10pm

Pricing Excellence in the Chemicals Industry – Solution Demonstration – Level 4, Ballroom J – 2:35pm-4:10pm

Pricing Excellence in the Financial Services Industry – Solution Demonstration – Level 3, Room 330 – 2:35pm-4:10pm

PROS & Microsoft Enterprise Integration – Level 3, Room 329 – 2:35pm-3:20pm

An Inquiry into the Actual Benefits of Cargo Revenue Management Systems to Airline Pricing Strategy – Level 3, Room 328 – 2:15pm-2:45pm

Capitalizing on Dynamic Pricing Opportunities – Surain Adyanthaya, PROS – Level 4, Ballroom HK – 2:15pm-2:45pm

Distribution Panel – Leaders Include: Kieran McCabe, Staples, Vern Lennon, Lawson Products, Peter Kniaz, FW Webb, Mark Zack, Arrow Electronics, Tony Pericle, Advanous – Level 4, Ballroom J – 4:15pm-5:15pm

Fay Shong, Accenture – Achieving Pricing Excellence in Downstream Energy – Level 4, Ballroom G – 4:15pm-5:15pm

Dr. Sean Geraghty, Deloitte – Using Analytics to Guide Profitable Pricing Actions – Level 3, Room 330 – 4:15pm-5:15pm

Augustin Manchon – Building an Internal Pricing Capability: What Consultants Won't Tell You – Level 3, Room 329 – 4:15pm-5:15pm

PROS O&D Cargo RMS – Level 3, Room 328 – 3pm-3:45pm

PROS Group RMS – Level 4, Ballroom D – 3pm-3:45pm

Performance Tuning Best Practices – Level 3, Room 327 – 3pm-3:45pm

PROS O&D Revenue Management – Level 4, Ballroom A – 3pm-3:45pm

Cargo Forecasting Workbench – Level 3, Room 328 – 4pm-4:45pm

PROS RMS and Analytics – Level 4, Ballroom D – 4pm-4:45pm

PROS Network Revenue Planning System Overview (NRPS) Level 3, Room 327 – 4pm-4:45pm

Real Time Dynamic Pricing – Level 4, Ballroom A – 4pm-4:45pm

Happy Hour – SPONSORED BY ORACLE – 5:15pm

Baseball Game at MinuteMaid Park: Houston Astros vs San Diego Padres

Tuesday, April 22, 2008

Welcome: Surain Adyanthaya, PROS – Level 4, Ballroom H/I/K/L – 8:30am-9am

Keynote Speaker: Bill Brunger, Continental Airlines – Has the Internet Made Revenue Management More Effective? – Level 4, Ballroom H/I/K/L – 9am-10am

Michael Jahoda, Accenture – Getting the Data for your Pricing System – Level 4, Ballroom G/J – 10:15am-11am

Peter Belobaba, MIT – Estimating Willingness to Pay for Airline RM Models – Level 4, Ballroom AD – 10:15am-10:45am

Matt Johnson, Simon-Kucher & Partners – Level 4, Ballroom G/J – 11am-11:45am

Paul Loo, Cathay Pacific Airways Limited – Implementing an O&D Revenue Management System: One Year After – Level 4, Ballroom AD – 10:45am-11:15am

Dariusz Walczak, PROS – Customer Choice, Fare Adjustments and the Marginal Revenue Data Transformation – Level 4, Ballroom AD – 11:15am-11:45am

Lunch Break – SPONSORED BY MICROSOFT

Financial Services Roundtable – Leaders Include: Carl Caron, SunTrust Banks, Inc. Dr. Sean Geraghty, Deloitte – Level 4, Ballroom J – 1pm-1:45pm

Driving Profitability through Segmented Price Guidance – Level 3, Room 329 – 1pm-1:45pm

Tony Pericle, Advanous – How to Build a Sustainable Pricing Strategy in Distribution: Striking the Balance Between Science, Sales Confidence, and Sound Workflow – Level 4, Ballroom G – 1pm-1:45pm

Pricing Excellence in the Petroleum Industry – Solution Demonstration – Level 3, Room 330 – 1pm-2:20pm

Going from a Leg to an O&D Airline – RM Panel – Panelist from: CSA Czech Airlines, LAN, Lufthansa and Swiss – Level 4, Ballroom HK – 1pm-2pm

SAP Integration – Level 3, Room 329 – 1:50pm-2:20pm

PROS Customer Support – Level 4, Ballroom J – 1:50pm-2:20pm

Vern Lennon, Lawson Products – Price Strategies and Tactics for a Decentralized Sales Force – Level 4, Ballroom G – 1:50pm-2:20pm

Low Cost Revenue Management Strategies – Ratan Ratnakar, Kingfisher Airlines – Level 4, Ballroom HK – 2pm-2:30pm

Pricing Excellence in the Industrial Manufacturing Industry – Solution Demonstration – Level 4, Ballroom J – 2:35pm-4:05pm

John Quillinan, Disney – Pricing Game – Level 4, Ballroom G – 2:35pm-4:05pm

Pricing Excellence in the High-Tech Industry – Solution Demonstration – Level 3, Room 330 – 2:35pm-4:05pm

Integrating CRM into Revenue Management – Panelists Include: Elizabeth Cambra, Outrigger, Gregg Chapman, Disney – Level 3, Room 329 – 2:35pm-4:05pm

Product and Pricing Strategies for Maximizing Ancillary Revenues – Henriette Thilert, Aer Lingus – Level 4, Ballroom HK – 2:30pm-3pm

Sulaiman Shahari, MAskargo – Success & Implementation of I-Kargo Programme – Level 4, Ballroom HK – 3pm-3:30pm

Mark DaRonch, Honeywell – Standard Price Management – Level 4, Ballroom J – 4:10pm-5:10pm

Rob Friedman, Deloitte – Building Blocks to Achieve Pricing Excellence – Level 4, Ballroom G – 4:10pm-5:10pm

Chemicals/Petroleum Panel Leaders Include: Fay Shong, Accenture, Sara Farling, Emerald Performance Materials, Colby Imbrie – Level 3, Room 330 – 4:10pm-5:10pm

Pricing Software Vendor Selection Presented by PROS – Level 3, Room 329 – 4:10pm-5:10pm

RM Innovations in Cargo – Level 3, Room 328 – 3:45pm-4:30pm

PROS Real-Time Customer Management (RTCM) – Level 3, Room 327 – 3:45pm-4:30pm

PROS RMS and Analytics – Level 4, Ballroom D – 3:45pm-4:30pm

PROS Group RMS – Level 4, Ballroom A – 3:45pm-4:30pm

PROS Cargo Analytics – Level 3, Room 328 – 4:30pm-5:15pm

Real-Time Customer Segmentation – Level 3, Room 327 – 4:30pm-5:15pm

O&DII Solution Overview – Level 4, Ballroom D – 4:30pm-5:15pm

PROS O&D Revenue Management – Level 4, Ballroom A – 4:30pm-5:15pm

Wednesday, April 23, 2008

Welcome: Jeff Robinson, PROS – Level 4, Ballroom H/I/K/L – 8:30am-9am

Keynote Speaker: Steve Pinchuk, SAS – "Profit Optimization Systems" – Expanding Revenue Management's Domain – Level 4, Ballroom H/I/K/L – 9am-10am

Michael Dunne, Gartner Research – Pricing for Success: Essential Applications for an Uncertain Economy – Level 4, Ballroom G/J – 10:15am-11am

Jim Compton, Continental Marketing in a Changing Industry – Level 4, Ballroom AD – 10:15am-10:45am

RM Science Application – Panelist from: Emirates, Etihad Airways, Lufthansa and Singapore Airlines – Level 4, Ballroom AD – 10:45am-11:30am

David Dvorin, Fisher Scientific – Jumping the Hurdles to Effective Pricing – Level 4, Ballroom G/J – 11am-11:45am

Garret Van Rizin, Columbia University – Behavioral Revenue Management and Pricing: Leveraging the Psychology and Sociology of Buying – Level 4, Ballroom AD – 11:30am-12pm

Closing – Level 4, Ballroom G/J – 11:45am-12pm

Closing – Pete Kiernan, PROS – Level 4, Ballroom AD – 12pm-12:15pm

Lunch Break – 12pm-1pm

Lunch Break – 12:15pm-1:15pm

Performance Tuning Best Practices – Level 4, Ballroom G – 1pm-1:45pm

Partner Certification Program – Level 3, Room 330 – 1pm-2pm

Better Prices Through Price Testing – Level 3, Room 329 – 1pm-2pm

John Quillinan & Anjali Dange, Disney – Introduction to Data Normalization and Using Lookups in PPSS – Level 4, Ballroom J – 1pm-1:45pm

RM Certification Introductory Level – Level 4, Ballroom A

RM Certification Advanced Level – Level 4, Ballroom D

Revenue Management Concepts & Theory – 1:30pm-2:15pm

Fundamental Understanding of Revenue Mgmt. Technology (Forecasting, Fare Mix Optimization & Overbooking) – 2:30pm-3:45pm

Basic Proficiency in Flight Set-Up & Management – 4pm-4:45pm

Development of Strategic Templates – 1:30pm-4:45pm