

AGENDA - MONDAY

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

Networking Break - 10am-10:15am

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-11am

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

Laura Preslan, 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

Lunch Break 12pm-1pm

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

Networking Break Sponsored by Infare 2:20pm-2:35pm

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

Networking Break Sponsored by Infare 2:45pm-3pm

Balancing Pricing Strategies on the Buy Side and the Sell Side: Experiences in the Car Rental Industry - Level 3, Room 329 - 3:25pm-4:10pm

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

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

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 - 7:05 pm

No video and/or voice recording is permitted during presentations.

AGENDA - TUESDAY

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

Networking Break - 10am-10:15am

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

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

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

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

Lunch Break 11:45am-1pm - 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

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

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

Networking Break Sponsored by eClex 2:20pm-2:35pm

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

Networking Break Sponsored by eClex 3:30pm-3:45pm

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

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

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

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AGENDA - WEDNESDAY

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

Networking Break - 10am-10:15am

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

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

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

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

RM Certification Introductory Level - Level 4, Ballroom A

RM Certification Advanced Level - Level 4, Ballroom D

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

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

Development of Strategic Templates - 1:30pm-2:15pm

Networking Break 2:15pm-2:30pm

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

Development of Strategic Templates - 2:30pm-3:45pm

Networking Break 3:45pm-4pm

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

Development of Strategic Templates - 4pm-4:45pm

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