

# MindShare Europe

Westin Paris - Vendôme

## Agenda

### 18 September 2017

19:00 | Welcome Reception

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### 19 September 2017

09:00 | Registration and Breakfast

09:30 | Welcome and Event Kick-Off

09:40 | Zilliant Solutions in Action

10:40 | Networking Break

11:00 | Embracing eCommerce

*Jean-Claude Bernardon, Managing Director, EBC Business Consulting*

Industrial manufacturers and distributors are seeing the competitive impacts of eCommerce and mobile technology in their business. Ecommerce offer tremendous opportunities for new services and renewed customer relationship management, yet there are still some slow adopters who want to embrace this technology, but haven't yet tackled the implementation, integration and digital strategy planning. Jean-Claude Bernardon will cover industry best practices and essential strategies to implement and maintain an eCommerce platform, as well as how to optimize eCommerce and existing web entities for mobile. In addition, he'll explain how these changes affect customer order frequency and volume, and the overall customer experience.

11:45 | Maximizing Sales Growth and Customer Retention

*Ciaran Crowley, General Manager - Norgren Express, IMI Precision Engineering*

Join Ciaran Crowley as he takes you through the journey of how IMI Precision Engineering, a world leader in motion and fluid control technologies, successfully implemented prescriptive guidance that helped their sales reps maximize business with existing accounts.

Learn what worked and what they learned, and get a peek inside where they're going in the future with a shift in focus to new objectives like expansion into the US and CRM integration.

12:30 | Networking Lunch

13:45 | When Prices Increase: How Air Products Provided Customer-Specific Intelligence

*Martin Reeves, European Pricing and Margin Enhancement Manager, Air Products*

Raising prices in any scenario can be challenging. At Air Products, a global supplier of atmospheric and process gases, equipment and services, periodic price increases are necessary to cover rising energy costs and volatile material costs, in addition to a host of other factors. In this session, Martin Reeves, European margin enhancement manager at Air Products, will discuss how adding analytics to their pricing campaigns provided customer-facing commercial teams the rationale and impetus they needed to help design and drive price increases with customers.

14:30 | Afternoon Sessions

You've heard from industry experts and listened to case studies of success, now let's dive deeper into the tactics that will help you unlock your sales and pricing potential. The afternoon breakout sessions are a chance for you to meet in a smaller group setting. Bring your stories, questions and tips for success; this session is all about learning from one another.

These sessions will provide a chance to discuss one, some, or all the topics below:

- Embracing eCommerce and digital strategies
- Maximizing contract renewals
- Change management
- Pricing practices that could be costing millions
- Providing actionable guidance to your sales team
- How to measure a successful price campaign

16:30 | Closing Remarks