

# MindShare Europe Conference **2019 Agenda**

## Day 1 – Tuesday, 12 November, 2019

18:00-20:00 Welcome Reception at *Lavinia*, 3-5 Boulevard de la Madeleine

## Day 2 – Wednesday, 13 November, 2019

8:30- 9:00 Registration & Breakfast

9:00 - 9:15 Welcome Remarks  
*Greg Peters, Chairman and CEO, Zilliant*

9:15-10:15 Zilliant Product & Science Presentation

10:15-10:45 Networking Break

### 10:45-11:25 **Equipping Sales Reps with Intelligent Price Guidance**

Jean-Baptiste Fayet, Sales and Marketing Director, France, Terreal

As a leader in clay building materials, Terreal operates in Europe, North America and Asia, with €376 million in sales. As a pillar of its strategy of operational excellence, Terreal needed to improve overall margins without sacrificing its hard-fought market share. In this session, Jean-Baptiste will explain how Terreal is using price optimization to provide relevant price guidance to sales teams, and take a more surgical approach to price increases, without losing volume.

### 11:25-12:05 **Omnichannel Pricing: Relating B2B Prices to the B2B2C Market**

Nadia Villum Nielsen, CRM Consultant, Brodrene A&O Johansen A/S

Brodrene A&O Johansen A/S is a distributor of technical installation materials and tools, founded in 1914. In recent years, the venerable company has had to meet the modern disruptive force of eCommerce head on. A&O's primary buyers saw margins erode on hardware because consumers were able to get more competitive prices online. New pricing practices had to be established urgently for both their distribution and retail business.

Nadia will discuss the company's approach to providing rational omnichannel pricing to a wide variety of customers. She will share how A&O combined technology with a focus on both the B2B and B2B2C markets for their buyers, as well as their own B2C businesses.

12:05-13:30 Networking Lunch

### 13:30-14:45 **Afternoon Round-table Discussions**

Round table sessions are interactive, moderated small group discussions where attendees can discuss among peers a variety of topics important to B2B pricing and sales. The round table sessions are your chance to share your experiences and discover new perspectives and ideas.

#### **Topic 1 : Behavioral Pricing: the ultimate way to pricing excellence**

Moderated by: Hardy Koth, Co-CEO, Vocatus AG

#### **Topic 2 : Best Practices for Fostering Business Process Change and Sales Adoption**

Moderated by: Philippe Boucher, CEO, Invalio

#### **Topic 3 : eCommerce**

Moderated by: Lindsay Duran, CMO and Pete Eppelle, Senior Vice President of Products and Science, Zilliant

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14:45-15:15

**Networking Break**

15:15-15:55

**Making Price a Customer Satisfaction Driver**

Gabriela Fischer, Vice President Pricing, VWR Europe

VWR is a global supplier of materials and services to life sciences laboratories big and small, public and private - via both online and offline channels. With a vastly complex international business, VWR's main challenge is to be as responsive as possible to customer needs while delivering fair and consistent prices. To help achieve this, VWR made price optimization central to its business, starting in France and Germany before rolling out to 19 countries across Europe. Attend this session to learn how Gabriela and team provide a higher level of service to customers through advanced data science and dedicated process management.

15:55-16:35

**How Price Optimization Fueled a Business Model Shift and Omnichannel Pricing Strategy**

Ulas Buyukkonuklu, Head of Revenue & Pricing Management, Metro FSD

METRO Turkey operates 37 stores and seven distribution centers, with more than 50K products, 170K B2B customers and millions of B2C customers. As METRO, which traditionally focused on Cash & Carry (C&C) business, experienced rapid growth in its newly formed Food Service Distribution (FSD) business, Ulas realized the need for an advanced pricing solution to balance growth and profitability in both channels. In this keynote, learn how METRO deployed price optimization across both its FSD and C&C businesses to ensure price alignment and maximize profits, and tackled change management challenges to drive adoption.

16:35

**Closing Remarks**