



Tuesday, 5 November

TIME	AGENDA ITEM	LOCATION
	ZILLIANT ACADEMY	
13:00	Price Manager Training Jon-Marc Roberts, Director of Application Consulting, Zilliant Join Zilliant pricing expert, Jon-Marc Roberts, for a 90-minute education session on professional price management, including insights on how global and country price lists, Bill of Material Management, and Analytics can fuel profits and increase market share with Zilliant Price Manager.	Orange Room 1,3,5
14:30	Coffee Break	Foyer
14:45	The Science Behind Revenue Intelligence: Unique Ways to Empower Sales Kevin Pierson, Global Director of Science, Zilliant Interested in how Revenue Intelligence turns data points into sales actions? In this session, get an exclusive view into how Revenue Intelligence works, the ease-of-setup and unique ways our customers can use the tool to uncover more opportunity.	Orange Room 1,3,5
15:45	Coffee Break	Foyer
16:00	Customer Benchmarking Thibaut Charvet, Director of Customer Success, EMEA, Zilliant Zilliant, Director Customer Success and Support Thibaut Charvet, will share our most recent customer benchmarking exercise. We'll cover customer benchmarks for Price IQ® and Sales IQ™, including revenue and profit impact, guidance adoption, opportunity win rate, number of overrides, number of annual price increases, and team structure.	Orange Room 1,3,5
	VIP Customer Event [do not put this on the agenda]	TBA
19:00 – 22:00	Welcome Reception	Moco Museum

Wednesday, 6 November

TIME	AGENDA ITEM	LOCATION
07:30 – 8:20	Breakfast	Diamond Room
08:30 – 09:00	Registration	Foyer
09:00 – 10:30	Transforming The Pricing Lifecycle with Zilliant Zilliant Whether its price volatility, changing customer expectations, or labor shortages - pricing is at the center of every business challenge. But everyday business leaders are stepping up to transform processes and manage the entire pricing lifecycle to drive agility and revenue. Join Zilliant Leadership, Customers, and Partners as they talk through their recent successes, the latest in pricing and selling innovations, and why pricing must be at the heart of every business.	Ballroom
10:30 – 11:05	What You Need to Know Before Starting a Pricing Journey Callum Toulson, Strategic Pricing Specialist, Tetra Pak Viktor Eriksson, Pricing and Business Analyst Manager, Tetra Pak Tetra Pak recently embarked on an ambitious journey to consolidate three different pricing tools into one dedicated central pricing system for its services, goods and spare parts businesses. Looking back on the project, Viktor Eriksson and Callum Toulson are eager to share what they wish they knew going in. They share what a company should consider, prepare for, and avoid when transforming pricing.	Ballroom
11:05 – 11:35	Networking Break	Foyer
11:35 – 12:20	Breakout Sessions Better, Smarter, Faster Price Management: The Key That Unlocks ERP Jennifer Längle, Director Market Pricing, Mariangela Coltraro, Process Improvement Manager, and Laura Hoffman, Manager Pricing Services, Avantor	Orange Room 1,3,5 and Orange Room 2,4,6

	<p>Gone are the days of effectively pricing via slow, manual ERP system functions. Especially if you have a complex business at the scale of Avantor – 3 million products, 19 European entities, constant cost updates.</p> <p>Join this session to learn how Avantor pulled critical pricing processes out of its ERP system by integrating Zilliant Price Manager. Hear how this transformational effort played out, and the resulting gains in user experience</p> <p>OR</p> <p>A CPQ Journey, from Excel to Digitalization: Why, When, and How Arvedi Took the Leap Stefano Foggetti, Project Manager</p> <p>Hear how Arvedi, a global steel manufacturer, used technology to develop a deeper understanding of the market and better support worldwide delivery. Previous manual processes limited visibility, accuracy, and efficiency for the business. Learn how Zilliant CPQ is empowering Arvedi to have full control of their pricing and quoting processes, while ensuring data integration with company strategic tools. Walk through their digital transformation approach from vendor selection, adoption, analytics, and beyond.</p>	
12:20 – 13:50	Lunch	Diamond Room
13:50 – 14:30	<p>Beyond Transactional Business: Pricing for Monetizing Relationships Daniel Lindner, Strategy Principal Director, Accenture Ioannis Zeibekis, Head of List Price Analytics & Tools, Merck KGaA</p> <p>As companies continue transitioning from "selling boxes" to recurring revenue models, they face new pricing challenges. This keynote explores how to develop effective pricing strategies for ongoing customer relationships, ensuring profitability and sustainable growth. Gain insights into innovative approaches for pricing services and fostering higher conversion and lasting customer loyalty.</p>	Ballroom
14:30 – 15:05	<p>Building a Business Case to Transform Selling Rob Pedigo, Sr. Director, Pricing Strategy, Dawn Foods</p>	Ballroom

	Dawn Foods' Rob Pedigo was first introduced to Zilliant Revenue Intelligence at MindShare 2022 and became a customer at MindShare 2023. In the space between those tidy bookends, Rob built a thorough business case for how these tools could solve distressed inventory and customer churuch. Gain insight from Rob's experience through all the twists, turns, starts and stops that accompanied getting this sales transformation journey sold internally – and hear initial results from the program launch.	
15:05 – 15:35	Networking Break	Foyer
15:35 – 16:10	<p>Paving a 2-Way Street: How Pricing and Sales Collaborate for Customer Success Andrew Bedford, Strategic Pricing Director, Farnell</p> <p>Join us to hear how Farnell, a global electronic component distributor, is overcoming the challenge of aligning sales and pricing teams. Managing millions of products across 28 European websites led to pricers buried in spreadsheets and sales reps lacking confidence in the overall pricing proposition.</p> <p>Learn how Zilliant Price Manager is simplifying pricing complexity, and empowering sales teams to make smarter pricing decisions. Farnell's phased rollout is driving better alignment, enhancing customer experience, and boosting sales performance. Don't miss this session to uncover the transformative impact of Zilliant Price Manager at Farnell!</p>	Ballroom
16:10 – 16:50	Industry Keynote: Dr. Maciej Kraus	Ballroom
16:50 – 17:30	<p>Panel Discussion: Building a Business Case for a Pricing Team and Technology – The Levers of Value Pricing Provides</p> <p>Moderator: Nicklas Pihl, Pricing Manager, NIBE Speakers: Samira Lagaguena, Pricing Optimization Advisor, Infineum International Ltd. Daniel Moya, FP&A and Pricing Manager for Europe Anna Heerenveen, Commercial Finance Director, PF Concept International Giuseppe Grimaldi, Project Manager, Pirelli Tyre S.P.A.</p>	Ballroom
17:30	Closing Remarks: Michel Safi, General Manager EMEA, Zilliant	Ballroom