

Pricing Strategy Forum

Profitable growth levers in evolving market dynamics

The Ritz-Carlton, Istanbul, December 7th 2017 from 01:00 p.m. to 05:30 p.m.

Simon-Kucher & Partners is recognized as the world's leading pricing expert. Our projects typically achieve a profitability improvement of 100 to 500 basis points. Each year, we organize a conference on this topic where our finest specialists discuss the impact of pricing on a company's profitability and its ability to maintain volumes.

We offer a conference format tailored to your specific industry.

Two separate sessions will be held: one session dedicated to B2B issues and the other to B2C challenges.

At the forum hosted by Simon-Kucher & Partners' Istanbul Office, we will discuss strategic needs in the areas of sales, marketing and pricing excellence for optimal revenue management and profitability. Simon-Kucher project examples will also be presented by our important business partners: **Kordsa Teknik Tekstil A.S.** and **McDonald's Turkey**.

We will be pleased to conclude the afternoon with a cocktail, where you will have the opportunity to meet our firm's honorary chairman and founder, **Prof. Dr. Dr. h.c. mult. Hermann Simon** and our Board Member, **Kai Bandilla**.

Speakers

Oğuz Uçanlar
CEO
McDonald's Turkey



Murat Arcan
Business and Marketing Director
Leader of Construction Business Unit
Kordsa Teknik Tekstil A.S.



Prof. Dr. Dr. h.c. mult. Hermann Simon
Honorary Chairman and Founder
Simon-Kucher & Partners



Prof. Dr. Çelik Kurtoğlu
President, Istanbul
Simon-Kucher & Partners



Kai Bandilla
Board Member
Simon-Kucher & Partners



Mert Terzioğlu
Managing Partner, Istanbul
Simon-Kucher & Partners



Gökmen Ciğer
Manager, Istanbul
Simon-Kucher & Partners

Simon-Kucher & Partners

Simon-Kucher & Partners is a global consulting firm with 1,000 professionals in 34 offices worldwide focusing on TopLine Power®. Founded in 1985, the company has more than 30 years of experience providing strategy and marketing consulting and is regarded as the world's leading pricing advisor. To find out more, go to www.simon-kucher.com.

Istanbul Office

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Program

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01:00 – 01:30 p.m.	Registration and welcome coffee		
01:30 – 01:35 p.m.	Welcome and introduction Mert Terzioğlu		
01:35 – 02:05 p.m.	Role of TopLine Power® in achieving profitability Kai Bandilla		
02:05 – 03:40 p.m.	Breakout Session - B2B		
	Market Price: Reality or Perception? Mert Terzioğlu	Monetizing Innovation: Journey in extracting full value from innovations Murat Arcan	Best practices and case studies in B2B
	Breakout Session - B2C		
	Impact of digitalization on consumer perception Gökmen Ciğer	Steering Price Image: Understand key levers to manage consumer perception Oğuz Uçanlar	Best practices and case studies in B2C
03:40 – 04:10 p.m.	Coffee break		
04:10 – 04:50 p.m.	Pricing in the Digital Age Prof. Dr. Dr. h.c. mult. Hermann Simon		
04:50 – 05:00 p.m.	Closing remarks Prof. Dr. Çelik Kurtoğlu		
05:00 p.m.	Cocktail		

Registration

Please register by latest November 27, 2017.

To register online, please go to www.simon-kucher.com/istanbul-conference-en. Presentations will be held in English and simultaneously translated into Turkish. Participation is free of charge, but places are limited. Please confirm your attendance as soon as possible. If you have any questions, please contact Begum Kalemdaroglu, by e-mail begum.kalemdaroglu@simon-kucher.com, or tel. +90 212 401 3750.

Venue

The Ritz-Carlton, Süzer Plaza, Askerocağı Caddesi, No:6, 34367 Elmadağ/Şişli, Istanbul