

## REGISTRATION FORM

I HEREBY REGISTER IN THE THREE-DAY SEMINAR  
PRICING STRATEGY AND REVENUE MANAGEMENT  
AUGUST 29 – 31, 2012 IN HAMBURG

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Last / Family Name, First / Given Name

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Place of Birth, Date of Birth

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Company

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Position / Title

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Street, No.

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Zipcode, City, Country

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Referred by (if applicable)

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Date and Signature

Please register before August 21, 2012. Please do not authorize any payments before receiving an invoice. For further details please see general terms and conditions online: [www.the-klu.org/seminars](http://www.the-klu.org/seminars).

Please fax this registration form to +49 40 328 707-109

## ABOUT THE KLU

The Kühne Logistics University – Wissenschaftliche Hochschule für Logistik und Unternehmensführung (THE KLU) is an independent, state-recognized private university based in the HafenCity district of Hamburg and sponsored by the non-profit Kühne Stiftung (Foundation). THE KLU currently offers master's programs in Global Logistics and Management, a Ph.D. as well as an Executive MBA program and executive education. A Bachelor program is planned for 2013. In the future we will have a maximum of 400 students. THE KLU is establishing a strong portfolio of professorships in the area of logistics and management. In combining education and research competence, THE KLU covers the whole spectrum of teaching and research in the field of logistics, supply chain and business management.

## CONTACT

KÜHNE LOGISTICS UNIVERSITY – THE KLU  
Wissenschaftliche Hochschule  
für Logistik und Unternehmensführung

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For further information and the application form please refer to our website:  
[www.the-klu.org/seminars](http://www.the-klu.org/seminars)

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## SEMINAR PRICING STRATEGY AND REVENUE MANAGEMENT

HAMBURG, GERMANY – AUGUST 29 – 31, 2012

## PRICING STRATEGY AND REVENUE MANAGEMENT

The Kühne Logistics University offers the three-day seminar *Pricing Strategy and Revenue Management* developed by Jörn Meissner, Professor of Supply Chain Management & Pricing Strategy at THE KLU, Hamburg.

### ABOUT THE SEMINAR

In today's hypercompetitive business environment, pricing is the strongest determinant of profit. Few firms, however, have developed a pricing strategy designed to capture the maximum revenue potential from their customers. This failure to address pricing in a systematic fashion can have an enormous negative impact on the firm's bottom line. In an attempt to help companies address this glaring shortcoming in their strategy, Professor Jörn Meissner from the Kühne Logistics University has created the Pricing Strategy & Revenue Management as part of an industry outreach and information dissemination effort. The goal is to address the paucity of pricing expertise and satisfy the growing need for information about pricing strategies.

The program introduces managers to the fundamentals of pricing, helping them to develop a framework that is applicable within the context of their industry. Participants acquire strategies, tools and best practices for rigorously tackling pricing issues at both strategic and tactical levels. They will also be able to systematically identify opportunities to boost their firm's profits through improvements in pricing. Participants will leave the course with powerful insights into pricing issues and a new awareness of additional ways to drive business results via strategic pricing. The bottom line result is the ability to make more profitable pricing decisions for their companies.

## ABOUT THE PRESENTER

PROF. DR. JÖRN MEISSNER



Prof. Jörn Meissner has developed this program and is also serving as its primary instructor. He received his PhD in Management Science from Columbia Business School in New York and holds a Graduate Business Degree from the University of Hamburg in Germany. Professor Meissner leverages his business expertise and field-based research to create new knowledge and enduring concepts that shape the practice of pricing management. The result is a course that exposes participants to multiple perspectives, challenging their thinking on many levels.

Professor Meissner and his team have advised British Telecom, Virgin Trains, Pernod Ricard, TUI, SAP, Apple Europe, Virgin Atlantic Cargo and other firms on their strategic pricing decisions. He is also sought after as a speaker on the subjects of pricing and sourcing strategy, and has lectured in Europe, Asia, North America, and in the Middle East.

### DATES

2012-08-29 to 2012-08-31 (3 days)

### TARGET GROUP

- Mid- and Senior-Level Executives
- Vice-Presidents and Directors of Marketing
- Product Managers
- Entrepreneurs and Executives in Product Development
- Managers Facing Significant Price Competition

### CONTENTS

- Financial Impact of Pricing Decisions
- Price Discrimination and Performance-Based Pricing
- Pricing for New Products
- Bundling of Services
- Using Conjoint Analysis to Measure Price Sensitivity
- Product Line Pricing

### COMPLETION

Certificate from Kühne Logistics University

### TUITION FEE

2,000 Euros (inclusive teaching materials, beverages, lunch)

### LANGUAGE

English

### LECTURE ROOMS

Kühne Logistics University – THE KLU  
Brooktorkai 20  
20457 Hamburg, Germany



For more information and our terms and conditions go online to: [www.the-klu.org/seminars](http://www.the-klu.org/seminars) or scan the QR code. To register please send an e-mail to [professional@the-klu.org](mailto:professional@the-klu.org) or use the registration form provided.