

CONFERENCE SPEAKERS

Mark Ferguson, conference co-chair and associate professor of operations management at Georgia Institute of Technology, received his Ph.D. in business administration, with a concentration in operations management from Duke University in 2001. He holds a B.S. in mechanical engineering from Virginia Polytechnic Institute and State University and a M.S. in industrial engineering from Georgia Tech. He is the co-ordinator for Georgia Tech's focused research area on dynamic pricing and revenue management.

Robert G. Cross, conference co-chair and chairman and CEO of Revenue Analytics, Inc., is widely recognized as the foremost expert in the field of revenue optimization. Called the "guru of revenue" by *The Wall Street Journal*, Mr. Cross serves as a Distinguished Executive-in-Residence at the Terry College of Business at the University of Georgia. Cross wrote *The New York Times* business best seller, *Revenue Management: Hard Core Tactics for Market Domination* (Broadway Books 1997).

"Change creates opportunities for those with a vision for the future"

—Robert G. Cross, chairman and CEO of Revenue Analytics and conference co-chair

Jim Whitehurst, chief operating officer for Delta Air Lines, is responsible for all operations, customer service, network and revenue management, and corporate strategy. A native of Georgia, Whitehurst graduated from Rice University and holds a general course degree from the London School of Economics and a M.B.A. from Harvard Business School.

Rick Campana, vice president of corporate marketing for UPS, is responsible for new product development, customer relationship management and revenue management, as well as UPS's activities in the area of customer-facing technologies and e-commerce. A graduate of Temple University, he completed the Advanced Management Program at the Wharton School of the University of Pennsylvania.

Chuck Neville, executive director of finance for General Motors Service and Parts Operations, is responsible for the financial planning, analysis, pricing, and accounting activities. A native of Wichita, Kan., Mr. Neville holds a bachelor's degree in accounting from Wichita State University and an M.B.A. from the University of Detroit.

Molham Aref, the CEO of Predictix LLC, has spent the last 17 years helping build enterprise-grade predictive, optimization, and simulation solutions. Mr. Aref holds a bachelor's in computer engineering, a master's in electrical engineering and in computer science from Georgia Institute of Technology.

Patrick Manning, director of Deloitte Consulting Strategy & Operations, Customer & Market Strategy Practice, has more than 25 years of business and consulting experience with a strong background in high-tech, manufacturing, chemicals, and health care.

Tony Wilson, vice president of pricing and margin management for Acuity Brands Lighting, an Acuity Brands Inc. company, has a diverse set of responsibilities ranging from vision and strategy development to the identification and integration of best practices. He holds a B.S. in business administration from the University of Tennessee and an M.B.A. from Georgia State University.

Bruce Barfield, president of The Rainmaker Group, has worked with such companies as Marriott, Hilton, Continental and Delta Air Lines, building and enhancing their revenue management systems.

Jon Higbie, vice president and chief scientist of Revenue Analytics, Inc., is a recognized expert in the science of revenue management. He holds a Ph.D. in management science and information technology from The University of Georgia, and a B.A. in physics from Wittenberg University.

Dax Cross, executive vice president of Revenue Analytics, Inc., leads Revenue Discovery™ projects that identified more than \$100 million in revenue opportunities. He graduated from The University of Georgia School of Law first in his class and earned his B.A. at Davidson College.

Zach Cross, Revenue Analytics, Inc. vice president of client solutions, works with managing engagements ranging from initial Revenue Diagnostic™ projects to designing a revenue management organization and capability for a multibillion-dollar division of a Fortune 50 auto manufacturer. He holds a B.B.A. in marketing and entrepreneurship from the University of Miami.

Kevin Geraghty, president of Revenue Research Inc., is an expert in revenue-focused analytics, has developed business processes and systems that contribute hundreds of millions to the revenues of a number of Fortune 500 companies. He holds a master's in management science and a B.A. in mathematical science from the National University of Ireland.

Carrie Crystal, assistant professor of operations management at University of Notre Dame's Mendoza College of Business, studies how revenue management practices affect performance. Prior to earning her Ph.D. at Georgia Institute of Technology, Ms. Crystal manufactured polymers at Shell Chemical and developed manufacturing strategy at Siemens Energy and Automation.

Laurie Garrow, assistant professor of civil engineering at Georgia Institute of Technology, researches development and application of advanced models of travel demand that integrate discrete choice, econometric, and market research methods to enhance understanding of travel behavior. She earned a Ph.D. in civil engineering.

H. Ahmet Kuyumcu, founder of Prorize LLC, engaged with The Rainmaker Group developing next-generation pricing solutions for gaming resorts and multifamily housing firms. He has more than 12 years of hands-on experience building profit-generating pricing systems across a wide range of industries. He has published several articles in professional journals and holds a M.S. and Ph.D. in operations research from Texas A&M University.

GENERAL INFORMATION

Venues

Conference Venue
The Georgia Tech Global Learning Center
 84 Fifth St. N.W. · Atlanta, GA 30308-1031
 404-385-3510 · www.gatechcenter.com

Located in Midtown Atlanta, the Georgia Tech Global Learning Center is a professional meeting and learning facility ideal for corporate meetings, conferences, and seminars, featuring more than 32,000 square feet of meeting space, including a wireless environment and the ability to send and receive programs from around the world from any room.

Workshop Venue
College of Management
Huang Executive Education Center
 800 W. Peachtree St. N.W. · Atlanta, GA 30308-0520
 404.894.2600 · www.mgt.gatech.edu

The Huang Executive Education Center is located within the College of Management, Georgia Tech's respected business school.

Conference Hotel
Georgia Tech Hotel
 800 Spring St. · Atlanta, GA 30308
 1-800-706-BUZZ (2899) · www.gatechhotel.com

Located adjacent to the Global Learning Center, the Georgia Tech Hotel's 252 deluxe rooms combine the coziness of a luxury hotel with the cutting-edge amenities and technologies demanded by modern business travelers and meeting attendees.

Cancellations and Refunds

Cancellations must be received in writing (e-mail, fax, or mail) 10 or more business days prior to a conference start date for a full refund. If canceled less than 10 business days prior to a conference start date, no refund will be issued. Participants may request a transfer to another conference/course of equal or lesser value. This request must be received in writing (e-mail, fax, or mail) 10 or more business days prior to the original conference start date. A transfer will not be granted if the participant request is received less than 10 business days prior to the original conference start date. Substitutions may be made with written approval from the original registrant.

Georgia Institute of Technology reserves the right to cancel a conference for any reason, including insufficient enrollment. If a conference is canceled, all registration fees will be refunded or transferred to another conference/course.

Team Discount

Register three or more from your company and save 15 percent on registration fees. To receive the discount, call 404-385-3501 and register all your participants at one time.

For more information about student, nonprofit, or academic pricing, call 404-385-3500 from 9 a.m. to 4 p.m. EDT Monday-Friday.

Pricing

Conference Only, Tuesday, Oct. 2
 Conference Fee: \$795
 On-Site Registration: \$895

Workshop Only, Wednesday, Oct. 3
 Workshop Fee: \$495
 On-Site Registration: \$595

Two-Day Package
 Conferences and Workshop: \$1,090
 On-Site Registration: \$1,190

Four Easy Ways to Register

ONLINE: www.pe.gatech.edu
 FAX: 404-894-8925
 MAIL: Georgia Institute of Technology
 Professional Education-R
 P.O. Box 93686
 Atlanta, GA 30377-0686
 PHONE: 404-385-3500
 9 a.m.-4 p.m. EDT Monday-Friday

After you register, you will receive your confirmation letter with detailed instructions.

Georgia Tech & Revenue Analytics: PRESENT THE 3RD ANNUAL

REVENUE MANAGEMENT AND PRICE OPTIMIZATION

Revenue Management and the Analytics Explosion Tuesday and Wednesday, Oct. 2-3 · Georgia Tech Global Learning Center · Atlanta

2007 CONFERENCE

Limited Space Available Register Today!

Get proven practical steps from world-class industry leaders for your business.

"If you [nontraditional users] can figure out how to increase your performance with revenue management before your competitors; you will gain a huge competitive advantage that will take years for your competitors to catch up to."

—Mark Ferguson, Georgia Tech associate professor of operations management and conference co-chair

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 Revenue Management and Price Optimization Conference
 Revenue Management and the Analytics Explosion
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 2007 CONFERENCE

Revenue Management and the Analytics Explosion

Tuesday and Wednesday, Oct. 2-3
Georgia Tech Global Learning Center · Atlanta

Are you scratching your head for answers or fresh ideas on how to better employ revenue management and price optimization to drive your profits? Looking for your next competitive edge?

Georgia Tech and Revenue Analytics invite you to explore *Revenue Management and the Analytics Explosion* with industry leaders at the third annual Revenue Management and Price Optimization Conference on Tuesday-Wednesday, Oct. 2-3.

This year's conference includes a spectacular lineup of keynote and breakout speakers presented with a series of panels representing a diverse set of industries sharing best practices, experiences, and challenges in implementing pricing and revenue management solutions.

Gain a solid theoretical foundation and proven practical steps to implement in your business from these industry leaders:

- Jim Whitehurst of Delta Air Lines,
- Rick Campana of UPS, and
- Chuck Neville of GM Service and Parts Operation.

"These speakers have had tangible success with analytical techniques to maximize their profits," says Robert G. Cross, chairman and CEO of Revenue Analytics and conference co-chair.

A full day of educational workshops taught by experts in revenue management and pricing follows the conference. Each workshop is interactive and hands-on so participants walk away with a clear understanding of theory and practical steps for implementation.

"There are many nontraditional users of revenue management who are just starting to experiment with the tools—medical, financial, manufacturing, and retail companies—to figure out how to apply revenue management in their industries," said Mark Ferguson, Georgia Institute of Technology associate professor of operations management and conference co-chair. "These are tremendous opportunities for the companies in these nontraditional industries that are willing to learn from more traditional users."

Key Questions This Conference Will Answer

- How do you use analytics to understand, predict, and manage customer demand?
- Is it possible to convert analysis into predictive solutions that enhance revenue and profit?
- Can you use analytics to generate greater visibility across the entire value chain?
- How do you use revenue management and price optimization to create maximum shareholder value at minimum cost?
- What are the latest techniques in revenue management and price optimization to outmaneuver competitors and drive profitable growth?

Who Should Attend?

- Business leaders from:
 - Transportation & Distribution
 - Discrete Manufacturing
 - Travel & Hospitality
 - Real Estate Leasing
 - Retail
- Researchers and service providers

How You Will Benefit

- Discover how to use revenue management and price optimization to differentiate yourself from competitors and position yourself for long-term growth
- Learn to succeed by using price to communicate with customers in a complex and crowded global market place
- Realize proven techniques for getting the most out of revenue management people, processes, and systems
- Accurately assess your promotional spending—are you stimulating demand or diluting your earnings?

CONFERENCE AGENDA

Tuesday, Oct. 2, 7:30 a.m.-6:30 p.m.
Georgia Tech Global Learning Center · Atlanta

7:30-8:30 a.m. Registration and Breakfast

8:30-8:40 a.m. Introductory Remarks

Mark Ferguson, Associate Professor, Georgia Institute of Technology

8:40-9 a.m. Welcome

Bob Cross, Chairman and CEO of Revenue Analytics, Inc.

9-9:45 a.m. Creating a Revenue-Focused Company

Keynote Speech by Jim Whitehurst, Chief Operating Officer, Delta Air Lines

Airlines are among the leaders in using revenue management tools to price our products. At Delta, we had the standard software tools used by most other airlines. However, we generated substantially lower unit revenues than other major network carriers in 2005. Our powerful rebirth illustrates the importance of doing more than implementing a pricing structure or software tools—optimizing revenue requires a fierce corporate focus and a culture of revenue performance.

9:45-10:30 a.m. Maximizing ROI in Pricing and Revenue Management

Keynote Speech by Rick Campana, Vice President of Corporate Marketing, UPS

More than 15 years ago, UPS recognized the need to invest in the processes, disciplines and technologies around pricing and revenue management. We have devoted considerable resources to these areas and have realized significant revenue and profit growth during the most competitive decades of our history. UPS is committed to continued improvement in pricing and revenue management and will reap the benefits of those investments, which are critical to sustaining our mission as the worldwide leader in enabling global commerce.

10:30-11 a.m. Networking Break

11 a.m.-12:15 p.m. Panel Sessions

Panel Session A: Measuring Promotional Spending: Stimulating Demand or Diluting Earnings?

Chair: Molham Aref, CEO, Predictix

John Wanamaker famously declared, "Half the money I spend on advertising is wasted; the trouble is I don't know which half." The same could be said for promotional spending. Explore how to quantify the impact of promotional spending on revenue lift, how to leverage investment dollars in one product for the benefit of other products, and how to optimize spending, while reducing your total investment.

Panel Session B: Selling to the Sellers: Best Practices for Optimizing Profits in Business-to-Business Markets

Chair: Bob Cross, Chairman & CEO, Revenue Analytics, Inc.

Pricing and revenue management largely evolved out of business-to-consumer models. Their application in the business-to-business environment is less understood but is growing rapidly. Learn some differences between business-to-business and business-to-consumer revenue management and how companies in a variety of industries have successfully applied revenue management and price optimization practices in business-to-business markets.

12:15-1:30 p.m. Lunch

1:30-2:15 p.m. Breakout Sessions

Breakout Session A: A Skeptic's Guide to the Value of Strategic Pricing

Patrick S. Manning, Director, Deloitte Consulting Strategy & Operations, Customer & Market Strategy Practice

Many executives favor more traditional methods to grow revenues and profits because they aren't convinced strategic pricing will work for them. However, the field of pricing strategy is advancing in dramatic ways. Practitioners are moving beyond simple "conceptual models" and "great ideas" to the use of sophisticated analytics and fact-based decisions. Learn how this approach can help you understand internal and external factors that affect price behavior, leading to a new pricing framework that fits your business' competitive capabilities and conditions.

Breakout Session B: Price Management: A Framework for Sustainable Improvement

Tony Wilson, Vice President, Pricing and Margin Management, Acuity Brands Lighting

A multitude of factors affect pricing behavior and the ability to deliver sustainable improvement in driving profitable revenue growth. Acuity Brands Lighting needed to improve its pricing processes, organizational focus, price management tool set and measurement systems. It became apparent that the challenge not only demanded a more effective tool set and new performance measurement system, it required a disciplined focus on change management. Learn how we succeeded.

2:15-3:30 p.m. Panel Sessions

Panel Session C: The Long-Term View of Revenue Management and Price Optimization

Chair: Bruce Barfield, Principal, The Rainmaker Group

Revenue management and price optimization are often viewed as powerful tools to increase immediate cash flow from taking advantage of fleeting opportunities in the marketplace. But, what impact does this have on customer loyalty? Explore how targeted techniques can be used to enhance customer allegiance while still generating near-term profitable revenue growth.

Panel Session D: The Whole Enchilada—Maximizing Enterprise Profits through Revenue Management and Price Optimization

Chair: Jon Higbie, Vice President and Chief Scientist, Revenue Analytics, Inc.

Marketing and promotions, pricing, distributors, and retailers: How does the enterprise orchestrate these functions to maximize profit? Examine various integrated strategies that have been applied in the past, as well as new directions. Gain new insights from experts in consumer goods, travel & hospitality, and retail that you can apply in your business.

3:30-4 p.m. Networking Break

4-4:45 p.m. From Intuition to Data-Driven Pricing

Keynote Speech by Chuck Neville, Executive Director of Finance, GM Service and Parts Operation

General Motors Service and Parts Operations sells 400,000 parts to thousands of dealers and third-party distributors in an incredibly competitive and complex, evolving environment. Historically, we struggled with understanding the impact of our price changes on customer buying patterns and relied on long-held beliefs, intuition, and opinions. Recently, we've embarked on a path using rigorous data analysis to fine-tune our pricing at a granular level, allowing us to modify pricing and promotions to enhance revenue and profitability.

4:45-5 p.m. Closing Remarks by Bob Cross and Mark Ferguson

5-6:30 p.m. Cocktail Reception

WORKSHOP AGENDA

Wednesday, Oct. 3, 8 a.m.-4:30 p.m.
College of Management Huang Executive Education Center · Atlanta

8-9 a.m. Registration and Breakfast

9 a.m.-Noon Workshops

Workshop A: How Good Are We Really? Measuring Pricing and Revenue Management Success

Instructors: Jon Higbie, Vice President and Chief Scientist, Revenue Analytics, Inc.; Dax Cross, Executive Vice President, Revenue Analytics, Inc.; and Zach Cross, Vice President, Revenue Analytics, Inc.

You know pricing and revenue management is a key discipline for your organization. But, do you know how well you are executing today? Learn key metrics and methods for performance measurement. Discover what metrics should be used for pricing, discounts, and promotions. Take home self-diagnostic tools to measure your success, as well as techniques that can be immediately implemented.

Workshop B: The Science Behind Competitive Pricing in a Business-to-Business Market

Instructor: Mark Ferguson, Associate Professor, Georgia Institute of Technology

Does your company respond to hundreds of "request for bid" opportunities a year? If so, does your sales team have the analytical tools needed to determine probability for winning the bid opportunity for any given price, customer segment, and competitive setting? Gain a better understanding of the science behind software solutions to better position your company to make a knowledgeable selection among software providers or get maximum benefit from the one you have.

Workshop C: E-Commerce for Revenue Managers? Leveraging Revenue Management Skills and Business Processes to Capitalize on Emerging Opportunities

Instructor: Kevin Geraghty, Principal, Revenue Research

In e-commerce, demand creation is unhooked from price and inventory levels resulting in revenue dilution and unnecessary marketing expense. Your revenue management expertise can solve this and many other challenges facing your firm. Get the information and understanding necessary to broaden the applicability of your revenue management skill set to capitalize on new and exciting opportunities in your organization.

Noon-1:30 p.m. Lunch

1:30-4:30 p.m. Workshops

Workshop D: Unconstraining Demand Data

Instructors: Mark Ferguson, Associate Professor, Georgia Institute of Technology, and Carrie Crystal, Assistant Professor, University of Notre Dame

The quality of your demand forecast for each customer segment plays a critical role in the overall success of your revenue management system no matter what software provider or application you use. "Unconstraining" of historical demand data is an essential component of a successful revenue management system. Get hands-on practice with some of the most common unconstraining methods of leading revenue management practitioners.

Workshop E: Discrete Choice Modeling with Applications to the Travel Industry

Instructor: Laurie Garrow, Assistant Professor, Georgia Institute of Technology

Discrete choice models have been used for more than 30 years in marketing, economics, transportation, and other fields to understand how much customers are willing to pay for different product attributes. Get an introduction to the estimation and application of discrete choice models in a hands-on lab based on "real-world" data from the travel industry. Bring your laptop.*

*A 30-day trial version of estimation software for MNL and NL models is included in your registration fee.

Workshop F: A Primer on Scientific Pricing

Instructor: H. Ahmet Kuyumcu, Prorize LLC

All scientific pricing applications predict demand and optimize price or availability decisions. However, the specifics of modeling approaches vary considerably based on many factors, including data quality, business requirements, managerial objectives, and competitive environments. Get an overview of scientific pricing problems and explore some of its key components.

"Do you want to ride the analytics horse to profitability... or follow it with a shovel?"

—Rob Neyer, ESPN