

## HARMONOGRAM

9.00 - 9.15

### **WELCOME** (J. Karásek)

Structure of today's agenda

9.15 - 10.15

### **CREATING MARKETING MIRACLE\$ FOR THE ENTERPRISE**

(C. Burggraeve)

- The Managerial Marketing-Finance gap
- The Marketing Miracle\$ framework

10.15 - 10.45

### **THINK LIKE A CFO** (J. Knowles)

- Marketing is the sowing and harvesting of cash flow
- How to value a business

10.45 - 11.00

### **COFFEE BREAK**

11.00 - 11.30

### **THINK LIKE A CFO** (J. Knowles)

- Margins and Growth
- Six marketing levers of value

11.30 - 12.15

### **THINK LIKE WARREN BUFFETT** (C. Burggraeve)

- Pricing Power: definition and measurement
- Sustainable Pricing Power -  
Willingness to Pay/Willingness to Sell

12.15 - 13.00

### **LUNCH BREAK**

## HARMONOGRAM

13.00 - 14.00

### **BRAND EQUITY DRIVES PRICING POWER** (M. KYRIAKIDI)

- Meaning, Difference, Salience
- Correlation to Pricing Power
- How Pricing Power and WTP are measured in practice

14.00 - 14.30

### **PRICING POWER AT TCHIBO** (S.Saemann)

- How marketing is viewed and pricing power created at Tchibo
- Pricing Power evaluation template case study

14.30 - 14.50

### **PRICING POWER EVALUTION - INDIVIDUAL/TEAM REFLECTION**

- Grab coffee/drinks if needed
- Complete the self-evaluation for your company
- What would you need to start "next Monday" ?

14.50 - 15.20

### **PRICING POWER EVALUATION - GROUP REFLECTION**

- Key questions from individuals or teams
- Identify areas for clarification/improvement
- Examples of best practices
- Suggested tools for answering more detailed questions

15.20 - 15.30

### **CONCLUDING REMARKS**