



Sincerest thanks from the Professional Pricing Society (PPS) Team for joining us for our 15<sup>th</sup> Annual European & Global Pricing Workshops and Conference in Berlin! We had eight Certified Pricing Professional full-day workshops on Wednesday and Thursday, 27-28 November and 16 keynote and breakout presentations on Friday 29 November, in addition to networking opportunities throughout.

This was our 3<sup>rd</sup> Conference to be held at the Sofitel Berlin Kurfürstendamm, where we enjoyed wonderful networking opportunities, very comfortable accommodations, lovely views of nearby attractions and Christmas markets, and a very nice time with PPS Members from across Germany, across Europe, and across the Globe.

The PPS Team and I thoroughly enjoyed our opportunity to host over 180 attendees at our event and we thank you for your partnership.

Many of you were nice enough to give quantitative and qualitative feedback in our post-conference surveys. Here are the details from your feedback:

- **Overall, the Berlin conference received Very Good ratings.**
  - 73% of respondents rated the conference either “Very Good” or “Excellent” (for a comparison, the 2018 event in Amsterdam, our highest-rated European Conference to date had 88%)
  - On a 5-point scale, the average overall rating was 3.86 (for comparison, the Amsterdam Conference was rated 4.07)
  - No one rated the Conference overall as “Poor,” but one person did rate the overall Conference as “Fair.” Several people rated the Conference only as “Good.”
  
- **On average, Workshops were rated slightly higher than the overall Conference with a 4.01 score on a 5-point scale**
  - The highest-rated workshops were:
    - Florian Bauer / Behavioural Pricing – 4.69
    - Ian Tidswell & Ofer Levi / Making Channels Work for You – 4.50
    - Manu Carricano & Jessica Fradier / Core Pricing Skills – 4.33
  
- **Keynote addresses were also rated slightly higher than the overall Conference with a 3.92 score on a 5-point scale.**
  - Philipp Biermann’s “Why Price Elasticity Might Distract You from Good Pricing” was the highest rated Keynote address at 4.25

- **The Pricing Practitioners Track received the best average scores amongst breakout tracks (3.86), closely followed by the Pricing Experts track (3.73)**
- **Amongst breakout speakers, the following all received scores of at least 4.00:**
  - Ji-Hoon Dierckx from Pricing One
  - Pal Danyi from Budapest University of Technology & Economics
  - Michael Tatonetti from PPS
  - Michal Nacasch from Adama
  - Stefan Bildea from PROS
  - Jacqueline Davis from Adobe
- Other Conference Items were rated very highly overall with PPS Customer Service (4.62), Onsite Registration (4.38), and Networking Opportunities (3.95) receiving the highest scores.
  - The Sofitel Berlin Kurfürstendamm Hotel received a Good score (3.78) overall, a fair rating for Food & Beverage (3.33) and a Good rating for Meeting Rooms (3.90).
  - Registrants thought that the Conference offered a Good value for the price paid overall.
- We received lots of good Qualitative data as well from Survey respondents:
  - Many stated that they liked the networking opportunities, real life examples, case studies, and accessibility of the speakers
  - Several attendees requested that PPS provide more and better details about learnings from specific workshops and presentations
  - While still others said that they would like to see even more advanced pricing topics in future events

Thanks very much for joining us in Berlin and thanks for your feedback. The PPS Team and I take your feedback very seriously and we will use your information to continue to provide the best conference experience for you. We look forward to seeing you again in 2020.

Thanks. - Kevin