



Pricing Innovations with Confidence

Innovation is the fuel that drives growth. To avoid the pain of slugging it out in mature markets with “me too” offerings, companies are investing billions to introduce innovative new offerings. After all, successful innovations offer immediate differentiation and the chance to command a premium price.

Despite all of the investment, the statistics on the success of new offerings are dismal with failure rates as high as 70% to 80%. And of the offerings that do survive most are priced for short-term volume rather than long-run profitability. In this session attendees will learn how to reverse these trends by:

- Tackling the tricky problem of defining the value of innovative offerings
- Connecting that value to pricing strategy
- Developing launch programs that avoid using low-ball prices to drive early volume

Event Logistics

Presenter: Mark Burton

Date & Time: Wednesday September 26th, 2007. 8-10 am

Location: 443 Park Avenue South, 7th Floor (Offices of Group 1066)
Between 30th and 31st Streets, New York

Cost: Until Sept 19th, 2007: \$15 – PDMA Member, \$35 - Non-Member, \$10 – Student
From Sept 20th, 2007: \$ 20 – PDMA Member, \$ 40 - Non-Member, \$15 – Student

Format: Breakfast / Presentation / Networking

To Register: <http://www.pdma.org/nynj>

PDH: 2 PDH

*****PDMA Members: If you bring someone, who is not a yet a PDMA member, who registers at the above listed price, your attendance fee will be waived!*****

Mark Burton

Mark Burton is Co-founder and Vice President at Holden Advisors, a consulting firm focused on putting customer value at the center of marketing, sales, and pricing strategies for business-to-business clients. He is Co-Author (with Reed Holden) of the forthcoming book: Pricing with Confidence: Ten Ways to Stop Leaving Money on the Table, to be published in February 2008 by John Wiley and Sons. His article Pricing Innovations will be published in the September 2007 edition of “Marketing Management.”

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