



PPS SPRING 2024 CONFERENCE: THE HOTTEST TOPICS ON THE AGENDA

ABOUT THIS GUIDE

This guide outlines the three educational sessions to attend if you are looking to understand pricing solutions and how they fit into your business strategies. We cover where you can find Canidium during the event to learn more about the implementation process.



PPS
SPRING
2024

3 PRICING SESSIONS TO ATTEND

Three stand out sessions for organizations looking to understand why pricing software is becoming critical for organizations across sectors and how to communicate this transformation to your company.

1. PRICING UNDER UNCERTAINTY

2. UNLOCK SUCCESS WITH COMPETITIVE PRICING

3. BIG LEVER: CONVINCING YOUR COMPANY TO INVEST IN PRICING

PRICING UNDER UNCERTAINTY

Thursday, April 25, 2024 from 1:50-2:30 PM.

Global upheaval rapidly impacts raw materials, supply chains, economies, and tariffs. External market factors significantly cut profit margins, and the rocky landscape is not easing up anytime soon.

This session will teach you how to reimagine your pricing strategies to accommodate market uncertainty and improve your margins on every sale.

Topics:

- **Finding pricing clarity amidst uncertainty**
- **Sourcing alternative pricing data**
- **Making informed pricing decisions**

UNLOCK SUCCESS WITH COMPETITIVE PRICING

Thursday, April 25, 2024 from 3:00-3:40 PM.

Competitive pricing can help companies maintain or grow market share. It is particularly crucial for businesses operating in markets where price significantly influences consumer choices.

This session walks you through implementing competitive pricing in your organization as a way to gain more market share and grow your profitability.

Topics:

- Investing in new technologies
- Building a strong data foundation
- Incorporating your business structure, goals, and customers into your strategic pricing plan

BIG LEVER: CONVINCING YOUR COMPANY TO INVEST IN PRICING

Thursday, April 25, 2024 from 1:50-2:30 PM.

Building buy-in for new initiatives is essential, particularly for projects that affect multiple departments, such as pricing strategy. This shared commitment increases the likelihood of successful implementation, as engaged stakeholders are more willing to navigate challenges and propel the project forward. This session explains how to generate internal buy-in to successfully implement and integrate a pricing solution.

Topics:

- Fostering internal motivation
- Managing stakeholder
- Generating buy-in for internal solutions



STOP BY CANIDIUM'S BOOTH TO MEET
OUR PRICING SOLUTION
IMPLEMENTATION EXPERTS



If your team can attend these three sessions at the PPS 2024 Spring Pricing Conference, they will leave with a strong understanding of how implementing a pricing solution will impact their organization.

To learn more about implementing pricing solutions, stop by our booth to meet our experts.

We will walk you through the specifics of [what a pricing solution could look like at your company and the process of integrating the new tool](#) into your digital infrastructure.