

LAST CHANCE
TO ATTEND IN 2005
LIMITED PLACES AVAILABLE

ecmsa

The European Chemical Marketing and Strategy Association

How NOT to Compete on Price

Management Briefing, May 23rd

Interactive Workshop, May 24th

Hotel Kong Frederik,
Copenhagen, Denmark

Discover the options available to maintaining a competitive position in a competitive environment.

What participants have said after attending recent workshops:

"I found the first day's discussion helpful as a scene setter, however, the second day really got to grips with the issues that are of concern to me."

"To the point, and provocative"

"I work in a business to business environment that is currently investigating new marketing techniques to improve the brand presence etc, so the course was very relevant for my current role."

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ECMSA is an organisation that brings together the decision makers from within the Chemical industry responsible for shaping and defining its future and direction. ECMSA is a not-for-profit organisation run by the industry for the industry. ECMSA is committed to the growth and sustainable development of the Chemical industry.

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This latest in our series of collaborative events continues in ECMSA's vein of addressing today's strategic marketing challenges for the Chemicals Industry executive and commercial management. Once again we are pleased to have attracted talented and knowledgeable experts in their field to share and impart their knowledge to our members and the industry at large.

Monday 23rd May 2005
13.00 – 18.00

Management Briefing

This Management Briefing is to an invited audience of senior marketers commercial managers from the chemicals and plastics industry. Leading speakers from the business world, chemical and plastics industry will examine a number of the HOT topics facing senior industry executives.

These will include:

John Stokoe Senior Consultant, Deloitte who will debate - Today's Specialities will be Tomorrow's Commodities.

Thomas Andersson, Business Manager, Distrupol Impact who will discuss - Effective channel strategies for the chemicals and plastics industry.

Phil Allen, CEO MarketAbility, who will challenge the industry that - There is no market for chemicals - market strategies for profitable growth.

Greg Farrett, CEO, EMG, who will discuss - Communicating Customer Value

Morten Hansen, President MH Management Consulting, who will talk about - Sustaining Customer Loyalty

Why you should attend

You will hear industry and subject matter experts talk on current business issues and the latest strategic marketing thinking and have the chance to discuss and debate these topics with fellow strategic marketers and planners; and with the speaker panel. Additionally, there will be the chance to network with colleagues from the industry and from outside.

How NOT to compete on price is a challenge faced by the chemical and plastics industry on a daily basis. This workshop in Copenhagen is being run following the success of recent events in Manchester last year and Zurich earlier this year. During the sessions we will present you with a useful insight into the other levers at your disposal and together with the Management Briefing you will be able to participate in a dialogue on some of the HOT topics affecting our industry.

Fred du Plessis

ECMSA president

Agenda

Hotel Kong Frederik, Copenhagen, Denmark

Monday 23rd May

Management Briefing

13:00 Welcome

Fred du Plessis, President, ECMSA,

13:15 Key Note Presentations

John Stokoe

Senior Consultant Deloitte

Thomas Andersson

Business Manager Distrupol Impact

Phil Allen

CEO MarketAbility

Greg Farrett

CEO EMG

Morten Hansen

President MH Management Consulting

16:00 Forum Discussion

17:00 Networking and Apéro

Who should attend

The Management Briefing will be directed to an invited audience of senior commercial management and strategic decision-makers from the chemicals and plastics industry. If you would like to receive a personal invitation, please contact Mr. Phil Allen, CEO MarketAbility at info@marketability.org

Tuesday 24th May

09.00 – 16.30

How NOT to Compete on Price

This pricing workshop will be an interactive event targeted toward operational and commercial business leaders, product, marketing and business unit managers.

It is designed to address the daily challenge of the chemical and plastics industry's marketing, product and commercial managers - How do I avoid competing purely on price and make a profit from my mostly undifferentiated products?

Morten Hansen, President MH Management Consulting and Phil Allen, Marketing Excellence Practitioner, MarketAbility will highlight the other levers and how they can be used in today's highly competitive and cost conscious market place, featuring real cases and success stories from inside and outside the industry

This workshop will set-up to identify the pricing strategy options available to today's chemicals and plastics marketer and seller. Explore best practice and benchmarking to highlight experience and success in other industries and markets.

Practical guidance will be given on how to apply this experience to the chemicals and plastics marketplace and how to ensure that these strategies work. This will be reinforced through a review of case studies referring to companies that have achieved success in their differentiation and pricing strategies in the chemicals and plastics market.

Morten and Phil will share some of the latest thinking on pricing, branding and differentiation strategies, challenging some of the current industry practices, suggesting ways to improve performance and results. They will demonstrate the effectiveness and impact of these strategies, using live and real examples from their own hands-on experiences in chemicals and plastics and in other industrial products and B2B markets.

Why you should attend

This is a unique opportunity to gain knowledge and practical tips and techniques from these two seasoned practitioners, who have a wealth of experience between them and who are still active and successful with their pricing and differentiation approaches today, both inside and outside the chemicals and plastics industry

Who should attend

The pricing workshop will be an interactive event targeted toward marketing, sales and commercial managers with direct responsibility for pricing strategy development and implementation and for margin management.

Agenda

Hotel Kong Frederik, Copenhagen, Denmark

Tuesday 24th May

How NOT to Compete on Price Interactive Workshop

Morten Hansen

President MH Management Consulting

Phil Allen

CEO, MarketAbility

09.00	Welcome and Introduction
09.30	There is NO such thing as a Commodity
10.30	Differentiation: Product, Service, Intangibles
11.00	Case study in value pricing
11.30	Tips and tools for NOT competing on price
12.15	Networking Lunch
13.30	Building Services and the Brand
14.30	Pricing Strategies
15.30	Making it happen
16.00	Putting it all together to make money
16.30	Closing Remarks

About MH Management Consulting

Lead by Morten Hansen who has over 15 years of marketing, key account management and sales experience with major corporations globally. MH supports a number of major Nordic players in the energy, chemical and industrial markets. Targeted on the roll out of growth strategies for both the B2B and the mass market with a focus on value creation through efficient use of market channels

About MarketAbility

MarketAbility based in Zürich, Switzerland is the global marketing excellence practice serving a broad base of clients in the chemicals and energy sectors in all aspects of improving business profitability through applied practical marketing and customer value management. MarketAbility operates both at global and local levels around the world.

For More Information – Contact

Phil Allen
phil.allen@marketability.org

Registration fee:

Management Briefing

May 23rd
€ 200 – Invited audience only

Pricing Work Shop

May 24th
€ 700 for ECMSA members
€ 850 for non-members, inclusive of 1 year free ECMSA membership

Online registration:

www.ecmsa.org/events/registration.php

The Venue:

Hotel Kong Frederik,
25 Vester Voldgade,
DK-1552 Copenhagen V,
Denmark
Tel: +45 3312 5902
www.remmen.dk/kongfrederik/

Accommodation:

Please book your accommodation directly with the Hotel, quoting ECMSA Copenhagen 2005 to qualify for the special delegates rate.

How to find The Hotel

Hotel Kong Frederik is situated by the Town Hall Square in central Copenhagen. In the vicinity of Hotel Kong Frederik you find the Copenhagen Town Hall, the main pedestrian street, Strøget, Tivoli Gardens and the Central Station. This central address qualifies Hotel Kong Frederik as one of the best-located hotels in Copenhagen.



Registration Form

I wish to attend the Management Briefing May 23rd, please send me an invitation (€ 200)

I wish to register for the Pricing Workshop May 24th
(€ 850 for non-members of ECMSA; €700 for ECMSA members)

Delegate Details

Title (Dr/Mr/Mrs/Ms) | ____ | First Name | _____ | Surname | _____ |

Job Title | _____ | Department | _____ |

Company | _____ |

Address | _____ |

City | _____ |

Postcode | _____ | Country | _____ |

Tel No | _____ | Fax No | _____ |

E-mail | _____ |

Nature of your company's business | _____ |

Signature | _____ |

Payment Details

Please indicate how you wish to pay

Credit Card

Please debit my: Amex Visa Mastercard Diners Club

Card Number ____ / ____ / ____ / ____ Valid from ____ / ____ Expire Date ____ / ____

Amount € | _____ |

Signature | _____ |

Please quote the conference code Copenhagen 2005 and delegates name in your correspondence.
ECMSA operates a policy of no refunds for cancellations made after Monday 9th May 2005.

Fax completed form to: Barbara Ginter at +31 70 363 63 48

ecmsa

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