

## Pricing Optimization Course



### Agenda: June 16<sup>th</sup>-18<sup>th</sup>, 2026

#### Tuesday, June 16<sup>th</sup>

Start	End	Event
7:30am	8:00am	Breakfast
8:00am	12:00pm	Importance of Pricing Optimization (Break at 10:00am)
12:00pm	1:00pm	Lunch
1:00pm	5:00pm	Customer Stratification (Break at 3:00pm)
6:00pm		Group Dinner

#### Wednesday, June 17<sup>th</sup>

Start	End	Event
7:30am	8:00am	Breakfast
8:00am	12:00pm	Item Stratification (Break at 10:00am)
12:00pm	1:00pm	Lunch
1:00pm	5:00pm	Building the Pricing Optimization Model (Break at 3:00pm)
6:00pm		Dinner on Your Own

#### Thursday, June 18<sup>th</sup>

Start	End	Event
7:30am	8:00am	Breakfast
8:00am	12:00pm	Implementing Pricing Best Practices (Break at 10:00am)
12:00pm	1:00pm	Box Lunch & Departures