



UNLEASH AI-POWERED PRICING

It's time for a new kind of price command center. And AI is making it happen. Are you ready?

Meet us at the PPS Fall Pricing Conference and learn how to get started.

Join Our Workshop and Achieve Credit Toward your CPP!

Establishing the Pillars of Your Price Organization

October 24, 9:00am-4:00pm

LEARN HOW TO:

- Evaluate the effectiveness of your existing pricing processes
- Drive harmonized strategies from dynamic eCommerce to fixed-contract pricing
- Leverage technology and automation for continuous improvement

Presented by:



Charles Sweeney
Director of Strategic Consulting, PROS



Ben Blaney
Senior Strategic Consultant, PROS

[Register for the 1-day workshop](#)

Don't Miss The Inspiring Keynote

How the Pricing Industry Can Realize the Benefit of AI

October 25, 9:00am

EXPLORE:

- A brief history of business analytics and business intelligence
- What AI really entails and what makes it so powerful in the real world
- The one change that must happen before you can fully leverage AI

Presented by:



Dr. Michael Wu
Chief AI Strategist, PROS

[Learn more about Michael's presentation](#)

Join Our Breakout Sessions

Sense and Cents Ability: Getting Pricing Projects Approved With Data and Facts

October 25, 1:50pm-2:30pm, Data Science Track.



Tracy Cannon
Strategic Consultant, PROS

From (Spread) Sheet to (C) Suite: Tips for Pricers On How to Communicate With Their Executive Team

October 25, 3:00pm-3:40pm, Tools and Techniques Track



Fabio Freitas
Strategic Consultant, PROS

Experience it for yourself

SEE AI-POWERED
PRICING AT THE
PROS BOOTH

*We look forward to seeing you at the
PPS Fall Pricing Conference!*

Renaissance Dallas Addison Hotel
October 23-26, 2018

[Register for the Conference](#)