

Profit-Based Pricing Forum
September 26-27, 2007
Macdonald Frimley Hall Hotel & Spa



Wednesday, September 26, 2007

10:30-11:30 AM	The Benefits of Profit-Based Pricing: <i>Improved Performance, Insights & Compliance</i> Lawrence Whittle, Managing Director and Vice President, International, Nomis Solutions	Frimley Suite
11:30-12:30 PM	Welcome Lunch	Linden Restaurant
12:30 PM	Shuttle to Golf Club	Hotel Lobby
1:00-7:00 PM	Golf Tournament Spa Treatments	Camberley Golf Club Vital Leisure Spa
7:00-8:00 PM	Networking Reception	Frimley Lounge
8:00-9:30 PM	Dinner	Frimley Suite
9:30-10:15 PM	Golden Age or Bumpy Road? <i>The Economic Outlook and Its Impact on Retail Banking</i> David Smith, Economics Editor, <i>The Sunday Times</i>	Frimley Suite
10:15 PM-11:45 PM	Cocktail Party	Frimley Suite

Thursday, September 27, 2007

8:00-9:00 AM	Breakfast	Linden Restaurant
9:00-9:20 AM	Introduction & Agenda Review Lawrence Whittle, Managing Director and Vice President, International, Nomis Solutions	Frimley Suite

9:20-10:00 AM	<p>Using a Data-Driven View of the Customer to Improve Portfolio Performance Robert Phillips, Founder, Chief Science Officer, VP Product Management, Nomis Solutions</p>	Frimley Suite
10:00-10:30 AM	Networking Break	Frimley Lounge
10:30-11:15 AM	<p>Relationship-Based Pricing: <i>Time to Get Started</i> Ralph Silva, Senior Analyst, European Banking & Payments, TowerGroup</p>	Frimley Suite
11:15-12:00 PM	<p>A Journey to Price Optimization: <i>The Wachovia Experience</i> Lars Tonnesen, Senior Vice President, Strategic Pricing, Wachovia</p>	Frimley Suite
12:00- 1:30 PM	Luncheon	Linden Restaurant
1:30-2:15 PM	<p>Three Keys to Creating Profitable Partnerships with Customers: Research, Analysis, and Segmentation Mark Pearson, Former Head of Brand and Customer Insight, Egg</p>	Frimley Suite
2:15-3:00 PM	<p>Achieving Profitability while Supporting Compliance <i>The Ongoing Regulatory Challenges of Operating a Consumer Lending Business</i> Martin Hall, Former Director General of FLA, (Finance & Leasing Association)</p>	Frimley Suite
3:00-3:30 PM	Networking Break	Frimley Lounge
3:30-4:15 PM	<p>Optimize Now! Alistair Newton, Research Director, Banking Practice, Gartner</p>	Frimley Suite
4:15-5:00 PM	<p>Round Table Discussions & Wrap Up Led by Lawrence Whittle, Managing Director and Vice President, International, Nomis Solutions</p>	Frimley Suite
5:00-6:15 PM	Cocktail Party	Frimley Lounge
6:15-7:45 PM	Dinner	Frimley Suite
7:45 PM	Conclusion of Forum	Frimley Suite