

EPP in company
training

EPP
PRICING
PLATFORM®

PRICING & RGM ACADEMY

UNLOCKING SUCCESS:
TAILORED PRICING & RGM PROGRAMS
FOR YOUR UNIQUE JOURNEY

ABOUT US

EPP - Pricing Academy, a leading provider of pricing & RGM learning and development, is dedicated to empowering individuals and organizations with comprehensive expertise in pricing and Revenue Growth Management (RGM).

Our experienced instructors deliver a diverse range of programs suitable for pricing and RGM professionals at all levels.

Through engaging content, real-world case studies, and collaborative learning, participants gain practical skills and valuable insights to optimize pricing, promotions, and assortment for sustainable revenue growth. Whether you are a Pricing Manager or a Revenue Growth Manager seeking to enhance your skills, Pricing Platform Academy equips you with the knowledge and tools to excel in driving profitability and revenue growth.

Join us and become a pricing and RGM leader in your industry.



OUR MISSION

OUR PURPOSE IS TO
CONTRIBUTE TO
SUSTAINED VALUE
CREATION FOR OUR
PARTNERS AND THE
PRICING AND RGM
COMMUNITY.

Our mission is **to provide professional guidance and advocating on behalf of the global pricing and revenue growth management community** to create a triple win : for your company, trade partners and end-users.

We do this by offering the most relevant network, sharing best practices and top-of-the-art capability development through :

- EPP Academy
- EPP Events
- EPP Prime
- EPP Pulse

OUR LEARNING PRINCIPLES

In order to realize our learning objectives, our workshop principles require :

- Interactive discussions (no ex-cathedra) giving space to participants to share own best pricing practices
- Maximum knowledge-sharing between trainers and participants
- Intensive use of 'real world' business cases/examples and best practices
- A blend of intensive knowledge transfer, interactive discussions, cases and group work
- Participants are given sufficient time for reflection/feedback on own company challenges

OUR APPROACH



OUR LEARNING PROGRAM FORMAT

At EPP we believe that learning should adapt to your unique needs. That's why we offer a flexible approach to capability development.

We adapt our learning program delivery to your needs. We serve capability development with the full spectrum of learning delivery, from in-class to virtual-live.

Choose the format that suits you best:

- **100% FACE TO FACE:**
Experience hands-on learning in a traditional classroom environment. Interact with instructors and fellow participants face-to-face.
- **BLENDED LEARNING (SELF-PACED ONLINE/FACE2FACE/VIRTUAL-LIVE):**
Benefit from a mix of online, face-to-face, and virtual-live sessions. Customize your learning journey to balance convenience and interaction.
- **DIGITAL BLENDED LEARNING (SELF-PACED ONLINE/VIRTUAL-LIVE):**
Explore our innovative approach that combines online and virtual-live sessions. Seamlessly integrate learning into your busy schedule.
- **100 % VIRTUAL-LIVE LEARNING:**
Join live online sessions from the comfort of your own space. Engage with instructors and peers in real-time.

TAILORED TO YOUR GOALS:

Whether you prefer in-class or virtual-live learning, our programs are tailored to help you achieve your goals. Your success is our priority.



**OUR LEARNING PROPOSITION
WE ADAPT TO YOUR NEEDS**

REFERENCES

Customized Pricing Capability Development programs have been developed for organizations in different industries - example



FOR MORE REFERENCES
WWW.PRICINGPLATFORM.COM



TESTIMONIALS

“

The workshop was eye opening on the strategic importance of pricing in achieving commercial, financial, and brand building goals.

”



“

I am very satisfied with the training. It was a good mix of Theory & Practice. The content was great, relevant both now & for the future as well.

”



“

Very logical approach, from the basics to more advanced topics, well structured with sharing time opportunities, reinforced with concrete examples from past experiences. Attentive and caring trainer.

”



“

Very good training, great examples, passionate speakers, great atmosphere!.

”



“

Excellent, training exceeded all my expectations. Great mix, very practical and helicopter view.

”



“

Great insight on the courses & very knowledgeable experts - highly recommend!

”



OUR OFFERINGS

EPP ACADEMY

Training

- In-class trainings
- E-learning programs
- In-company programs
- Customized programs
- Certification programs (CPM)



Explore CPM 1



Explore CPM 2



Explore CPM 3



Explore CPM Pharma



Explore CPM Retail

EPP EVENTS

Events

- 5 industry focused conferences :



EPP Manufacturing Pricing Forum



EPP Life Sciences Pricing Forum



EPP FMCG/CPG Pricing & RGM Forum



EPP Retail & e-commerce Pricing Forum



EPP Global Pricing Forum

- Webinars
- Dynamic Talk Series

EPP PRIME

Subscription Content Service

- Recorded Webinars
- Recorded Dynamic talks
- Recorded keynote sessions
- Thought leadership series
- EPP Pulse (Journal)
- Tools
- Searchable content dbase

TALK WITH A PROGRAM ADVISOR

For a personalized consultation,
contact a member of
our learning team.

CONTACT EPP

academy@pricingplatform.com

www.pricingplatform.com

European Pricing Platform bvba
Izegemsestraat 7 box 301
8860 L endelede
Belgium

VAT : BE0833186151

ING : 363-0823518-28

IBAN : BE37 3630 8235 1828

BIC: BBRU BE BB (ING)

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