

From: consultingroundtable@lists.chicagogsb.edu [mailto:consultingroundtable@lists.chicagogsb.edu] On Behalf Of Laraine P. Spector
Sent: Wednesday, September 17, 2008 12:21 PM
To: consultingroundtable@lists.chicagogsb.edu
Subject: [Consultingroundtable] All-Roundtable Event GSB/Consulting Roundtable Details

Reminder: The All-Roundtable Event is this Thursday. The Consulting Roundtable program will be from 7:15 - 8:15 in Room 621.
Please plan to attend! Details for the entire evening of exciting speakers are attached.

Dear GSB Consulting Roundtable Enthusiast:

The Consulting Roundtable is pleased to participate in an All-Roundtable event featuring multiple presentations from ten participating Roundtable groups that will focus on the US economy and its impact on the political arena. As part of this special event, the Consulting Roundtable will present "Profiting from Tough Times" with Patrick S. Manning, a director in the Deloitte Pricing and Profit Management Practice. Read below for details on the All-Roundtable event and Patrick's presentation. You can also scroll down to find a summary of the other nine sessions that are part of this exciting evening.

NOTE: This All-Roundtable event replaces the regular "fourth Thursday" Consulting Roundtable meeting scheduled for September 2008. The fourth Thursday Consulting Roundtable will resume in October. A separate announcement for this meeting will be forthcoming.

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The US Economy and the Presidential Election – An All-Roundtable Event

Date: Thursday, September 18, 2008

Location: Gleacher Center, 6th floor (various rooms)

Time: 5:30 p.m. Registration & Networking
6:00 First Session -- concurrent Roundtable
7:00 Break
7:15 Second Session -- concurrent Roundtables
8:15 - 9:00 RECEPTION hosted by the Chicago GSB Club
Hors d'oeuvres, cash bar

Sponsors: GSB Alumni Roundtables and the Chicago GSB Club

Price: \$15 for current Chicago GSB Club members, \$25 all others

To register:

http://gsbclub.clubexpress.com/content.aspx?page_id=87&club_id=507662&item_id=59261

Questions?

Scott McGarvey: smcg@chicagogsb.edu or

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Rachel Patterson: rpatter3@gsb.uchicago.edu

It is difficult to recall a time when both economic conditions and the political outlook have been as fraught with peril as they are today. As we sail on uncharted waters, we need new tools and approaches to make sound decisions – as business leaders, as voters, and as consumers.

In this All-Roundtable event, the speakers examine the emerging business and political environment from the viewpoint of Wall Street and of Main Street. Each Roundtable will present a selected topic, each designed to answer the compelling questions of our time. We'll explore today's *business environment* focusing on new and disruptive technologies, emerging product and services strategies, brand building and approaches to pricing. We'll also plunge into the heated *political arena* to examine the new roles being played by lobbyists and campaign advisors in this election cycle, the energy, science and trade policies that could emerge in the new Administration, the selling and spinning of the candidates and how this is shaping our perceptions of the economy.

You'll benefit from:

- Sharing ideas and learning from experts in multiple fields of interest
- Networking with fellow Roundtable participants from other professions and lines of business
- Perhaps finding a Roundtable group that you wish to join on a regular basis
- A sense of coming together as a single alumni community through an event that we all share

Please join the Consulting Roundtable's presentation at the All-Roundtable event:

Title: Profiting from Tough Times: The ways transactional price management can be used to create a competitive advantage during a recession

Presenter: Patrick S. Manning, Deloitte Consulting LLC

Description:

During an economic downturn, most companies will react with such traditional practices as focusing on controlling costs, retaining their largest customers, and hoping to ride out the economic storm. At best, this is half a strategy. The other side of the profit equation is to focus on revenue – that is, pricing and profit management to survive and, even, thrive during a recessionary period. I argue that a “foundational understanding” of the business that provides visibility into transaction-level margin performance is required to make the right profit decisions. Using the tools and discipline of Transactional Price Management can help a business address both the immediate issues presented during a recession as well as position the company for long term, profitable growth.

How does this relate to the coming US elections? Although current policies and political positions in the US and abroad reflect the unique dynamics of a US presidential election year, history has shown that economic conditions will change post-election. Companies that do not invest in Transactional Price Management will be less prepared for these changes, while those that do will be able to implement profit-maximizing strategies.

Transactional Price Management can -- and will -- be used by savvy business managers during a recession to gain competitive advantage and position their organizations for sustainable profitable growth long after the economic storm has passed. Attendees will learn more about:

- Transactional Price Management -- definitions and benefits, key activities and analytics
- Traditional recessionary management practices versus Transactional Price Management
- The “Five Key Steps” of Transactional Price Management, including supporting analytical tools and techniques

This session will help you understand *why* traditional recessionary management practices can be ineffective, even destroying the value of offerings and eroding long-term profit potential, and *how* effective pricing and profit management can provide a competitive advantage during economic downturns.

About the Speaker:

Mr. Manning is a Director in the Deloitte Pricing and Profit Management practice. Prior to this, he was Director of Consulting & Business Development with SPG/Monitor Group, a leading pricing strategy and marketing services firm. He has over 20 years of experience in business strategy services, systems integration and information technology, having worked for Bearing Point, Hewlett-Packard, Computer Associates, and McDonnell Douglas.

Earlier in his career, Patrick was a Managing Director at BearingPoint, where he was responsible for the implementation of ERP technologies at Minolta, Panasonic, Sony Electronics and Motorola. He also spent several years managing BearingPoint's business development team and focused on the consumer products and retail industries.

For a description of the entire All-Roundtable program offerings, please refer to the attachment.

Please join us for an intellectually compelling and enjoyable evening.