

Dynamic Pricing Working Group

Agenda

27 February 2020

AGENDA AND OBJECTIVES

Time	Item	Objective
0800 – 0845	Dynamic Pricing Working Group 101 Session	OPTIONAL Education and review of work done by the DPWG, a good session to ground yourself in key concepts that will be discussed during the meeting. This is an optional session for new participants.
0845 – 0900	Introductions	Join us for coffee and introductions.
0900 – 0930	Intro to ATPCO Dynamic Pricing Working Group	Goals of DPWG, alignment, and what we plan to achieve in 2020. Understand the pillars of revenue management and the opportunities and challenges in implementing pricing strategies.
0930 – 1030	Dynamic Offer Management-Studies	Dr. Peter Belobaba will present the latest PODS research.
1030 – 1100	Product Record/Store	Discussion on broader requirements for Product distribution versus Pricing, introducing a new concept to ease the migration to Continuous Pricing.
1100 – 1200	Continuous with Min/Max Pricing	Review proposal including learnings from early pilots and set up a stage for discussion of the underlying infrastructure needs to support this model of dynamic pricing. Review of Min Max crawl stages.
1200 – 1300	Lunch and Voting	Team will present results of feedback from previous sessions and look for alignment on next steps.
1300 – 1400	Optimized Pricing	Review of new models for dual RBD support.
1400 – 1530	Bridge to Fulfillment	Review of core mechanisms that are required to support dynamic pricing prior to ONE Order. <ul style="list-style-type: none">• Last Seat Availability• Class mapping on code shares• Changes and reissues• Interline
1530 – 1600	Recap and Call to Action	We will align learnings and feedback from the DPWG and present ideas for trials and POCs for consideration in 2020.