



**Working Group „Pricing & Revenue Management“
Chair: Prof. Dr. Claudius Steinhardt**

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Munich, 17th of November, 2017

**Invitation to the conference of the working group
“Pricing & Revenue Management“, on the 19th of January 2018**

Dear Ladies and Gentlemen,

herewith I would like to invite you to the upcoming conference of our working group “Pricing & Revenue Management“ which will take place in Hanover on Friday, the 19th of January 2018. Fortunately, we were able to win TUI as hosting business partner. I warmly thank them in advance.



With a diverse program we are aiming at an intensive exchange between research and practice. In addition to lectures concerning “classical“ revenue management this year’s program addresses applications in the tourism industry as well as dynamic pricing approaches.

As usual in recent years, a casual Get-Together on the eve of the 18th of January provides the opportunity for networking and preliminary discussions. Information regarding the location will be following shortly.

Further information on the conference can be found on the community platform <http://www.pricing-und-revenue.management/de/events/feature>. Please also register via the community platform, by the 5th of January 2018.

I am looking forward to welcoming you.

Sincerely yours

A handwritten signature in black ink that reads "Claudius Steinhardt".

**Program of the 15th conference of the
GOR working group „Pricing & Revenue Management“**

Thursday, 18.01.2018		
ab 19:00	Bistorante da Priscilla	
Friday, 19.01.2018		
08:30-09:00	Welcoming	<i>Prof. Dr. Claudius Steinhardt</i> UniBw München
09:00-09:45	Different Revenue Management approaches within the integrated tourism company TUI	<i>Felix Dosdall</i> TUI AG <i>Dr. Anika Birkholz</i> TUI Deutschland GmbH
09:45-10:30	TUI gets Data Driven – Neue Möglichkeiten im Revenue Management durch Analytics & Integration	<i>Stefan Grossmann</i> <i>Oliver Pfeifer</i> TUI Deutschland GmbH
10:30-11:00	Break	
11:00-11:45	Why Travel and Tourism Needs a New Approach to Pricing and Revenue Management	<i>Alberto Guerrini</i> <i>Gabriele Ferri</i> The Boston Consulting Group
11:45-12:30	Optimizing Online Customer Interaction by Advanced Data Analytics	<i>Dr. Bernhard Luther</i> HWR Berlin
12:30-13:30	Lunch	
13:30-14:15	Customer evolve over time - an analysis on conditioned customer interaction levels - dynamic pricing gets only more difficult	<i>Dr. Alwin Haensel</i> Haensel AMS GmbH
14:15-15:00	Dynamic Personalized Pricing – the next generation of pricing?!	<i>Prof. Dr. Andreas Krämer</i> exeo Strategic Consulting AG
15:00-15:30	Break	
15:30-16:15	Decomposition Methods for Network Revenue Management	<i>Prof. Dr. Thomas Winter</i> Beuth Hochschule Berlin
16:15-17:00	The Bid Price – Swiss Army Knife of Revenue Management	<i>Jonas Rauch</i> Deutsche Lufthansa AG
17:00-17:30	Discussion	

Organizational matters

Venue:

The conference will take place at the TUI Group in Hanover on Friday, the 19th of January 2018:

TUI Group
Karl-Wiechert-Allee 4
30625 Hannover



Transportation & Parking:

The city rail and bus station „Medizinische Hochschule“ is located directly next to the TUI Group building. It is passed by bus lines 123 and 137 as well as by city rail line 4. Travelling time from Hanover main train station is around 20-25 minutes. Traveling time from the airport amounts to 25-35 minutes by car and 45 minutes by public transport.

A limited visitor car parking is available at the TUI Group building. Also the hotels offer car parking for their guests but they charge a fee of 11€ daily.

Accommodation:

For the overnight stay from the 18th to the 19th of January we reserved quotas in two neighbouring hotels. In each hotel there are 50 rooms available for participants. The according fees¹ are stated below:

Mercure Hotel Hannover Medical Park

Single room:	117,00 € per room / night incl. breakfast
Double room:	145,00 € per room / night incl. breakfast

ibis Hannover Medical Park Hotel

Single room:	98,00 € per room / night incl. breakfast
Double room:	120,00 € per room / night incl. breakfast

From both hotels, the conference location is in 10 minutes walking distance (see map below).

For reservations by telephone (+49 511 95660) or E-Mail (h1631@accor.com) please mention the booking code “GOR 2018” to indicate your participation in the conference. There is no booking code for online reservations available. Please book your hotel room well in advance, since the quotas are reduced step by step by the beginning of December.

¹ VAT included, cancellations made before 6pm on the 18th of January are free of charge.

Map:



Registration:

Please sign up to the conference via the community homepage (<http://www.pricing-und-revenue.management>) by the 5th of January 2017 the latest. If you are not a registered member to the working group yet, please register first by applying the icon „Registrieren“ on the community homepage. As soon as you are logged in to the platform, you shall be able to sign up to the conference, see supplemental material to past conferences, etc.. When signing up to the conference it is also possible to sign up to the pre-conference meeting, taking place in the evening before the conference.

If it is not possible for you to join the pre-conference meeting despite previous registration please let us know well in advance.

After signing up to the conference you will be sent a confirmation mail including payment details. The conference registration has to be done individually, even if you are participating with colleagues. In this case only the corporate payment shall be conducted jointly by one of the participants. If you need an invoice in advance, please let us know via E-mail.

Participants with a personal membership of the GOR, the ÖGOR or the SVOR, employees of a corporate member, employees of the hosting company as well as lecturers do not have to pay a conference fee. For all the other participants the conference fee is defined by the general regulations of the GOR (see <http://www.pricing-und-revenue.management/de/Teilnahme>). Instead of paying the conference fee it is possible to take out a membership of the GOR. In this case you will be charged the general annual contribution of the GOR. Membership applications are found on the GOR homepage (<http://www.gor-ev.de>).