



Training is not an expense, but an investment in human capital.

Roy H. Williams, Author

I'd like to obtain approval for attending the Professional Pricing Society (PPS) Fall Pricing Conference and Workshops October 22nd-25th, 2024. I'm certain this professional development investment will more than pay for itself with fresh profitability insights gained, deepened market understanding, best practices learned or confirmed, and strategic monetization guidance leading to ideas for immediate implementation on behalf of our company.

For 41 years and counting, PPS remains the pricing strategy idea marketplace disseminating profitability expertise concentrated on our discipline's development, connection, and success.

The PPS 35th Annual Event centers around the theme of increasing power led by their most requested executive practitioners and revenue management expert authors including Dr. Tom Nagle, Steve Haggett, Laura Preslan, and Dr. Michael Wu and other global margin management experts from Microsoft, Emerson, Iron Mountain, Simon Kucher, and Bain.

Topics covered include today's revenue management challenges *and opportunities*: AI, monetization, segmentation, sustainability, data analysis, economic uncertainty, change management, dynamic pricing, and competitive intelligence.

If I register before September 20th, we will take advantage of PPS's Early Bird discounts for the best prices. I plan to take detailed notes during the event and cover as much ground as possible, so I can share my key takeaways with my team and you, while identifying which tactics we can deploy immediately to impact the bottom line.

Thank you for your time and consideration. I look forward to your approval, and please let me know if you have any questions or would like additional details. Visit the [Event Website](#) to learn more.