

Welcome to the IPF Paris 2018

Let's start with a little game

June 13-14 2018



NO PEN, NO GAIN

Some of you have pens and a talent for selling

Some others have no pen but are rich in IPF Credits

Make some good deals in 10mn and remember that your IPF Credits can be used to buy real items during the IPF !

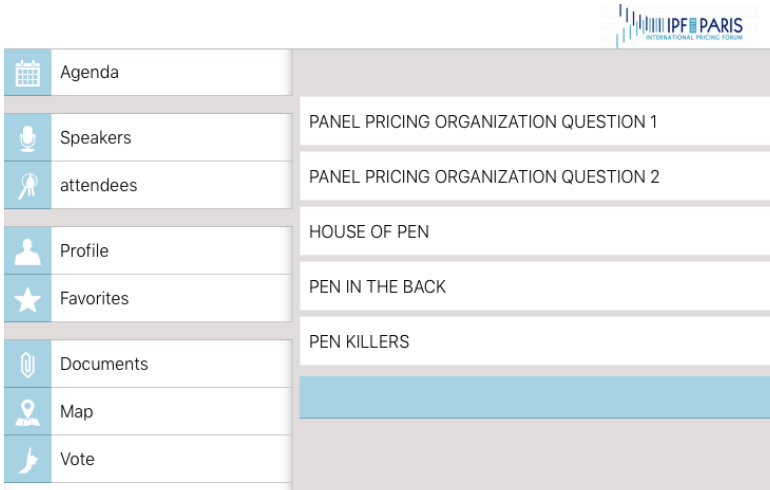


NO PEN, NO GAIN

What are the results ?

Sellers only

1. Get into the App, click on Vote & Quiz
2. Select the name of your team/
company
3. And input the price at which you sold
your pen



The screenshot shows the IPF Paris app interface. On the left is a vertical menu with icons and labels: Agenda, Speakers, attendees, Profile, Favorites, Documents, Map, and Vote. On the right is a list of items, each with a horizontal line below it. The items are: PANEL PRICING ORGANIZATION QUESTION 1, PANEL PRICING ORGANIZATION QUESTION 2, HOUSE OF PEN, PEN IN THE BACK, and PEN KILLERS. The 'Vote' menu item is highlighted in blue, and the 'PEN KILLERS' item is also highlighted in blue.

| Menu Item | Item Name |
|-----------|---------------------------------------|
| Agenda | |
| Speakers | PANEL PRICING ORGANIZATION QUESTION 1 |
| attendees | PANEL PRICING ORGANIZATION QUESTION 2 |
| Profile | HOUSE OF PEN |
| Favorites | PEN IN THE BACK |
| Documents | PEN KILLERS |
| Map | |
| Vote | |

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The game was unbalanced... like in real life

House of pen

Pen in the back

Pen killers

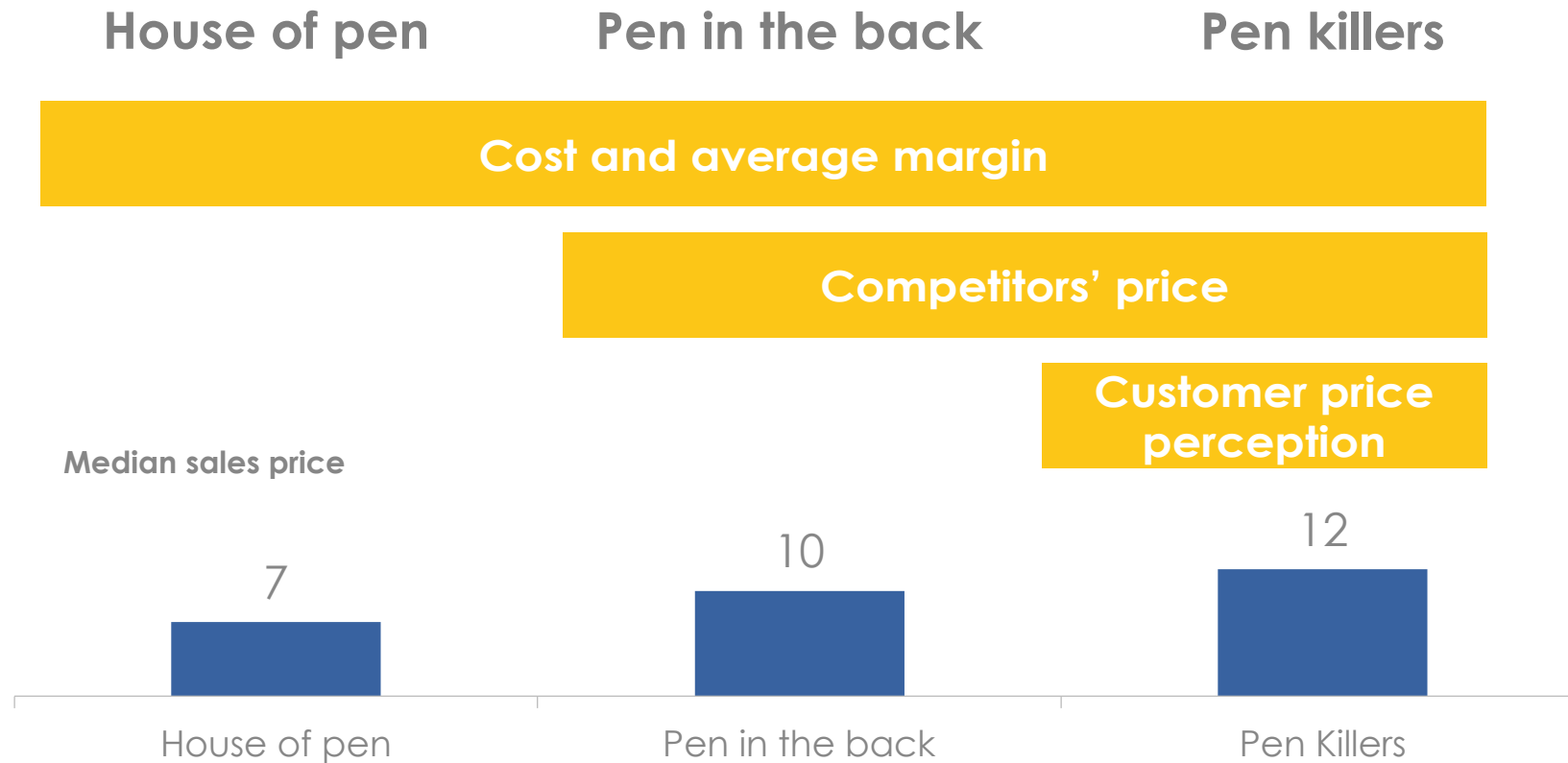
Cost and average margin

Competitors' price

Customer price
perception

NO PEN, NO GAIN

How pricing intelligence impacts performance



The cocktail will be in the cocktail lounge

The Gonet-Sulcova family is a well known family among Champagne producers. Their cuvée Gaia has been awarded a gold medal at the Independent Winmakers competition as well as at the Vinalies Internationales. The Blanc de blancs, which we will be mainly tasting, has a score of 90/100 on Decanter.

We will have the pleasure to welcome Karla Gonet for our cocktail, who will be delighted to tell you more about her champagnes, her vineyards and the history of her family.