



## **COURSE OVERVIEW FM1086** **Revenue Management & Pricing Strategy Fundamentals**

### **Course Title**

Revenue Management & Pricing Strategy Fundamentals

### **Course Date/Venue**

September 28-October 02, 2025/Crowne Meeting Room, Crowne Plaza Al Khobar, an IHG Hotel, Al Khobar, KSA

### **Course Reference**

FM1086

### **Course Duration/Credits**

Five days/3.0 CEUs/30 PDHs

### **Course Description**



***This highly-interactive course includes various practical sessions and exercises. Theory learnt will be applied using the “MS Excel” application.***

This course is designed to provide participants with a detailed and up-to-date overview of Revenue Management & Pricing Strategy Fundamentals. It covers the purpose of revenue management and core components of demand, inventory and price; the economic principles behind pricing, types of pricing strategies and revenue management cycle; the segmentation and customer behavior, technology in revenue management and basics of demand forecasting; and the forecasting techniques and models including inventory control in revenue management.

Further, the course will also discuss the overbooking strategies, risk management for cancellations, modeling no-shows, late bookings and compensation policies; the capacity management and data requirements for effective forecasting; the strategic pricing frameworks and psychological pricing techniques; the price discrimination, segmented pricing and bundling and unbundling strategies; the discounting and promotions strategy, price testing and optimization; and the revenue management in hospitality and airlines and retail and E-commerce pricing.

During this interactive course, participants will learn the subscription-based revenue models, revenue management in events and entertainment and B2B pricing strategy; building a revenue management culture and apply key performance indicators (KPIs), pricing governance and ethics, technology tools for revenue strategy and crisis and contingency pricing.

### **Course Objectives**

Upon the successful completion of this course, each participant will be able to: -

- Apply and gain a fundamental knowledge on revenue management and pricing strategy
- Discuss the purpose of revenue management and core components of demand, inventory and price
- Explain the economic principles behind pricing, types of pricing strategies and revenue management cycle
- Recognize segmentation and customer behavior, technology in revenue management and basics of demand forecasting
- Carryout forecasting techniques and models including inventory control in revenue management
- Apply overbooking strategies, risk management for cancellations, modeling no-shows and late bookings and compensation policies
- Employ capacity management, data requirements for effective forecasting, strategic pricing frameworks and psychological pricing techniques
- Identify price discrimination and segmented pricing and apply bundling and unbundling strategies as well as discounting and promotions strategy
- Carryout price testing and optimization and revenue management in hospitality, airlines and retail & E-commerce pricing
- Illustrate subscription-based revenue models, revenue management in events and entertainment and B2B pricing strategy
- Build a revenue management culture and apply key performance indicators (KPIs), pricing governance and ethics, technology tools for revenue strategy and crisis and contingency pricing

### **Exclusive Smart Training Kit - H-STK®**



*Participants of this course will receive the exclusive “Haward Smart Training Kit” (H-STK®). The H-STK® consists of a comprehensive set of technical content which includes **electronic version** of the course materials conveniently saved in a **Tablet PC**.*

### **Who Should Attend**

This course provides an overview of all significant aspects and considerations of revenue management and pricing strategy fundamentals for entrepreneurs and business owners, finance and strategy professionals, product managers, revenue managers and other technical staff.

### **Course Certificate(s)**

Internationally recognized certificates will be issued to all participants of the course who completed a minimum of 80% of the total tuition hours.

### **Certificate Accreditations**

Haward's certificates are accredited by the following international accreditation organizations:

-  British Accreditation Council (BAC)

Haward Technology is accredited by the **British Accreditation Council** for **Independent Further and Higher Education** as an **International Centre**. Haward's certificates are internationally recognized and accredited by the British Accreditation Council (BAC). BAC is the British accrediting body responsible for setting standards within independent further and higher education sector in the UK and overseas. As a BAC-accredited international centre, Haward Technology meets all of the international higher education criteria and standards set by BAC.

-  The International Accreditors for Continuing Education and Training (IACET - USA)

Haward Technology is an Authorized Training Provider by the International Accreditors for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this authority, Haward Technology has demonstrated that it complies with the **ANSI/IACET 2018-1 Standard** which is widely recognized as the standard of good practice internationally. As a result of our Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for its programs that qualify under the **ANSI/IACET 2018-1 Standard**.

Haward Technology's courses meet the professional certification and continuing education requirements for participants seeking **Continuing Education Units** (CEUs) in accordance with the rules & regulations of the International Accreditors for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

Haward Technology Middle East will award **3.0 CEUs** (Continuing Education Units) or **30 PDHs** (Professional Development Hours) for participants who completed the total tuition hours of this program. One CEU is equivalent to ten Professional Development Hours (PDHs) or ten contact hours of the participation in and completion of Haward Technology programs. A permanent record of a participant's involvement and awarding of CEU will be maintained by Haward Technology. Haward Technology will provide a copy of the participant's CEU and PDH Transcript of Records upon request.



### Course Instructor(s)

This course will be conducted by the following instructor(s). However, we have the right to change the course instructor(s) prior to the course date and inform participants accordingly:



**Mr. Mike Taylor**, PhD (on-going), MScLI, MBA, MBL, BSc, HDE, is a **Senior Finance & Management Consultant** with over **25 years** of experience in **Power & Water Utilities, Other Energy Sectors and Financial** industries. His expertise lies extensively in the areas of **Finance Budgeting, Budgeting, Forecasting & Planning, Budgeting and Cost Control, Finance & Budgeting Process & Procedures, Effective Budgeting & Cost Control, Project Financial Data, Financial Indicators, Financial Leverage, Discounted Cash Flows, Economic Cost Analysis, Equity Profitability**

**Analysis, Financial Modelling & Forecasting, Financial Analysis Techniques, Financial Data Analysis Concepts & Process, Credit Analysis, Financial & Accounting Management, Financial Planning Techniques, Vendor Invoice Processing & Management, Evaluating Cost & Revenue, Budgeting & Cost Control and Marketing Management, Project Quality Management, Quality Control & Site Inspection, Project Quality Plan, Construction Quality Management, Material Management & Project Turnover, Project Risk Management, Risk Identification Tools & Techniques, Project Life Cycle, Project Stakeholder & Governance, Project Management Processes, Project Integration Management, Project Management Plan, Project Work Monitoring & Control, Project Scope Management, Project Time Management, Project Cost Management, Project Quality Management, Quality Assurance, Project Human Resource Management, Project Communications Management, Project Planning, Scheduling & Cost Control Professional, Project Scheduling & Cost Control, Facilitation & Leadership Skills, Coaching, Human Resource Development, Psychometric Testing, Career Development & Competence, Succession Planning, Self-Development & Empowerment, Personal Learning Needs Identification, Data Quality Control, Data Quality Assessment, Data Quality Planning, Data Quality Strategy Management, Customer Management.** Further, he is also well-versed in. **Leadership Skills, Presentation Skills, Negotiation Skills, Decision Making Skills, Communication Skills, Emotional Intelligence, Performance Management, Contract Management, Quality Management, Commercial Strategy, Project Management, Risk Management, Leadership & Business Management, Human Resource Management, Planning, Budgeting & Cost Control, Business Development, Innovation, Sales Strategy and Knowledge & Intangible Asset Assessment Design.** Mr. Taylor is the **Founder & CEO** of Mitakon Innovation Pty Ltd wherein he is responsible for the development of Executives & Senior Managers specializing in innovation, knowledge management and commercial negotiation as well as authored, implemented and executed a global 21<sup>st</sup> century facilitation and leadership methodology.

During his career life, Mr. Taylor has gained his practical and field experience through his various significant positions and dedication as the **Knowledge-Solutions Service Provider, Founder-Principal/CIO, Subject Matter Expert, Consulting Partner, Executive/Management Development Facilitator, Multinational/Corporate Senior Management Consultant, Senior Quality & Finance Management Consultant, Executive Management Development/Facilitator, Business Consultant/Facilitator, Business & Quality Consultant/Coach, Client Director, Administration Manager, Quality Manager, International Sales & Business Development Executive, Regional Sales Manager, National Key Accounts Manager, Commercial Sales & Marketing Consultant, Admin Assistant, Sales & Marketing Representative, Key Note Speaker, Lecturer and Instructor/Trainer** for various international companies such as the Highland Group (Business Consulting), **Anglo American, BHP Billiton, Rio Tinto, DI Management Solutions (BPO), Master Deal Making Institute (MDMI), RMG/Contact Media & Communications, Paul Dinsdale Properties (PDP), Giant Leap Architects, Wise Capital Investments (HOD), Evolution® Advertising, Collaborative Xchange, Leatt Corporation, Dentsply SA, FMCG/Binzagr Company, Unilever, Kellogg's, BAT, Hershey's, CORO, Lilly Direct/Lennon Generics and Bausch & Lomb.**

Mr. Taylor has **Master's** degree in **Leadership & Innovation, Business Administration and Business Leadership** as well as a **Bachelor** degree in **Physical Education** and pursuing **PhD** in **Global Governance & Energy Policy**. Further, he is a **Certified Instructor/Trainer, Certified Internal Verifier/Trainer/Assessor** by the **Institute of Leadership & Management (ILM)** and a member of **Incremental Advantage, Da Vinci Institute, Black Management Forum, Institute of Directors (IOD), World Future Society (WFS), Social Science Research Network, University of Kwazulu Natal (Alumnus), Anthropology & Archaeology Research Network and National Research Foundation (NRF)**. He has further delivered numerous trainings, courses, workshops, seminars and conferences globally.

### **Training Methodology**

All our Courses are including **Hands-on Practical Sessions** using equipment, State-of-the-Art Simulators, Drawings, Case Studies, Videos and Exercises. The courses include the following training methodologies as a percentage of the total tuition hours:-

- 30% Lectures
- 20% Practical Workshops & Work Presentations
- 30% Hands-on Practical Exercises & Case Studies
- 20% Simulators (Hardware & Software) & Videos

In an unlikely event, the course instructor may modify the above training methodology before or during the course for technical reasons.

### **Accommodation**

Accommodation is not included in the course fees. However, any accommodation required can be arranged at the time of booking.

### **Course Fee**

**US\$ 7,000** per Delegate + **VAT**. This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

### **Course Program**

The following program is planned for this course. However, the course instructor(s) may modify this program before or during the workshop for technical reasons with no prior notice to participants. Nevertheless, the course objectives will always be met:

#### **Day 1: Sunday, 28<sup>th</sup> of September 2025**

|             |                                                                                                                                                                                                               |
|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 0730 – 0800 | Registration & Coffee                                                                                                                                                                                         |
| 0800 – 0815 | Welcome & Introduction                                                                                                                                                                                        |
| 0815 – 0830 | <b>PRE-TEST</b>                                                                                                                                                                                               |
| 0830 – 0930 | <b>Overview of Revenue Management</b><br>Definition & Purpose of Revenue Management • Historical Development Across Industries • Key Objectives & Value Creation • Core Components: Demand, Inventory & Price |
| 0930 – 0945 | Break                                                                                                                                                                                                         |
| 0945 – 1030 | <b>Economic Principles Behind Pricing</b><br>Law of Supply & Demand • Elasticity of Demand • Marginal Cost & Marginal Revenue • Price Equilibrium Theory                                                      |
| 1030 – 1130 | <b>Types of Pricing Strategies</b><br>Cost-Based Pricing • Value-Based Pricing • Competition-Based Pricing • Dynamic Pricing                                                                                  |
| 1130 – 1215 | <b>Understanding the Revenue Management Cycle</b><br>Forecasting Demand • Optimizing Pricing • Controlling Inventory • Measuring Performance                                                                  |
| 1215 – 1230 | Break                                                                                                                                                                                                         |
| 1230 – 1330 | <b>Segmentation &amp; Customer Behavior</b><br>Market Segmentation Techniques • Behavioral Pricing Responses • Willingness to Pay Models • Customer Lifetime Value (CLV)                                      |

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|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1330 – 1420 | <b>Technology in Revenue Management</b><br>Overview of Revenue Management Systems (RMS) • Data Analytics & Tools • Role of AI & Machine Learning • Integration With ERP/CRM Systems     |
| 1420 – 1430 | <b>Recap</b><br>Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow |
| 1430        | Lunch & End of Day One                                                                                                                                                                  |

**Day 2: Monday, 29<sup>th</sup> of September 2025**

|             |                                                                                                                                                                                         |
|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 0730 – 0830 | <b>Basics of Demand Forecasting</b><br>Importance of Accurate Forecasts • Qualitative versus Quantitative Forecasting • Seasonality & Trend Analysis • Forecast Accuracy Measurement    |
| 0830 - 0930 | <b>Forecasting Techniques &amp; Models</b><br>Time Series Analysis • Regression & Correlation Methods • Moving Averages & Exponential Smoothing • Predictive Analytics Tools            |
| 0930 – 0945 | Break                                                                                                                                                                                   |
| 0945 – 1100 | <b>Inventory Control in Revenue Management</b><br>Role of Inventory in Pricing Decisions • Capacity Constraints • Allocation Strategies • Inventory Optimization Tools                  |
| 1100 – 1215 | <b>Overbooking &amp; Cancellations</b><br>Purpose of Overbooking Strategies • Risk Management for Cancellations • Modeling No-Shows & Late Bookings • Compensation Policies             |
| 1215 – 1230 | Break                                                                                                                                                                                   |
| 1230 – 1330 | <b>Capacity Management</b><br>Fixed versus Variable Capacity • Yield Management Principles • Capacity Planning Strategies • Constraints in Service vs. Product Businesses               |
| 1330 – 1420 | <b>Data Requirements for Effective Forecasting</b><br>Historical Sales Data • External Variables (e.g., Holidays, Events) • Real-Time Data Collection • Data Cleansing & Validation     |
| 1420 – 1430 | <b>Recap</b><br>Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow |
| 1430        | Lunch & End of Day Two                                                                                                                                                                  |

**Day 3: Tuesday, 30<sup>th</sup> of September 2025**

|             |                                                                                                                                                                                                            |
|-------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 0730 – 0830 | <b>Strategic Pricing Frameworks</b><br>Value-Based Pricing Models • Price-Value Matrix • Competitive Positioning Strategies • Differentiated Pricing                                                       |
| 0830 – 0930 | <b>Psychological Pricing Techniques</b><br>Price Anchoring • Odd-Even Pricing • Decoy & Bundle Pricing • Framing Effects in Pricing                                                                        |
| 0930 – 0945 | Break                                                                                                                                                                                                      |
| 0945 – 1100 | <b>Price Discrimination &amp; Segmented Pricing</b><br>First, Second & Third-Degree Discrimination • Conditions for Effective Price Discrimination • Geographic & Demographic Pricing • Time-Based Pricing |
| 1100 – 1215 | <b>Bundling &amp; Unbundling Strategies</b><br>Pure vs. Mixed Bundling • Cross-Selling & Upselling • Add-On Pricing • Subscription Model Pricing                                                           |
| 1215 – 1230 | Break                                                                                                                                                                                                      |

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|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1230 – 1330 | <b>Discounting &amp; Promotions Strategy</b><br><i>Strategic vs. Tactical Discounts • Discount Impact on Revenue &amp; Brand • Time-Limited Offers &amp; Flash Sales • Measuring Promotion Effectiveness</i> |
| 1330 – 1420 | <b>Price Testing &amp; Optimization</b><br><i>A/B &amp; Multivariate Pricing Tests • Demand Curve Modeling • Price Sensitivity Analysis • Continuous Learning &amp; Adaptation</i>                           |
| 1420 – 1430 | <b>Recap</b><br><i>Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow</i>               |
| 1430        | Lunch & End of Day Three                                                                                                                                                                                     |

**Day 4: Wednesday, 01<sup>st</sup> of October 2025**

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|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 0730 – 0830 | <b>Revenue Management in Hospitality</b><br><i>Room Inventory Control • Seasonality &amp; Peak Pricing • Online Travel Agency (OTA) Influence • Case Study: Hotel Chain Revenue Strategy</i>                    |
| 0830 – 0930 | <b>Revenue Management in Airlines</b><br><i>Fare Class Structures • Load Factor &amp; Yield Optimization • Dynamic Pricing Engines • Case Study: Low-Cost vs. Full-Service Carriers</i>                         |
| 0930 – 0945 | Break                                                                                                                                                                                                           |
| 0945 – 1100 | <b>Retail &amp; E-Commerce Pricing</b><br><i>Markdown Optimization • Personalized Pricing Algorithms • Real-Time Repricing Strategies • Case Study: Online Fashion Retailer</i>                                 |
| 1100 – 1215 | <b>Subscription-Based Revenue Models</b><br><i>Pricing Tiers &amp; Freemium Models • Churn Reduction Through Pricing • Customer Retention Strategies • Case Study: SaaS Company Pricing Evolution</i>           |
| 1215 – 1230 | Break                                                                                                                                                                                                           |
| 1230 – 1330 | <b>Revenue Management in Events &amp; Entertainment</b><br><i>Tiered Ticket Pricing • Early Bird &amp; Last-Minute Pricing • Limited-Time Exclusivity Pricing • Case Study: Live Concert &amp; Sports Event</i> |
| 1330 – 1420 | <b>B2B Pricing Strategy</b><br><i>Contractual Pricing • Volume-Based Pricing Models • Value Communication &amp; Negotiation • Case Study: Industrial Supplier</i>                                               |
| 1420 – 1430 | <b>Recap</b><br><i>Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow</i>                  |
| 1430        | Lunch & End of Day Four                                                                                                                                                                                         |

**Day 5: Thursday, 02<sup>nd</sup> of October 2025**

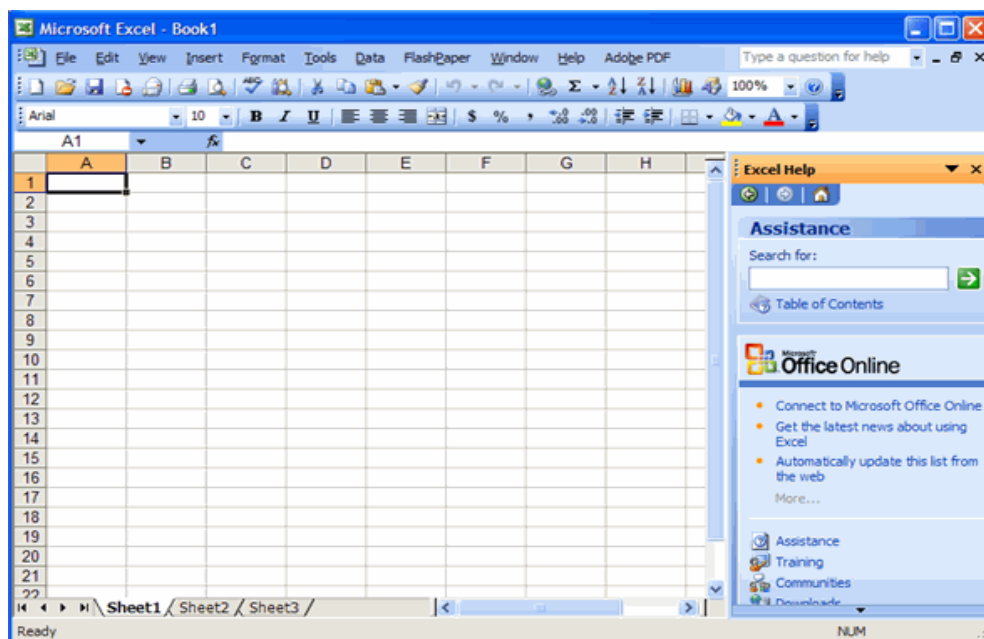
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|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 0730 – 0830 | <b>Building a Revenue Management Culture</b><br><i>Cross-Functional Collaboration • Training &amp; Communication Strategies • Change Management Practices • Role of Leadership</i>                                  |
| 0830 – 0930 | <b>Key Performance Indicators (KPIs)</b><br><i>Revenue per Available Unit (RevPAR, RevPASH, etc.) • Average Daily Rate (ADR) • Contribution Margin &amp; Profitability • Booking Window &amp; Lead Time Metrics</i> |
| 0930 – 0945 | Break                                                                                                                                                                                                               |
| 0945 – 1100 | <b>Pricing Governance &amp; Ethics</b><br><i>Legal Considerations in Pricing • Price Fairness &amp; Transparency • Anti-Trust Regulations • Ethical Pricing Practices</i>                                           |



|             |                                                                                                                                                                             |
|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1100 – 1215 | <b>Technology Tools for Revenue Strategy</b><br>Revenue Optimization Platforms • Business Intelligence Dashboards • Machine Learning Models • Integration with CRM & ERP    |
| 1215 – 1230 | Break                                                                                                                                                                       |
| 1230 – 1345 | <b>Crisis &amp; Contingency Pricing</b><br>Revenue Strategy in Downturns • Emergency Discounting Plans • Flexible Pricing Structures • Case Examples From COVID-19 Recovery |
| 1345 – 1400 | <b>Course Conclusion</b><br>Using this Course Overview, the Instructor(s) will Brief Participants about Topics that were Covered During the Course                          |
| 1400 – 1415 | <b>POST-TEST</b>                                                                                                                                                            |
| 1415 – 1430 | Presentation of Course Certificates                                                                                                                                         |
| 1430        | Lunch & End of Course                                                                                                                                                       |

### **Simulator (Hands-on Practical Sessions)**

Practical sessions will be organized during the course for delegates to practice the theory learnt. Delegates will be provided with an opportunity to carryout various exercises using “MS-Excel” application.



**MS-Excel**

### **Course Coordinator**

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