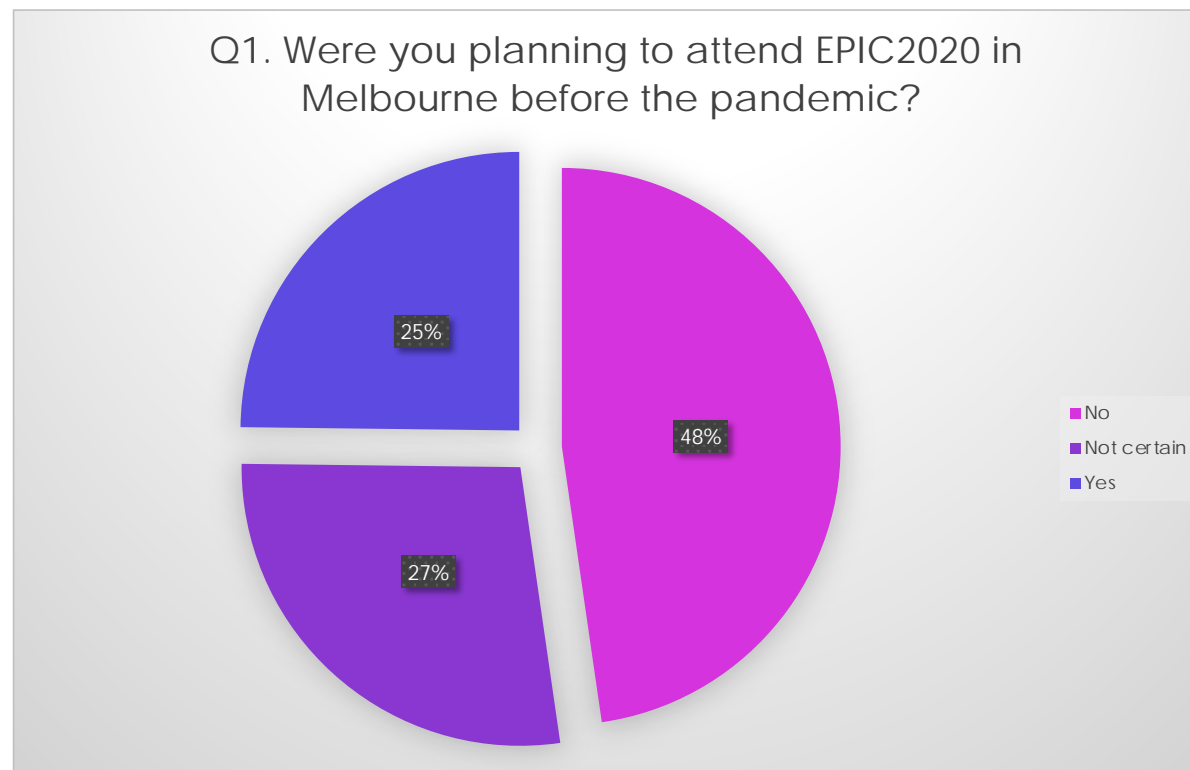




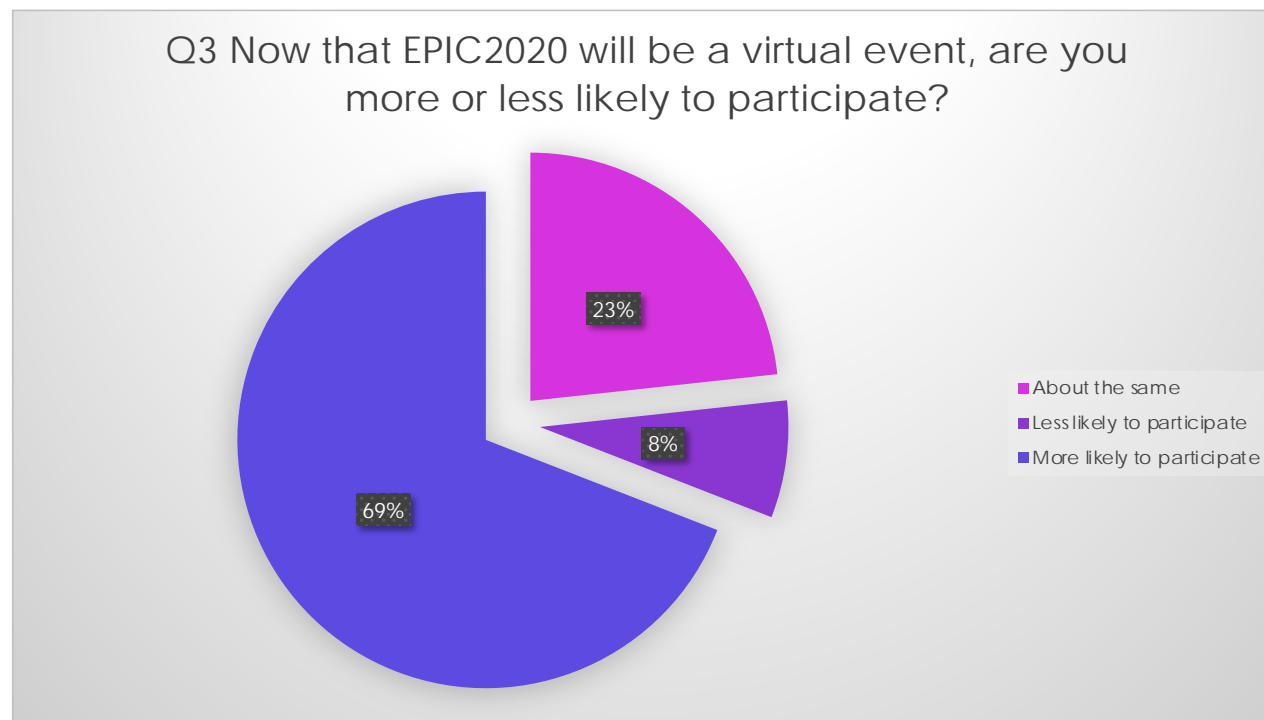
An EPIC Pricing Challenge

by
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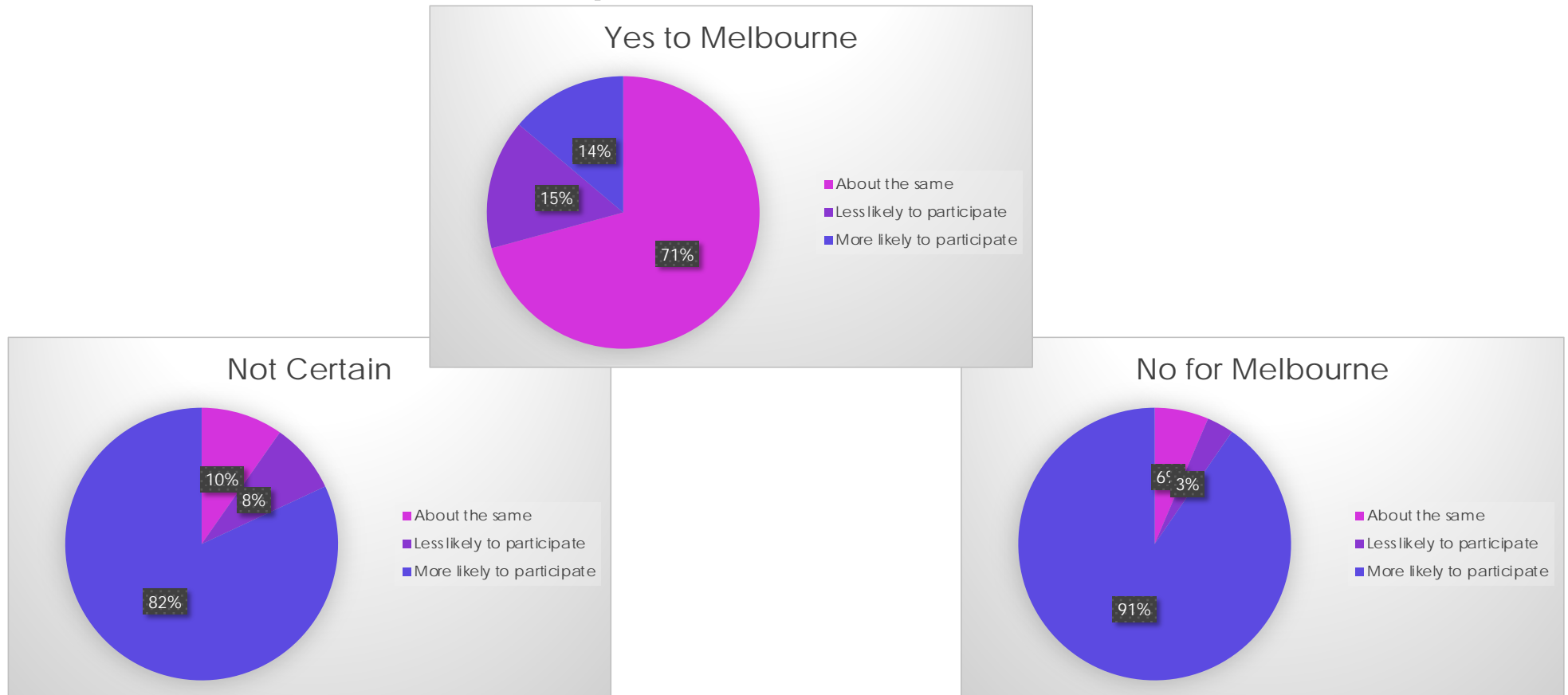
A minority of the 262 respondents were planning to attend EPIC2020 in Melbourne



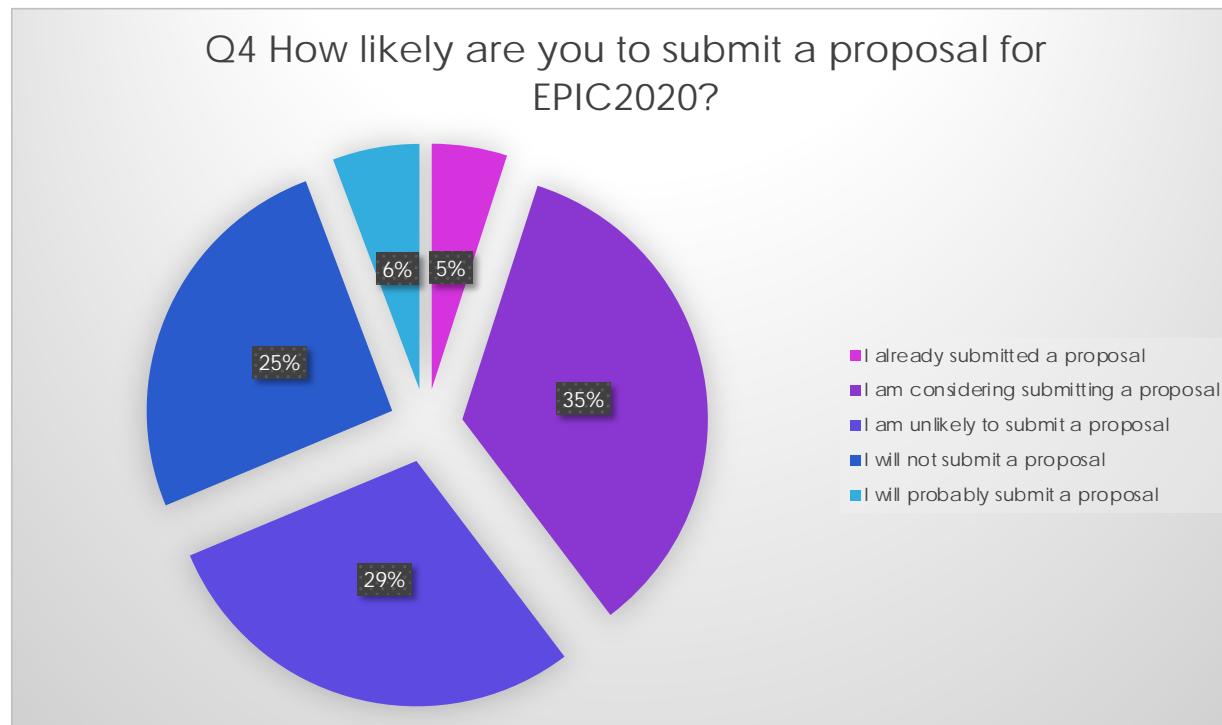
Overwhelmingly, respondents indicated that they were more likely to attend Virtual EPIC2020



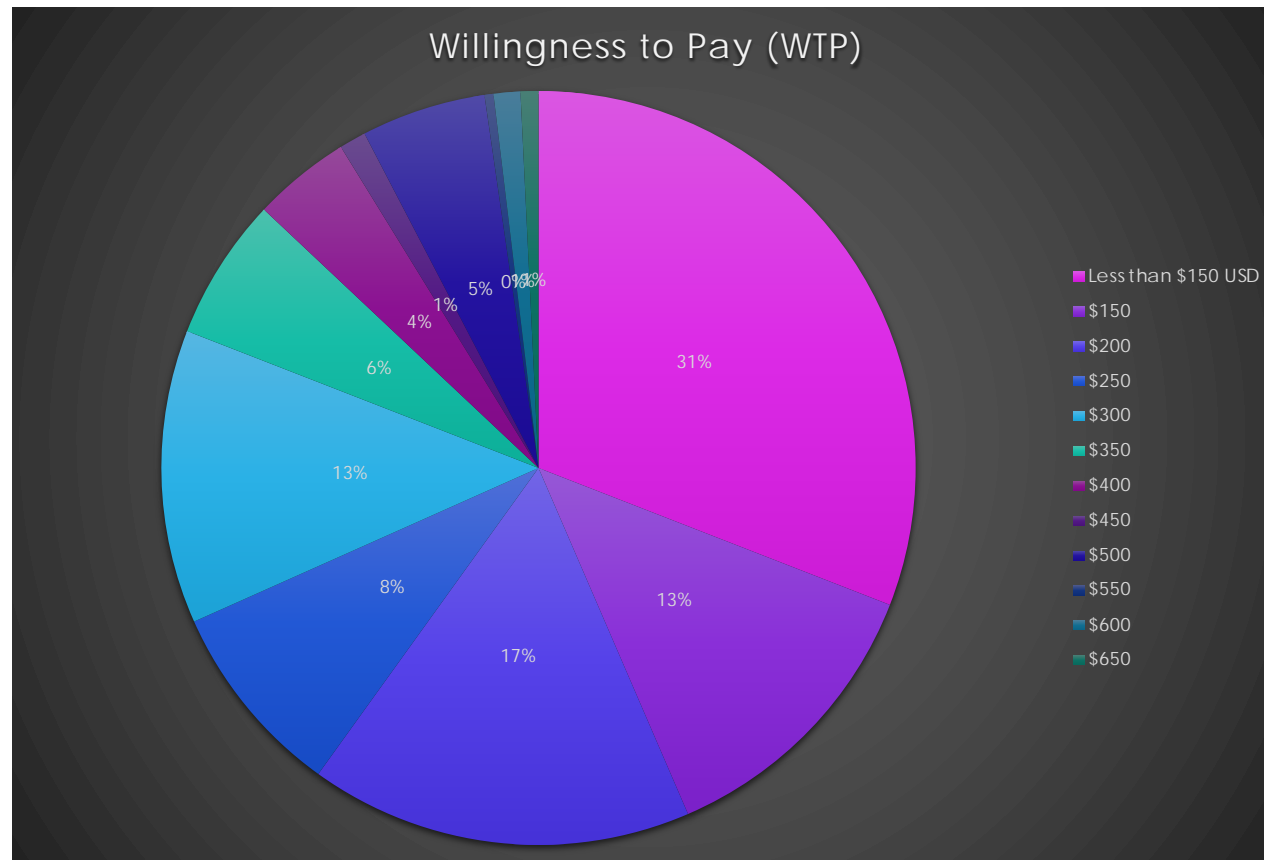
Those who were not planning to attend in Melbourne were much more likely to attend the virtual conference



Five percent of respondents had already submitted a proposal, while another six percent were likely to submit one before June 1, 2020

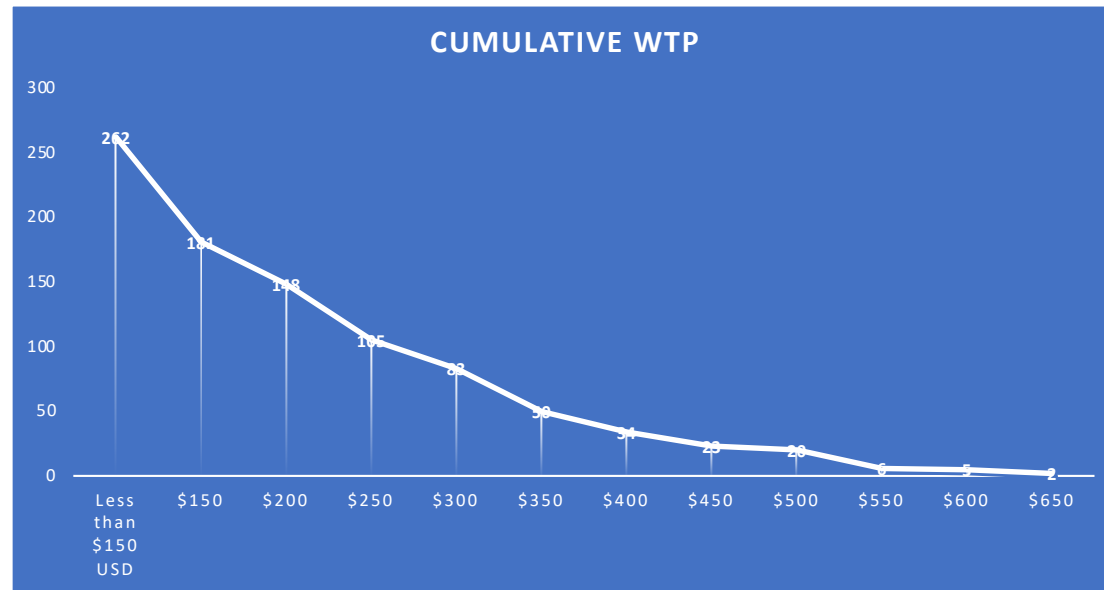


Participants' willingness to pay (WTP) is much lower than what they would pay for an in-person EPIC conference (\$650 USD)



Plot of demand at various price points

As price increases, demand decreases



Q6 Maximum WTP for EPIC2020 registration (\$USD):	Less than \$150												Grand Total
	USD	\$150	\$200	\$250	\$300	\$350	\$400	\$450	\$500	\$550	\$600	\$650	
	81	33	43	22	33	16	11	3	14	1	3	2	262
	31%	13%	16%	8%	13%	6%	4%	1%	5%	0%	1%	1%	100%
Cumulative													
	262	181	148	105	83	50	34	23	20	6	5	2	
	100%	69%	56%	40%	32%	19%	13%	9%	8%	2%	2%	1%	

What is the optimal price to maximize revenue?

Revenue in WTP model (with reimbursement)

Price	Cumulative WTP	Population 1,000	Population 1,500	Revenue 1,000	Revenue 1,500
\$400	13%	130	195	\$51,908	\$77,863
\$350	19%	191	286	\$66,794	\$100,191
\$300	32%	317	475	\$95,038	\$142,557
\$250	40%	401	601	\$100,191	\$150,286
\$200	56%	565	847	\$112,977	\$169,466
\$150	69%	691	1,036	\$103,626	\$155,439
\$100	79%	793	1,189	\$79,286	\$118,929
\$75	85%	845	1,268	\$63,406	\$95,110

- Shows trade-off of price and demand, with \$200 being the optimal price
- Green is revenue maximizing, while yellow highlights the “next best” price points

Pricing sensitivity for WTP

\$150/\$300 price points maximize revenue @ 690-1035 participants

Percent buying @ regular and economic inclusion price

Pricing Options - reimubursed WTP	Percent	1,000	1,500
250	32%	\$ 81,107	\$ 121,660
500	8%	\$ 38,168	\$ 57,252
	40%	\$ 119,275	\$ 178,912

Pricing Options - reimubursed WTP	Percent	1,000	1,500
200	44%	\$ 87,023	\$ 130,534
400	13%	\$ 51,908	\$ 77,863
	56%	\$ 138,931	\$ 208,397

Pricing Options - reimubursed WTP	Percent	1,000	1,500
150	37%	\$ 56,107	\$ 84,160
300	32%	\$ 95,038	\$ 142,557
	69%	\$ 151,145	\$ 226,718

Pricing Options - reimubursed WTP	Percent	1,000	1,500
\$100	23%	\$ 22,798	\$ 34,197
\$200	56%	\$ 112,977	\$ 169,466
	79%	\$ 135,775	\$ 203,662

Pricing Options - reimubursed WTP	Percent	1,000	1,500
\$75	15%	\$ 11,594	\$ 17,390
\$150	69%	\$ 103,626	\$ 155,439
	85%	\$ 115,219	\$ 172,829

Worst Case	1,000	1,500
	\$ 100,191	\$ 150,286

400 people 600 people

Worst Case	1,000	1,500
	\$ 112,977	\$ 169,466

560 people 840 people

Worst Case	1,000	1,500
	\$ 103,626	\$ 155,439

690 people 1035 people

Worst Case	1,000	1,500
	\$ 79,286	\$ 118,929

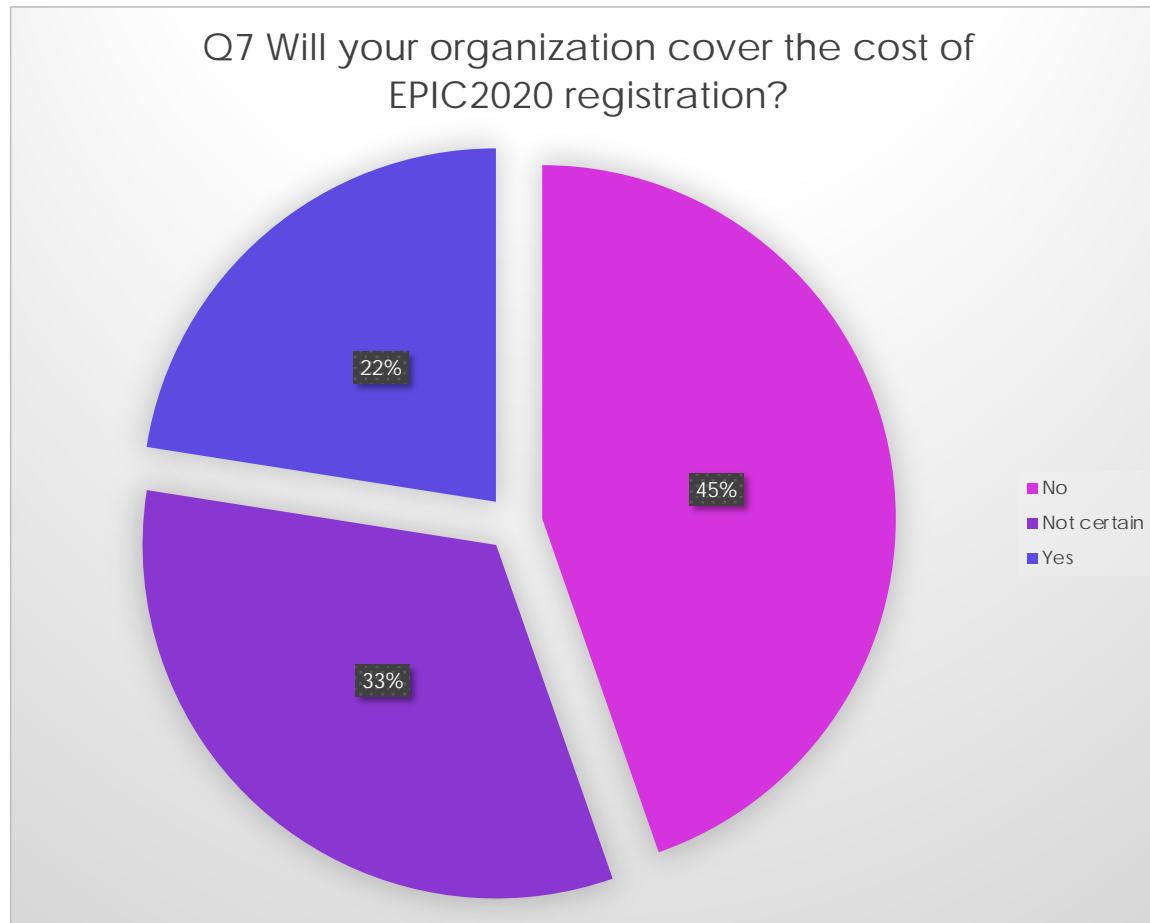
790 people 1185 people

Worst Case	1,000	1,500
	\$ 63,406	\$ 95,110

845 people 1268 people

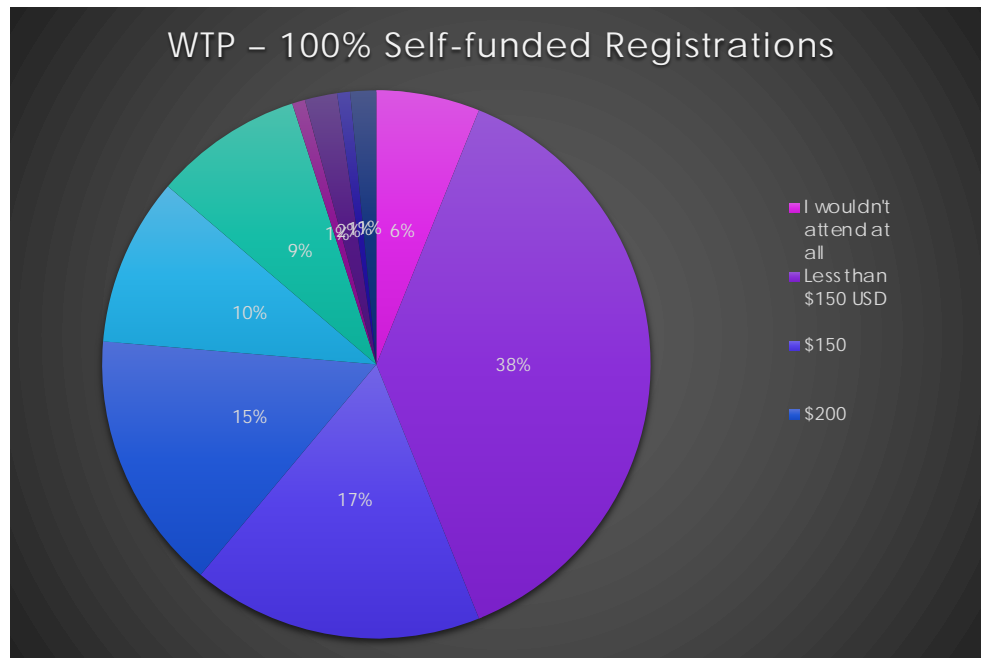
If everyone bought @ economic inclusion price

Most respondents believe they will be or might be reimbursed for EPIC2020 Registration – and have a higher average WTP



Reimbursed?	Average WTP	
No	\$	162
Not certain	\$	239
Yes	\$	297
Total Average	\$	218

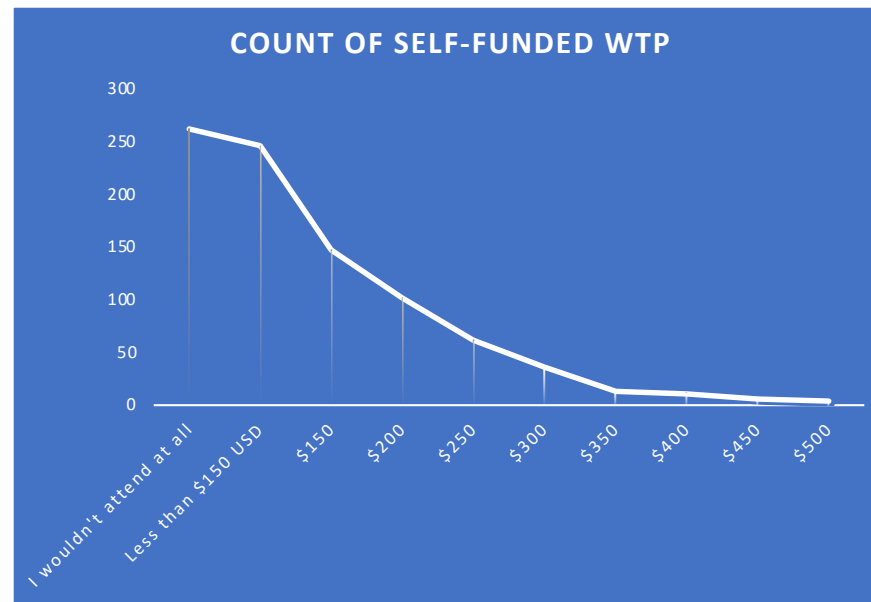
We asked people who expected to be reimbursed what would be their WTP if they had to self-fund



Q7 Reimbursed?	Q6 Avg WTP	Q6/Q8 Avg WTP	WTP Drop
No	\$162	\$162	\$0
Not certain	\$239	\$156	\$83
Yes	\$297	\$149	\$148
Total Average	\$218	\$157	\$60

- If everyone had to self-fund, average WTP would drop by \$60
- If reimbursed people had to pay their own way, their WTP would be much closer to those who were not reimbursed

Plot of demand at various price points for 100% self-funded WTP



	I wouldn't attend at all	Less than \$150 USD	\$150	\$200	\$250	\$300	\$350	\$400	\$450	\$500	Grand Total
Count of Self-Funded WTP	16	99	45	40	26	23	2	5	2	4	262
	6%	38%	17%	15%	10%	9%	1%	2%	1%	2%	100%
Cumulative	262	246	147	102	62	36	13	11	6	4	
		94%	56%	39%	24%	14%	5%	4%	2%	2%	

What is the optimal price to maximize revenue assuming worst-case scenario where no one is reimbursed?

Revenue in self-funded WTP model

Price	Cumulative WTP	Population 1,000	Population 1,500	Revenue 1,000	Revenue 1,500
\$400	4%	42	63	\$16,794	\$25,191
\$350	5%	50	74	\$17,366	\$26,050
\$300	14%	137	206	\$41,221	\$61,832
\$250	24%	237	355	\$59,160	\$88,740
\$200	39%	389	584	\$77,863	\$116,794
\$150	56%	561	842	\$84,160	\$126,240
\$100	69%	686	1,029	\$68,576	\$102,865
\$75	75%	750	1,125	\$56,250	\$84,375

- Shows trade-off of price and demand, with \$150 being the optimal price
- Green is revenue maximizing, while yellow highlights the “next best” price points
- To calculate the price/attendance tradeoff, we used the lower of Q6 and Q8 for people who answered “Yes” or “Not certain” to Q7 regarding reimbursement
 - A few respondents had a higher figure for Q8, but we assumed that self-funded would always be lower than reimbursed

Pricing sensitivity for self-funded WTP

\$100/\$200 price points maximize revenue @ 690-1035 participants

Percent buying @ regular and economic inclusion price

Pricing Options - lowest WTP	Percent	1,000	1,500
250	22%	\$ 55,344	\$ 83,015
500	2%	\$ 7,634	\$ 11,450
	24%	\$ 62,977	\$ 94,466

Pricing Options - lowest WTP	Percent	1,000	1,500
200	35%	\$ 69,466	\$ 104,198
400	4%	\$ 16,794	\$ 25,191
	39%	\$ 86,260	\$ 129,389

Pricing Options - lowest WTP	Percent	1,000	1,500
150	42%	\$ 63,550	\$ 95,324
300	14%	\$ 41,221	\$ 61,832
	56%	\$ 104,771	\$ 157,156

Pricing Options - lowest WTP - Estimate	Percent	1,000	1,500
\$100	30%	\$ 29,645	\$ 44,468
\$200	39%	\$ 77,863	\$ 116,794
	69%	\$ 107,508	\$ 161,261

Pricing Options - lowest WTP - Estimate	Percent	1,000	1,500
\$75	19%	\$ 14,170	\$ 21,255
\$150	56%	\$ 84,160	\$ 126,240
	75%	\$ 98,330	\$ 147,495

Worst Case	1,000	1,500
	\$ 59,160	\$ 88,740
	240 people	360 people

Worst Case	1,000	1,500
	\$ 77,863	\$ 116,794
	390 people	585 people

Worst Case	1,000	1,500
	\$ 84,160	\$ 126,240
	560 people	840 people

Worst Case	1,000	1,500
	\$ 68,576	\$ 102,865
	690 people	1035 people

Worst Case	1,000	1,500
	\$ 56,250	\$ 84,375
	750 people	1125 people

If everyone bought @ economic inclusion price

\$150/\$300 price points maximize revenue for base model
\$100/\$200 price points maximize revenue for self-funded WTP

- The maximum revenue-generating price-pair drops by \$50 from the first model (people believe they will or might be reimbursed) to the self-funded WTP model, where people would not be reimbursed.
- For two-tier models, the “worst-case scenario” always has the same revenue as the one price models at the economic inclusion price
 - i.e., worst case at \$150/\$300 is equal to single price at \$150
- Note: We did not survey people at the \$100 or \$75 price points. We assumed that 33% of people who stated “less than \$150” would be willing to pay \$100 and that 50% would pay \$75.

People who attended at least one prior EPIC conference had a higher average WTP for both models

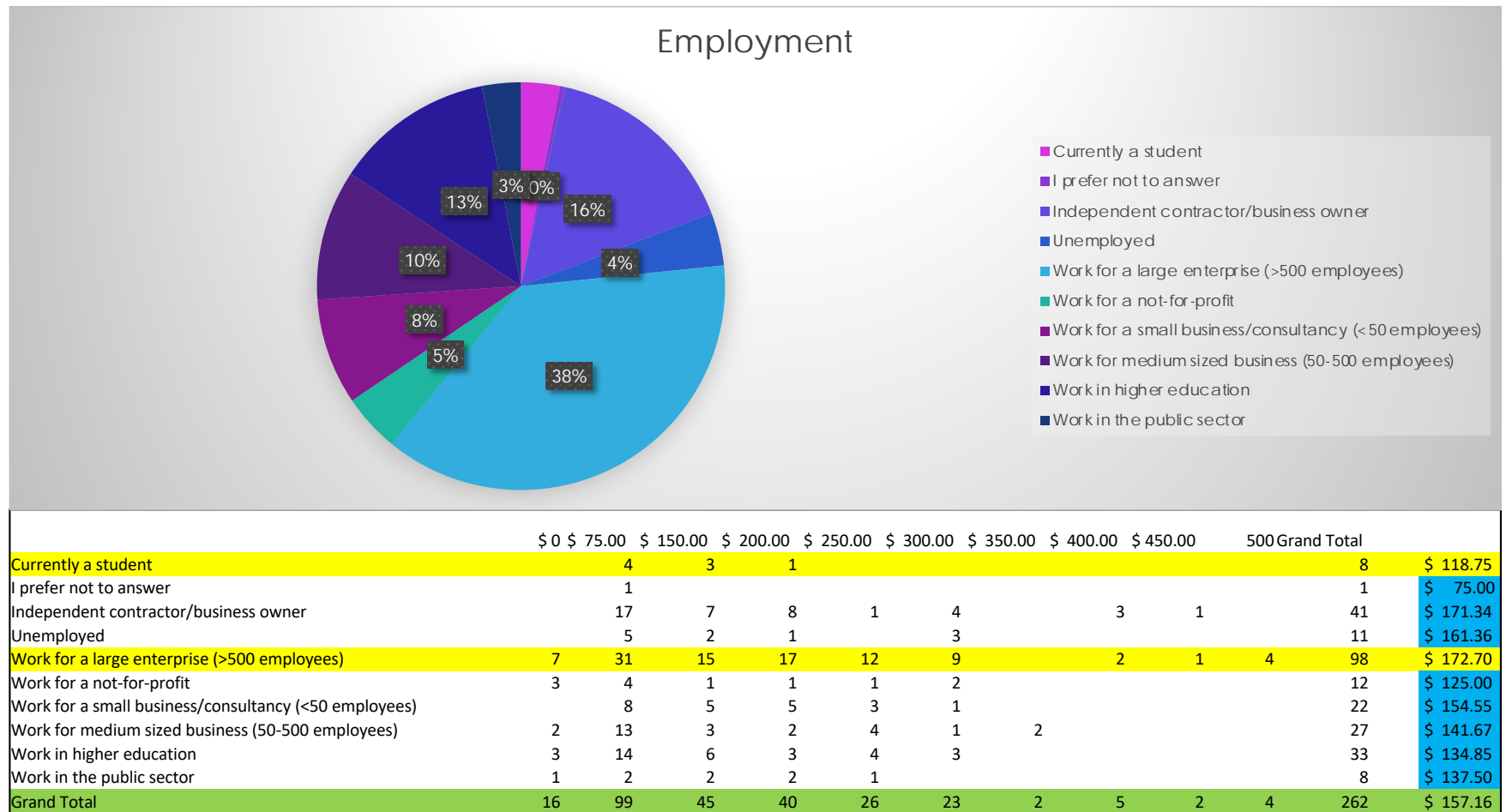
Attended	Count	Percent	Q6 Avg WTP	Q6/8 Avg Self WTP	Difference
Never	115	44%	\$ 193.04	\$ 136.52	\$ 56.52
At least once	147	56%	\$ 236.90	\$ 173.30	\$ 63.61
Difference	262		\$ 43.86	\$ 36.78	

- People who attended a prior conference had an average WTP of \$37-44 more than those who had never attended a conference
- If people were 100% self-funded, the average WTP would drop by \$57-64

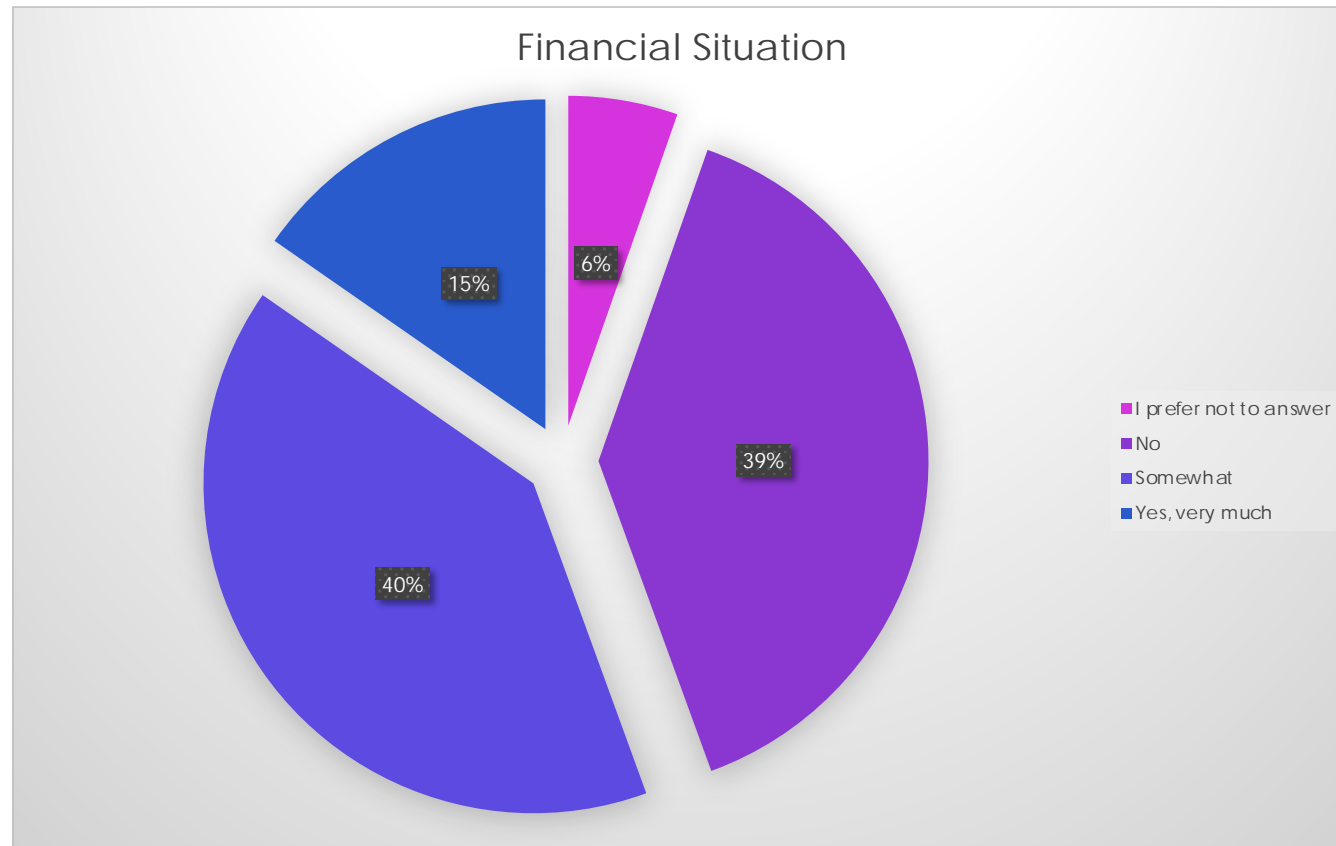
Although Australian respondents were overrepresented in the sample, their average ticket price (WTP) was near the mean, so no adjustments were made to the model

	Registration Price - Self-funded WTP											Grand Total	Average ticket price	
	\$	-	\$ 75	\$ 150	\$ 200	\$ 250	\$ 300	\$ 350	\$ 400	\$ 450	\$ 500			
Australia	3		9	3	4	4	3		2			28	28 \$	165.18
Belgium					1							1	1 \$	200.00
Brazil			1	1								2	2 \$	112.50
Canada			6		3	1	3				1	14	14 \$	192.86
Costa Rica							1					1	1 \$	300.00
Denmark	1		4									5	5 \$	60.00
Finland						1						1	1 \$	250.00
France			1		1		1					3	3 \$	191.67
Germany			1			1	1					3	3 \$	208.33
India			2			1						3	3 \$	133.33
Ireland					1							1	1 \$	200.00
Netherlands			1	2								3	3 \$	125.00
New Zealand			1	1								2	2 \$	112.50
Norway			1									1	1 \$	75.00
Panama									1			1	1 \$	400.00
Portugal			1	1								2	2 \$	112.50
Singapore					1							1	1 \$	200.00
South Africa			1									1	1 \$	75.00
Spain	1											1	1 \$	-
Sweden				1								1	1 \$	150.00
Switzerland			3		1							4	4 \$	106.25
Thailand			1									1	1 \$	75.00
Turkey			1									1	1 \$	75.00
United Arab Emirates				1								1	1 \$	150.00
United Kingdom of Great Britain and Northern Ireland			8	5	1	1						15	15 \$	120.00
United States of America	11		57	30	27	17	14	2	2	2	3	165	165 \$	160.76
Grand Total	16		99	45	40	26	23	2	5	2	4	262	262 \$	157.16

Students had the lowest WTP and employees of large companies had the highest WTP



Impact of pandemic on participants' financial situation was somewhat limited



Pandemic's financial impact and willingness to pay appear unrelated!

