

## **Greater Philadelphia Cultural Alliance – Pricing Workshop and Consultancies**

### ***The Situation***

The Philadelphia Cultural Alliance's offerings include programs and services in marketing, policy and advocacy, grantmaking, research, and health and employee benefits and its impact reaches 375 member organizations as well as the region as a whole. □ The Cultural Alliance is one of the leading cultural alliances in the country; helping shape major regional policy decisions, increasing public engagement in arts and culture, and ensuring that culture is a key element of Philadelphia's renaissance.

The Pricing Institute was engaged to deliver a day-long pricing workshop to the Alliance's members and provide consulting sessions to individual member organizations on the second day.

### ***Action***

The pricing workshop was attended by representatives of over 30 organizations. Key topics covered in the workshop included:

- Pricing theory and strategy
- Value vs. price
- Price differentiation
- Price metrics and value fences
- Revenue management
- Case study exercise
- Six point pricing plan

On the second day Pricing Institute principals conducted consulting sessions with individual Alliance members. During the sessions members leveraged the learnings from the workshop to discuss specific pricing issues.

### ***Client Quote***

"The workshop was a big hit. Our members got a lot out of the session. The Pricing Institute got them thinking about pricing in very different ways. You did a terrific job of mixing pricing theory and strategy with actual case studies, and the day flew by. Those who participated in the consulting sessions found them very worthwhile" John McInerney, Vice President of Marketing and Communications, Greater Philadelphia Cultural Alliance