



# AESA

ASSOCIATION OF  
EDUCATIONAL SERVICE AGENCIES

# Experimentation, Pricing, and Innovation Workshop



**March 19-20, 2024**



**Salem, Oregon**  
Willamette ESD



## Why Attend?

- ESAs need to become entrepreneurial.
- Turn to AESA for the tools to help your leadership team with business strategy.
- Take your ESA's business strategy to the next level!



## Registration

\$1,500 for an individual  
\$1,000 per person for a team of 3+

## TAKE YOUR ESA'S BUSINESS STRATEGY TO THE NEXT LEVEL

In this interactive workshop, AESA brings you the tools to help your team with its business strategy by exploring the following:

### EXPERIMENTATION

Use the active science of experimentation to make better decisions that have greater impact.

- Learn the difference between an experiment and a pilot program.
- Why experimentation is important.
- Ways to design meaningful experiments.
- How to experiment in ways that do not upset the customer.

### PRICING

Pricing is challenging for any organization. Price with confidence when you learn how to optimize pricing for products and services.

- How to properly identify and apply costs when setting a price.
- Processes for making better pricing decisions.
- Business models for products and services.
- Using ESA examples to practice the application of sound pricing principles.

### INNOVATION

ESAs strive to be innovative, but innovation is often easier said than done. Here's what you will learn:

- Processes to generate good ideas.
- Ways to encourage innovation.
- How to think about your organization's policies and procedures as they relate to innovation.

**REGISTRATION NOW OPEN!**  
[www.aesa.us](http://www.aesa.us)

