

KEYNOTE · 45 MINUTES · IN PERSON OR VIRTUAL

The Price of Influence Across Cultures: Winning the Yes in a Global Workplace

A pricing truth that most professionals learn too late: the same product commands a different price in different markets. Ideas work exactly the same way. The pitch that wins in Sydney falls flat in Singapore; the direct ask that works in Amsterdam reads as pushy in Tokyo.

Having priced products - and ideas - across Asia, Oceania, and Europe, Claire shows audiences that influencing across cultures isn't about memorising etiquette. It's about repricing: understanding that what your buyers value, how they signal agreement, and who really decides all shift across borders. The method stays the same; the market changes.



WHO IT'S FOR

Leaders and professionals in international organisations - anyone managing across regions, selling ideas to global stakeholders, or working in teams where a yes means different things in different offices.

WHAT TO EXPECT

- 01 How to read what buyers in different cultures actually value.
- 02 How to adapt and position the same idea for different markets.
- 03 How to spot the silent no before it costs you months.

"Claire was an impactful and succinct speaker who made her ideas land clearly. I liked how she structured her talk around three key lessons, each brought to life with relatable stories and examples. A genuinely thought-provoking session."

Tim Stout · Head of Growth & Innovation, Consumer Intelligence, UK

"I'm learning from every interaction with Claire — even her Saturday morning reminders are smart and impactful. Since attending her workshop, I've been taking much more time to build my agenda, consciously threading my story and simplifying my messages. The regular reminders of her lessons have helped ensure these new habits stick."

Andy O'Brien · Pricing Director, EPIC Conjoint, Ireland

ABOUT CLAIRE

Claire Wang is an international pricing strategist who has spent two decades pricing the invisible - foreign exchange, telecoms, insurance - across three continents. She had to learn the hard way how to walk into a room of senior executives and walk out with her ideas endorsed - and turned what she learned into her first book, *The Price of Influence*. Based in France, working worldwide.