

Effective Sales Forecasting and Demand Planning

9th -10th July, 2012, Concorde Hotel Kuala Lumpur, Malaysia
12th-13th July, 2012, Grand Sukhumvit Hotel Bangkok, Thailand

Key Benefits of Attending this Workshop:

- ◆ **Understand** the Demand Forecasting and Planning Cycle in the Supply Chain
- ◆ **Learn** Various Data Mining Skills and Structures for Creating Forecast Decision Support System
- ◆ **Obtain** Major Techniques to Use Various Models for Forecast and Demand Analysis
- ◆ **Know** the Ways to Make Model-based Seasonal Adjustments and Forecasts
- ◆ **Identify** Methods to Work with Residuals and Forecast Errors to Improve Forecasting Performance

What Makes Long Trends Corporate Training Courses Special?

- ◆ Interactive training sessions, proactive discussions and opportunities for experiences and skills sharing
- ◆ Small groups to ensure an effective learning environment
- ◆ Real-life case studies which enable the participants to apply what they have learned during the courses and enhance their understanding of the subject-matter
- ◆ Comprehensive course material including extensive documentation containing additional informative material, printout of presentation, case studies complete with proposed solutions and tools kits

COURSE DIRECTOR



Hans Levenbach, PhD

- Founder and President, Delphus, Inc. U.S.A
- Past President, International Institute of Forecasters (IIF)
- Member of the Editorial Board of FORESIGHT
- Member of The Association for Operations Management (APICS)
- Member of Institute for Operations Research and the Management Sciences (INFORMS)
- Member of American Statistical Association
- Elected Member of the International Statistics Institute
- Co-author: Forecasting: Practice and Process for Demand Management

Important: to take full advantage of this course, participants are required to bring their own laptop to run the computer exercises

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INFORM INFLUENCE INNOVATE

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Tel: (65) 6316 2098 | Fax: (65) 6404 8964
Email: enquiry@long-trends.com

All participants will receive a course certificate issued by Hans Levenbach

WORKSHOP OVERVIEW:

Effective sales forecasting and demand planning across the supply chain can help improve productivity, reduce operation cost, increase revenue and profits, consequently enhance the competitive advantage of the businesses.

This two-day hands-on intensive training course is designed to equip the attendees' with comprehensive knowledge and techniques to do forecasting and demand planning in a complex business environment.

Upon completion of this course, participants can expect to acquire sufficient knowledge and techniques to independently do sales forecasting and demand planning to support critical business decision making, consequently enhance the productivity and competitive edges of their organizations.

WHO SHOULD ATTEND THIS WORKSHOP?

- ✓ Supply Chain Managers/demand Planners
- ✓ Sales director/managers
- ✓ Production Managers/Operation Managers
- ✓ Market researchers, Market Analysts, marketing planners
- ✓ Strategic planning managers/Corporate Planning Managers
- ✓ Business Analysts/Finance Analysts
- ✓ Procurement Manager
- ✓ Inventory/warehouse planning managers
- ✓ Economists/forecasters

From Energy, Finance, FMCG, Telecommunications, Retailing, Travel and Tourism. Manufacturing, Pharmaceutical/Healthcare and other Industries

PRE-COURSE QUESTIONNAIRE:

To ensure that you gain maximum value from this course, a detailed questionnaire will be forwarded to you upon registration to establish your exact training needs and issues of concerns. Your completed questionnaire will be analyzed by the course trainer prior to the event and addressed during the event. You will receive a comprehensive set of course documentation to enable you to digest the subject matter in your own time.

Program Schedule

(Day 1 - Day 2)

08:30	Registration
09:00	Session 1
10:40	Refreshments & Networking Break
11:00	Session 2
12:45	Lunch
14:00	Session 3
15:30	Refreshments and Networking Break
15:50	Session 4
17:00	Course Ends

Day One

Part I – Overview: The Demand Forecasting and Planning Cycle in the Supply Chain

- ◆ What is demand forecasting, Planning and Management
- ◆ Why is demand forecasting so important?
- ◆ Role of demand forecasting in the supply chain
- ◆ Establishing A Forecasting Cycle– PEER Model
- ◆ Factors affecting demand forecasting (good factors)

Computer Workshop 1: *Defining the Target– Creating a Demand-driven Model of a Business. Cases: Automobile and Energy Industry*

Part II – Data Structures for Creating Forecast Decision Support Systems

- ◆ Ways to characterize demand activity
- ◆ Time horizons, lead-times and dimensions of a forecast
- ◆ Units of measures used to quantify demand
- ◆ A framework for secure data and information management
- ◆ Determining customer forecasting needs by organization
- ◆ Internal factors likely to influence forecast
- ◆ Designing a demand forecasting framework for data

Computer Workshop 2: *Data-driven Baseline Forecasting With Exponential Smoothing. Cases: Ice Cream and Tourism Industry*

Part III – Data, Data, Data: Mining, Exploration and Quality

- ◆ Predictive analytics– something is new?
- ◆ Methodologies for large-scale data exploration
- ◆ Decision Trees – progressive class distinction
- ◆ Basic statistical tools for summarizing data
- ◆ Traditional and nonconventional measures of variability
- ◆ Intelligent dashboards
- ◆ Data framework for on demand planning (SaaS)
- ◆ Identifying criteria for assessing data quality
- ◆ Handling exceptions in datasets
- ◆ Demand Forecaster as Data Scientist
- ◆ Data Process Framework and Checklist

Computer Workshop 3: *Data Exploration, Outlier Correction Predictive Visualization. Case: Healthcare Industry*

Part IV – Forecasting with ARIMA Time Series Models

- ◆ Creating a flexible model building strategy for ARIMA Models
- ◆ Recognizing forms of stationarity (level) and non-stationarity (trending and seasonal) in time series
- ◆ Detecting autocorrelation in time series
- ◆ Identifying non-seasonal ARIMA Models
- ◆ Comparison of forecasts with prediction limits
- ◆ Implementing non seasonal ARIMA Models
- ◆ Creating an ARIMA modeling checklist

Computer Workshop 4: *How to Create Short-term Trend Models.: Case: Residential Construction Industry*

Part V – How to Make Model-based Seasonal Adjustments and Forecasts

- ◆ Decomposition programs for seasonal adjustment
- ◆ Identifying and implementing seasonal ARIMA Models
- ◆ Creating Waterfall charts for forecast model evaluation
- ◆ Forecast test measures for multiple ARIMA models
- ◆ Best practices for ARIMA modeling

Computer Workshop 5: *Forecasting with Seasonal ARIMA Models. Case: Telecommunications Industry*

Day Two

Part VI – Designing Regression Models for Forecasting

- ◆ Finding a linear association between two variables
- ◆ Checking ordinary correlation with a nonconventional alternative
- ◆ What are regression model assumptions?
- ◆ What is a “best” fit?
- ◆ The least square assumption demystified
- ◆ The ANOVA table output for regression analysis
- ◆ Paring the output for use in forecasting
- ◆ Creating forecasts and prediction limits

Computer Workshop 6: *Using Causal Models for Advertising and Promotion Analysis. Case: Retail Industry*

Part VII- Working with Residuals and Forecast Errors to Improve Forecasting Performance

- ◆ Dealing with lack of normality in time series regression modeling
- ◆ Looking out for “Black Swans”
- ◆ How good was the fit and what does it say about forecasting?
- ◆ Dealing with non-random patterns in residuals
- ◆ Impact of error term assumptions on prediction interval determination
- ◆ Creating prediction intervals for forecast monitoring
- ◆ Using prediction limits for quantifying uncertainty in forecasts
- ◆ A checklist for multiple linear regression

Computer Workshop 7: *Taming Volatility— Root Cause Analysis and Exception Reporting. Cases: Ice Cream and Tourism Industry (cont’d)*

Part VIII - Improving Forecasts with Subjective Judgment

- ◆ What is structured judgment?
- ◆ When to make judgmental adjustments to forecasts
- ◆ Judgmental traps in forecasting
- ◆ The Delphi Method
- ◆ The forecasting audit
- ◆ A framework for setting forecasting standards
- ◆ Functional integration
- ◆ Performance measurement
- ◆ Planning for process improvement
- ◆ Overcoming barriers and closing gaps
- ◆ Forecast horizon
- ◆ Melding quantitative and qualitative approaches for forecast development and process improvement
- ◆ Creating the final forecast with Change and Chance numbers

Computer Workshop 8: Simulating The Forecasting Cycle.
GLOBL Case: GLOBL Electronics Manufacturer (a fictitious company) provides consumer electronics technology products to a broad range of customers worldwide.

Workshop participants will prepare forecasts and prediction limits for three product lines based on univariate exponential smoothing and multiple linear regression models. Objective is to prepare a three-year forecast with quantified uncertainty (Change and Chance).

Workshop Take-Aways and Closing Remarks

ABOUT THE COURSE DIRECTOR



Hans Levenbach, Phd

Dr Hans Levenbach is the founder and president of Delphus Inc., a company specializes in predictive-analytic solutions for demand planning in supply chain organizations.

Hans began his career at AT&T Bell Laboratories as an applied statistician specializing in predictive analytics, forecaster training and developing decision support systems. After the breakup of the Bell System he founded Delphus, Inc. He has taught statistics and forecasting courses at Columbia University as well as MBA Statistics at New York University.

He is an elected Fellow, Past President, Treasurer of the International Institute of Forecasters (IIF), and served on the editorial board of FORESIGHT, the practitioner journal published by the IIF. He is also a member of APICS, INFORMS, American Statistical Association and elected member of the International Statistics Institute.

In collaboration with the International Institute of Forecasters, Hans has been instrumental in designing and constructing “Certified Professional in Demand Forecasting” (CPDF) curriculum for the professional certification of demand forecasters globally. He is a co-author (with Jim Cleary) of “Forecasting: Practice and Process for Demand Management.”

Dr. Levenbach’s clients include but not limited to:

- Kodak
- Lucent Technologies
- IBM
- TAP Pharmaceutical
- Pfizer
- Bristol Meyers-Squibb
- Estee Lauder
- US Postal Service
- Coca Cola
- Volvo Cars North America
- Ferrari North America, Inc
- Guernsey Bel. Inc
- TDS/Time Warner
- L’Oreal

And many more.....

In-house Training Solutions

Make use of Long Trends’ expertise in the training industry and have this course customized to your company/ organization at a time/venue of your choice and at a cost attractive to you! For more information, please email: enquiry@long-trends.com

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PLEASE COMPLETE COMPANY DETAILS

Company Name _____

Billing Address _____

Contact Person Name: _____

Job Title: _____ Email: _____

Mobile: _____ Fax: _____

Approval Manager's Signature: _____

DELEGATE INFORMATION

1st Delegate
Name (Dr/Mr/Ms) _____

Job Title: _____ Department: _____

Mobile: _____ Email: _____

2nd Delegate
Name (Dr/Mr/Ms) _____

Job Title: _____ Department: _____

Mobile: _____ Email: _____

3rd Delegate
Name (Dr/Mr/Ms) _____

Job Title: _____ Department: _____

Mobile: _____ Email: _____

REGISTRATION FEES INFORMATION

PACKAGE FEE (Per Delegate)	Single Booking
EARLY BIRD RATE (register and pay before (11/05/2012))	<input type="checkbox"/> SGD 1995
STANDARD RATE (register and pay before (08/06/2012))	<input type="checkbox"/> SGD 2295
REGULAR RATE (register and pay after (08/06/2012))	<input type="checkbox"/> SGD 2495
* SUPPLEMENTARY E-LEARNING	<input type="checkbox"/> SGD645

* Delegates who register for this course has the option to register for a supplementary six e-learning workshops conducted by Dr. Levenbach. After successfully finish these six e-learning workshops, attendees will be awarded Certified Professional in Demand Forecasting Master Designation, which is aligned with International Institute of Forecasters requirements (IIF).

- Group Booking Package is ONLY applied to 3 or more participants from the same organization.
- A 7% GST is applicable to all Singapore based companies for Singapore venue.
- Fees include luncheons, refreshments, complete set of document and 20% service charge. It DOES NOT include cost of Accommodation and Travel

EASY WAYS to REGISTER

- ☎ Phone : (65) 6316 2098
- ☎ Fax : (65) 6404 8964
- ✉ Email : enquiry@long-trends.com

PAYMENT

All payments MUST be made in Singapore dollars (SGD).

- Payment by SGD cheque or bank draft must be made in favor of "Long Trends Pte Ltd". This payment method ONLY applicable for companies based in Singapore.
- Payment by Telegraphic Transfer in SGD must be made to:

Long Trends Pte Ltd
A/C No: 527-807036-001 (SGD)
Oversea-Chinese Banking Corporation Limited
65 Chulia Street, OCBC Center, Singapore 049513
Bank Swift Code: OCBGSGSG
Bank Code: 7339
Branch Code: 527

IMPORTANT NOTE:
Registration and Payment MUST be made on or before due date to enjoy the discounts.

For guaranteed seats, full payment is required to be made before the event.

CANCELLATION Should you be unable to attend, a substitute delegate is welcome at no extra charge. Cancellations must be received in writing at least 10 business days before the start of the event, to receive a refund less 10% processing fee per registration. The company regrets that no refund will be made available for cancellation notifications received less than 10 business days before the event.

DATA PROTECTION: Data entered in this registration form will be held on a database and maybe shared with Long Trends' partners for marketing purposes. If you do not want to receive these offers, please email to info@long-trends.com

HOTEL INFORMATION

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