DoubleTree by Hilton Centraal Station | Amsterdam, Netherlands

BUSINESS PLANNING FORECASTING & S&OP

C O N F E R E N C E

W/ 1-DAY FORECASTING & PLANNING TUTORIAL

14 – 16 NOVEMBER 2018   **E U R O P E**

SILVER PACKAGE
ONLY €1289 (EUR) |
$1399 (USD)

WHEN YOU REGISTER BY
12 OCTOBER 2018

FREE REGISTRATION !
GET THE 4TH PERSON FREE! FOR EVERY 3 REGISTRATIONS

IBF MEMBERS ONLY

WEDNESDAY | 14 NOVEMBER 2018 | 09:00 – 16:00

FUNDAMENTALS OF DEMAND PLANNING & FORECASTING TUTORIAL

For IBF Members Only
*with your conference registration**
**Fee for Tutorial Only*

IBF will provide expert instruction on the Fundamentals of Demand Planning & Forecasting, based on IBF's body of knowledge used by 1000's of global companies. You'll hear about what works and what successful companies are doing today to improve business performance.

If you get the forecast right, you will be able to optimize inventory, improve customer service, foster more collaboration and energize your S&OP process, while increasing profitability and market-share. The hands-on and interactive nature of the program will foster discussion and idea sharing with participants to ensure knowledge shared is fully absorbed.

Also, with the limited supply of qualified demand planning & forecasting professionals in the marketplace, a global phenomenon, you have a chance to supercharge your career in this profession. The IBF has the salary benchmarking reports to prove it.

Key Learning's:
- How to measure forecasting performance, a key to continuous improvement
- Learn next level forecasting analytics used by best-in-class companies
- How to analyze and treat data before using your ERP System
- How to prepare baseline forecasts using Time Series methods, the most widely used method for forecasting
- How to use Regression/ Causal analytical methods to explain, forecast, and drive demand
- How to forecast and plan new products, where limited or no data may be available
- And much more

Plus, this workshop is an excellent step in preparing and becoming a Certified Professional Forecaster (CPF)! Exams will be offered on 17 November 2018.

MORNING | 9:00–12:10

ROLE OF FORECASTING IN THE ORGANIZATION
- Benefits and its impact on supply chain, management decisions, financial plans
- Responsibilities/Accountability
- Consensus development and management support
- Relationship to other decision and planning processes
- Cross-function participation and involvement

S&OP & FORECASTING PROCESS
- Process design and interfaces
- Cross-functional involvement and consensus building
- Forecaster competencies & skills
- Forecast user Information needs
- Risk and error tolerances

FORECAST ERROR MEASUREMENT
- Importance of error measurement and analysis
- Sources and remediation of error
- Interpretation and application of error metrics
- Mean Absolute % Error (MAPE)
- Weighted Mean Absolute % Error (WMAPE)
- Error analysis and cost of error

DATA MANAGEMENT AND DATA CLEANING
- Data identification and definition
- Structure of time series data
- Data collection and analysis
- Identifying and adjusting for anomalies

12:15–13:15 | LUNCH

AFTERNOON | 13:20–16:30

HOW TO FORECAST WITH TIMES SERIES MODELS –
The most widely used method of forecasting
- Importance of pattern identification
- Time series model development
- When to use time series models
- Advantages and disadvantages of time series
- Event adjustments and when to use
- Underlying assumptions
- Widely used time series methods – averages, naïve model, exponential smoothing, decomposition, trend, seasonal, and other time series methods

HOW TO FORECAST WITH REGRESSION ANALYTICS –
Forecasting and evaluating causes of variation in demand
- When to use Regression
- Advantages and disadvantages
- How to build a regression model for demand
- Application in estimating effects of promotions, pricing, advertising, and other program actions
- Using regression methods in conjunction with time series forecasting

NEW PRODUCT FORECASTING –
Forecasting over Longer Time Periods with Greater Unknowns
- Challenges of New Product Forecasting
- Opportunity identification and evaluation
- Product lifecycle structure and estimation
- Qualitative forecasting methods
- Diffusion models
- Quantitative forecasting methods
- Expected error and accuracy

MS-EXCEL will be Used for Demonstration Exercises. Bring Along Your Laptop (Optional)

Jeff Baker, CPIM, CSCP, CPF
Senior Education and Business Advisor
INSTITUTE OF BUSINESS FORECASTING & PLANNING (IBF)

Institute of Business Forecasting & Planning

GENERAL SESSIONS

1 The Real S&OP: Integrating Demand Planning With Finance For Increased Profit & Growth

S&OP is traditionally seen as a planning domain, and driven by KPIS in the Sales and Planning teams. But should S&OP be limited to demand planning? In short, no. It should incorporate Sales, because they hold valuable information we can use for our forecasts. But that's not all – we want to include Finance and Supply Chain Finance into the process too. And it stands to reason because we get access to a wider range of information, align cross-functional goals, and use the insights from demand planning to inform strategic decisions. In this hands-on session I will describe how Ecolab, an American global provider of water, hygiene and energy technologies, has been engaging Finance and Supply Chain Finance into the S&OP process,

and how we have been leveraging these functions' expertise to improve the bottom line. I will reveal how you can integrate your demand planning, supply chain and Finance functions with practical tips you can implement right away. This is the future of S&OP, and how it should have been done all along.

You will learn:
- How to effectively integrate Finance to be a key support to the S&OP process
- How we at Ecolab developed our S&OP processes to focus on bottom line improvement
- Examples of the key benefits resulting from S&OP and Finance integration

Valentina Coco Hary
Senior Supply Chain Finance Manager
ECOLAB

2 Smooth Operator: Global S&OP Implementation & Change Management At A Global Lubricants Company

Over the past 4 years, we have been managing the transformation of S&OP at Petronas Lubricants International. The scale of this project was vast, which necessitated not only a sound understanding of the S&OP process, but a solid approach to project management and company-wide change management. This hands-on session will explain our journey of shaping strategy, implementing new business processes for S&OP stakeholders and managing change for all those related to the process (most people in the company). We will discuss not only the process and tools but also the all-important changes in culture and mindset that are required to inspire adoption of S&OP across different regions. I will share our story, complete with challenges, problems, and practical tips to help you with your own journey.

You will learn:
- The importance of change management when it comes to implementing global S&OP
- How the process was established and rolled out in different geographical areas
- How a project team needs to work "behind the scenes" prior to approaching a particular region

Sven Smets, CPF
Demand Planning Manager
PETRONAS LUBRICANTS

3 Knowledge Is Power: Getting Highly Valuable Data With Collaborative Forecasting

In any organization, different departments have different types of information that influence the demand plan. Marketing influences the base forecast with their promotions, Sales makes deals with customers, and customers sometimes decide by themselves to do big marketing campaigns for your products. In short there are many variables that affect demand that happen inside and outside your company – and we want to know them all so we can make the best forecasts possible. But it can be an overwhelming prospect to gather all this data, let alone managing it so it can be cleansed and inputted into your forecasts. Come to this interactive session and learn how to collect and interpret these different sources of information to create a robust demand plan. I'll reveal where to focus your energies to achieve real collaborative planning between functions and build sustainable relationships with customers. In the game of forecasting, knowledge is power – I'll show you how to get it and use it to your advantage.

You will learn:
- How to set up collaborative planning between different functions for effective data and knowledge exchange
- How to plan collaboratively with customers to know what they're doing and access their data
- How to pick your battles: where to focus your time on value add activities as a demand planner

Liesbet de Munck
Demand and Supply Manager BNL
RECKITT BENCKISER

4 Sweet & Innocent: Independent S&OP & Forecasting In A Growing FMCG Business

We're Innocent and we're here to make it easy for people to do themselves some good (whilst making it taste nice too). We started innocent in 1999 after selling our smoothies at a music festival, and since then we've grown to be one of the largest chilled drinks brands in Europe. With that meteoric growth, we needed the business planning to match and that meant establishing an S&OP process. Making a chilled, short shelf life product hasn't been easy – and in the last 19 years we've learnt lots about the importance of forecasting and a robust S&OP process when it comes to effective order fulfillment. In this interactive session, we'll focus on sharing what we've learnt along the way including the one number forecast which has been crucial to our success. What's more, I will reveal why we made our S&OP process independent of Supply Chain and Sales and discuss the challenges we see ahead and how we to continue to build our business with collaborative planning - and stay Innocent.

You will learn:
- The importance (and difficulty) of a one number forecast in an FMCG business
- To ensure the purpose, vision and values of a company are reflected in the S&OP process
- Why Innocent chose to make responsibility for the S&OP process independent of Supply and Sales

Simon Ketteringham
Head of Business Delivery
INNOCENT DRINKS

"It was a fantastic opportunity to learn how other companies are addressing the challenges of demand planning and S&OP implementations at different stages of the process. It was a great way to benchmark with other organizations, compare their approaches and relate it back to our processes. It inspires change and eventually to look at things from a fresh perspective."

U. Wojdanowska *| Senior Demand Planning Manager EMEA | **CELGENE CORP***

5 Building S&OP From Scratch: How Forecasting & S&OP Was Implemented At a Pharma Giant

Hemofarm is a pharmaceutical company in Serbia, part of the STADA Group (based in Germany) with total sales of 2 billion EUR per year. The entire group was taken over this year by investment firm Bain Capital from the U.S, and as part of the supply chain restructuring process, a major S&OP initiative is underway with an external consultant tasked with implementation. In this interactive session we will reveal just what it takes to build a forecasting process from the ground up – where to start, how to scope the project, challenges and best practices. Designed to help forecasters build the required framework, process and methodologies, we'll show you how to set up statistical modeling, how to access the necessary data, and how to build collaborative and sustainable relationships with key stakeholders

You will learn:

- How to select the right statistical model and parameters
- Where and how to access valid data for your forecasts
- How to establish effective collaboration between Product Managers, Sales, Supply Chain and the Forecasting Team

Nataša Đukić Kojić, CPF
Coordinator for Sales Planning

Milan Zavišin, CPF
Associate for Sales Planning
HEMOFARM A. D. A MEMBER OF STADA GROUP

6 Demand Planning Transformation in J&J Medical Device Business

Johnson & Johnson has redefined the demand planning blueprint as part of our OneMD Planning Transformation. We have standardized and improved methods that are used to generate accurate base demand using economic data and customer demand, that reveal local trends and seasonality. These are then shared with the local and regional teams. We have developed our own Translation Methodology to easily convert commercial insights into SKU level event demand using a database that links the commercial language to the SKU, and utilizes demand history to calculate probability ratios. This allows local demand planning teams to have a full picture of base demand and event demand at local level, both in volume and in value. It also enables a sign-off on demand locally before the demand plan is aggregated for the regional sign-off and passed on to Supply. This also allows integration with the business and financial planning process, so that everyone works towards One Plan.

You will learn:

- Demand Planning decomposition and the difference between base demand and event demand
- The importance of translating to/from commercial language and using it for insight

- How to integrate demand planning and business and financial planning to work towards 'One Plan'

Marina Sologubova
Supply Chain Planning Excellence - Associate Director
JOHNSON & JOHNSON

7 Whatever Happens, Be Prepared: Scenario Planning Within the S&OP Process

When it comes to planning, the ideal would be to know exactly what will happen – of course this isn't possible, but knowing what to do in variety of potential scenarios is almost as good. Scenario planning and dynamic simulation allow you to understand changes in key drivers that impact supply, demand and inventory. You can look into the future to see how changes across these variables could impact the business, meaning that whatever happens, you have an action plan ready. Scenario Planning - when done properly and consistently - gives you the freedom to explore different options before they occur, allowing for better preparation and planning. This dramatically improves the effectiveness of your S&OP process, but what tools and methodologies do you need to make it happen? This hands-on session will reveal how to close gaps in strategic and operational planning, highlight risk and opportunities, develop playbooks, and be ready to react to multiple scenarios in order to mitigate supply chain risks. With practical tips you can implement straight away, you'll be able to react quickly, calmly and effectively to a range of business outcomes.

You will learn:

- How to minimize surprises, ranging from 6 months to 10 years in the future
- How to select and prepare scenarios for an efficient executive S&OP meeting
- How to react to multiple unexpected situations

Simone Frankema
Manager of Strategy and Process
ABBVIE

8 Special Delivery: FedEx's Journey in Demand Forecasting

Up until 2016, the demand planning team at FedEx was working with Spyglass (Excel and Access) for our forecasting. This unsophisticated approach really limited our forecasting and planning capabilities and was very time and resource consuming. We needed a better way. But where to start? In this hand-on session, I will reveal how this global brand invested in SAS DDPO software, increasing our demand forecasting capabilities exponentially, whilst making our processes much more efficient. I'll explain how we benefited from our planning becoming more granular and detailed, with more robust forecasts across hierarchies. But that's not all. I will discuss how with DDPO software, the profile of the team changed: apart

from business analysts with a good business acumen, we also needed analysts with a strong technical background (not scared of advanced analytical tools) and statistical knowledge. Come to this session and I'll how you how you can revamp your own forecasting capabilities and build the teams necessary to support them.

You will learn:
- How to ensure your change management approach gives staff the support they need
- How to perform RACI and ensure people know their role in highly interconnected processes
- How to select and approach your ERP system and the benefits of cloud and hyper flexibility

Javier Ribes Sampedro
Manager, Marketing Strategic Planning
FEDEX

9 THE ART AND SCIENCE OF FORECASTING: PLANNING THE INTEGRATION OF HUMAN JUDGMENT

From its inception, S&OP was meant to be a way to engage the entire enterprise in the continuous balancing of supply with demand, but somewhere along the way many practitioners found the challenge of engaging Finance too burdensome, and began to view their role as optional. S&OP is only 100% effective when Finance is fully engaged in the process. AOP gap analysis, simulating cash-flow impact of mitigation plans, and iterative and continuous financial projections are just some of the ways their involvement provides real value. Getting them to the table is a challenge, but with a focus on some key processes and metrics in S&OP, Finance can move from skeptics to active participants and make an enterprise's S&OP process much more meaningful. Come to this interactive session and I will show you to speak Finance's language to get them onboard and make it worth their while, identify the impact of S&OP activities on the bottom line, and spot opportunities for improvements in forecasting in planning. With these valuable takeaways you can start the process of getting Finance involved straightaway.

You will learn:
- FedEx's journey from forecasting in Excel to advanced SAS software
- The benefits we experienced from improving forecasting capabilities
- Implementation challenges and problems experienced
- How to adapt your team when developing the forecasting and planning function

Jonathon Karelse
Chief Strategy Officer
FACTORS GROUP OF NUTRITIONAL COMPANIES

10 Improving Forecast Accuracty With Artificial Intelligence and Big Data at Janssen (A Johnson & Johnson Company)

Accurate forecasts are important for any business, but are absolutely critical for pharmaceutical supply chain planning, where active ingredients require long lead times to produce and the costs of out of stocks are prohibitively high. To develop the next generation of forecasting methods, Janssen (a Johnson & Johnson company) embarked on a journey to search for more accurate forecasting solutions using artificial intelligence, machine learning and statistics. In this hands-on discussion, we will reveal how artificial neural networks provided significant improvements in monthly forecast accuracy by considering complex seasonality, bank holidays and out-of-stock information beyond that of the statistical methods that have barely changed since the 1950s. We will explain how even bigger gains were achieved by utilizing artificial intelligence with big data, using weekly and daily observations to create monthly neural network forecasts. We'll leave you with insight into the possibilities for your organization, and the benefits you can reap by leveraging AI.

You will learn:
- Janssen's journey to find better forecasting techniques by leveraging Big Data and AI
- How Jannsen uses neural networks to consider seasonality, out-of-stock information and bank holidays for improved accuracy
- How we use Big Data and the improvements in forecast accuracy it provides

Andrea Franco
Global Demand Management Supervisor
JANSSEN PHARMACEUTICALS

Sven F. Crone
Director, Centre for Forecasting
LANCASTER UNIVERSITY

11 Have Faith in the Forecast: Knowing When to Override Baseline Forecasts

Forecasters and demand planners work towards a one number forecast, whereby all viewpoints are considered and a consensus is reached. Collaboration is key to this process and sometimes, in an effort to be truly collaborative, forecasters will often override a baseline statistical forecast based on judgemental insight. Sometimes this is the right thing to do, assuming the judgemental insight is valid. Most of the time, however, it does not add value to the forecast. In fact, it can be highly dangerous and can cause the company to operate on a completely false set of assumptions. Machine learning can be used to identify non value added overrides, maximizing the value that experts add to the process, making sure valuable knowledge is incorporated whilst protecting the forecast

against erroneous assumptions. In this session we'll discuss forecast variability when overriding and how to gauge the impact, as well as avoiding common pitfalls when deciding to override a forecast. Assessing the value of qualitative information is highly effective – both in terms of leveraging knowledge from other departments, and giving forecasters the confidence to insist on sticking to the baseline when necessary.

You will learn:
- How machine learning can guide users when to override a forecast, and when not to
- How the magnitude and direction of an override impact Forecast Value Add
- Common errors in creating overrides and how to avoid them

Jeff Baker, CPF
Senior Education and Business Advisor
**INSTITUTE OF BUSINESS
FORECASTING & PLANNING**

*Institute of Business
Forecasting & Planning*

12 Designing S&OP: Quick Guide To Setting Up Governance, Processes & Forecasting

Like many processes and concepts in business, the core idea of S&OP is simple, but not necessarily easy to implement. The basic goal of S&OP is balancing demand and supply, making sure the customer gets what they ordered. After all, sales is simply demand vs. availability, and availability is capacity vs. costs. So what makes this so complicated? This hands-on presentation will walk you through the basic steps for setting up the S&OP process in your company and how to avoid the most common pitfalls. After this presentation you will have the basic knowledge needed for managing the implementation and engagement phases, and have a thorough understanding of forecasting principles from a customer journey perspective. These elements will combine to provide a practical and viable roadmap for establishing an effective and sustainable S&OP process – one that improves order fulfilment, streamlines inventory and planning, and boosts the bottom line.

You will learn:
- Why your customers want you to have S&OP in place, where to begin, and key elements to consider before implementation
- How to make your end-to-end supply chain transparent, key performance metrics, and how to start forecasting
- How to secure and maintain engagement from stakeholders and who should lead the implementation initiative

Jordi Zwart
Sr. Client Operations Manager
ASURION

asurion

13 Singing From The Same Hymn Sheet: Standardizing Global S&OP Across Multiple Sites

Back in 2014, GCS group, part of RPC Bramlage division, launched a project to review and standardize its existing systems to support the S&OP process across its multiple business units on three continents. The main objective was for each business unit in this global plastics company to better anticipate its supply chain needs and to be able to collaborate more easily by sharing the right information at the right time. The S&OP road map initiated by the executive committee was focused on the anticipation of capacity requirements and/or stock builds to meet customer demand in the next 12 months, and on the optimization of its asset management (e.g. purchase or transfer of equipment between sites to improve equipment capacity utilization). In this interactive session, I will share with you our experience implementing S&OP complete with organizational considerations, processes and pitfalls, and how S&OP helped us generate improvements in our customer service level while optimizing working capital. I will leave you with an understanding of how improved demand visibility from standardized global S&OP enables better strategic decisions and more effective executive S&OP meetings.

You will learn:
- How to establish a collaborative process for multi-site implementation
- How to provide functional support for the sales and operations team to manage risk in S&OP
- How to involve top management (CEO, Finance, Operations, Sales and Marketing and Supply Chain) into the executive S&OP meeting

David Le Roy
Supply Chain Project Manager
RPC BRAMLAGE

14 Danone's Race Against Time With Perishable Food: Planning for Short Shelf-Life Products

When you work in the food industry, there are basic realities you must accept and work around. Foremost amongst these is the fact that food expires – it rots and becomes worthless in a short amount of time. Returns are a thorn in the side for any industry but for us, it means money going up in smoke (or decomposing before our very eyes.) Sourcing it, distributing it and selling it quickly is therefore our number 1 priority. In this interactive session I will discuss what fresh products are, take you through the challenges of forecasting for short shelf life products, and show you how to minimize wastage for short shelf life products, all whilst increasing the bottom line. I will reveal ways to construct an effective demand plan and find ways for sales to ensure distribution is on track with the right ordering mechanism. Moreover, you will learn how fresh, short shelf life, and long-life foods can all be managed under a single portfolio.

You will learn:

- Learn how to forecast for fresh/short shelf life products and create demand for fresh products to minimize returns and wastage
- Importance of the difference between Net and Gross Volume in a business that deals with short shelf life products
- Ways to improve the bottom line for the organization and best practices to monitor performance in short life cycle portfolios

Mustafa Siddiqui
Sales & Operations Planning Manager
ALSAFI DANONE

15 Layers Upon Layers: Implementing Forecast Layering To Leverage The IBP Process

SunOpta, a 1.6-billion-dollar company in the food industry, is implementing radical initiatives to improve the bottom line, support company growth and provide a more accurate future financial picture. The cornerstone to this overhaul is Integrated Business Planning which will allow the company to integrate the commercial, operational and financial processes. In this interactive session, I will reveal how SunOpta is rolling out new forecasting software that will facilitate layered forecasting, and support demand planning activities by providing rolling monthly forecasts to the finance and supply planning teams for all product platforms. You will learn what tools and process we are implementing to facilitate planning information flow, including the necessary apps and enterprise architecture. What's more, I will discuss how layering the forecast provides visibility into different types of demand, which will enable us to develop multiple scenarios for better financial and operations planning.

You will learn:

- What forecast layering is and how it works
- The business case to implement forecast layering during the rollout of new forecasting software
- Optimal Enterprise Architecture and the connectivity between different IT tools to streamline the financial modelling process and capacity planning scenarios

Xavier Orozco-Aviles,
Corporate Director of Demand Planning
SUNOPTA

16 S&OP Probably Isn't Driving Your Strategy: Here's Why, & What To Do About It

S&OP/IBP and company strategy rarely go hand-in-hand which is a shame because these business processes can drive effective decision making. But this disconnect isn't surprising given the wide range of different definitions, perceptions and manifestations of these processes. There's no consensus on what S&OP and IBP are exactly and, as a result, these different forecasting, planning and decision-making processes end-up working at cross-purposes, losing the competitive punch they could deliver. Even organizations that successfully establish S&OP and leverage it as a strategic tool often lose this competitive advantage by internal pressures for ever-increasing clock-speed and continual change and innovation. Join me in this interactive session to explore the why, how, who and what of connecting strategy development, deployment and delivery, and

whether S&OP/IBP is delivering its true potential in your organization.

You will learn:

- • Why S&OP/IBP rarely drive strategy
- • How to connect S&OP with overall strategy for better company-wide decision making
- • Practical tips for implementing and developing S&OP and IBP as strategic tool

Chris Turner
Co-Founder
STRATABRIDGE

17 Watch Out Millennials, Generation PI Is Coming: Future of Data Science & Demand Planning Roles

Move over Millennials, you have some competition coming. I'm talking about the next generation who are growing up with Siri and Alexa as their parents. The future of Data Science and Predictive Analytics will depend not only on technological advancements but also the people that adapt or use them. In this hands-on session we will take an honest look at the next generation of Data Scientists and Demand Planners and what it will take to succeed in these fields, and what this evolving role may look like when Generation PI comes of age. I will discuss the current skills gap that holds back the forecasting, demand planning and business analytics disciplines, one that is only set to get worse unless we act. I will reveal what skills and competencies are needed for companies to fully leverage the next stage of technology which includes including Machine Learning, AI and Blockchain.

You will learn:

- The core competencies companies will be looking for in the future and what gaps we currently see.
- Key technology advancements such as Machine Learning, AI, Blockchain and others, and what they mean specifically to us as Demand Planners.
- Options and opinions of the centralized or decentralized role of Data Science and Predictive analytics in the future.

Eric Wilson, CPF
Director of Planning
ESCALADE SPORTS

EVENT SPONSORS

JOHN GALT | Ssas. | SOLVENTURE S&OP TOOLING & ANALYTICS | DynaSys A DIVISION OF QAD

Sponsorship Opportunities

Sponsorship Opportunities Available:

- ~~Breakfast~~
- Lunch
- Cocktail
- ~~Tote/Portfolio~~
- Lanyard

Exhibit Space is Available!

INCLUDES:

- Area for the exhibitor's 10' pop up booth, 6' skirted table and two chairs
- Access for up to 2 people to man your booth
- Networking opportunities with attendees during breaks and all food functions
- 1 complimentary registration pass for a client
- 1/4 page B&W ad in 1 issue of the Journal of Business Forecasting
- *BONUS:* List of companies represented at the show

Exhibitor Fees: $3000 (USD)

For further information:
Phone: +1.516.504.7576
Email: smurray@ibf.org
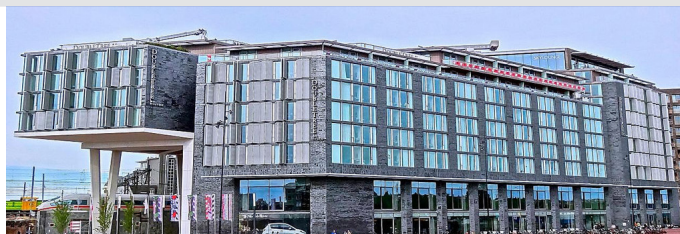
Hotel Information:

DOUBLETREE BY HILTON AMSTERDAM CENTRAAL STATION

Oosterdoksstraat 4
1011 DK Amsterdam
Tel: +31-20-5300800
Online Reservations: https://bit.ly/18PzUHS

Special IBF Group Rate:

209 €/night + tax when you reserve by
31 October 2018. Limited space is available
so *reserve your room today!*

BECOME A CERTIFIED PROFESSIONAL FORECASTER (CPF)

Master Demand Planning, Forecasting, and S&OP with IBF Certification

Benefits of IBF Certification

FOR EMPLOYEES:

- Accelerate your career growth, leadership opportunities, marketability, and job security
- Validate your professional experience, knowledge, and skill-sets in the field
- Build confidence knowing that you're prepared for today's rapidly changing marketplace
- Complement your supply chain education & certifications with IBF
- Become more recognized at your company, as well as in the field
- Master demand planning, forecasting and S&OP

FOR EMPLOYERS:

- Save time and resources as IBF certified individuals are pre-qualified, allowing you to quickly identify the right person for a forecasting/demand planning job
- Gain assurance that an IBF Certified individual has the background to help improve forecasting performance and hit the ground running
- Increase the value of your forecasting and demand planning staff, department, and company
- Save time and resources in training — CPF or ACPF professionals already have a verified body of knowledge

GET CERTIFIED AFTER THE CONFERENCE! Please visit www.ibf.org for additional exam dates and locations.

Exam Date: 17 November 2018
Register on our website, www.ibf.org or call us @+1.516.504.7576 for more details.

EARN 10 POINTS TOWARD RE-CERTIFICATION BY ATTENDING THIS CONFERENCE!

Fundamentals of Demand Planning & Forecasting
Chaman L. Jain

IBF
OFFICIAL BOOK FOR
IBF's CPF/ ACPF
Certification
Program

IBF'S BODY
OF KNOWLEDGE
$124.95 USD

Jeff Baker, CPIM, CSCP, CPF, Senior Education and Business Advisor | INSTITUTE OF BUSINESS FORECASTING & PLANNING (IBF)

Jeff Baker is a Supply Chain Thought Leader and serves IBF as a Senior Business Advisor and Training Facilitator, and is a frequent IBF conference presenter. He has extensive experience in Demand Management, Sales & Operations Planning, Advanced Planning & Scheduling, and Lean Six Sigma process improvement. After completing his MBA, Jeff spent 3 years with Coopers & Lybrand as a Senior Manager focusing on supply chain optimization, before going on to work for Fortune 500 companies in the consumer products, agricultural sciences, retail, and process industries. He holds a degree in Chemical Engineering from the University of Illinois, an MBA from the University of Michigan-Flint and a Master of Engineering in Supply Chain Management from MIT. He is an IBF Certified Professional Forecaster (CPF).

Dr. Sven F. Crone, Director–Centre for Forecasting | LANCASTER UNIVERSITY

Dr. Sven F. Crone is an expert in forecasting, with over 15 years of expertise in both its theory and practice. As an Assistant Professor and the director of the Lancaster Centre for Forecasting - with 15 members the largest think tank dedicated to business forecasting - he has over 40 scientific publications with international awards for developing novel forecasting algorithms, trained over 500 demand planners, and consulted with industry leaders on improving forecasting methods, systems and processes. Sven is a regular speaker at IBF conferences, sharing insights from hands-on consultancy projects on SAP APO DP and the latest research in forecasting for FMCG/CPG, Call Centres and Energy Markets.

Liesbet de Munck, Demand and Supply Manager BNL | RECKITT BENCKISER

Liesbet De Munck has over 15 years of experience across different roles in supply chain. She has spent several years at AB InBev, a global drinks manufacturing giant, working in demand planning roles. Here she led a demand planning transformation project, ensuring implementation of best practices and cross-functional collaboration in S&OP. In 2016 Liesbet moved to Reckitt Benckiser to assume the position of Supply and Demand Planning Manager for the Benelux region, based in Brussels. She holds a degree in Commercial Engineering, Logistics and Operations Management from the University of Hasselt in Belgium.

Nataša Đukić Kojić, CPF, Coordinator for Sales Planning | HEMOFARM–STADA GROUP

Nataša started her career at Hemofarm in Serbia and has more than 16 years' experience in the Pharmaceutical industry across various departments but primarily in Marketing and Sales. Her work history covers chief of warehousing for finished goods, analytics associate in Customer Service and demand planning coordinator. She is currently working as manager for sales and demand planning for 11 different countries. She has worked closely on SAP implementation, statistical demand forecast process implementation, and optimization of inventory. In 2011, Nataša joined the newly established Sales and Demand Planning Team within the Marketing unit, which is accountable for 11 SEE markets. She is an IBF Certified Professional Forecaster and holds a master's degree in Technology from University of Novi Sad in Serbia.

Andrea Franco, Global Demand Management Supervisor | JANSSEN PHARMACEUTICALS

After working as a scientific assistant at Karlsruhe Institute of Technology, Germany, Andrea joined Hugo Boss in Switzerland, and got his first taste of demand planning where he was responsible for statistical demand forecasting for the Bodywear and Hosiery department. He then joined Janssen Supply Chain in 2015 as Global Demand Management Supervisor where he currently focuses on the optimization of the statistical demand forecast. Leading the centralization process, he works closely with the different affiliates across all regions. He is also responsible for leading different advanced analytics projects with the aim of introducing new methodologies in demand forecasting. Andrea Franco holds bachelors and master's degrees in mathematical engineering from Politecnico di Milano, Italy.

Simone Frankema, Manager of Strategy and Process | ABBVIE

Simone Frankema is the Manager of Strategy and Process Improvements (supply chain) at Abbvie, a global Biopharmaceutical company. Simone is located in the Zwolle, Netherlands office and has more than 10 years of supply chain experience in the pharmaceutical industry, including production planning, brand management, project management, inventory management and, most recently, data analytics. Prior to joining AbbVie, Simone spent 7 years at Abbott, working in various roles including Master Scheduler and Franchise Manager. Simone holds an MBA specializing in Operations and Supply Chain Management from Rijks University in the Netherlands.

Valentina Coco Hary, Senior Supply Chain Finance Manager | ECOLAB

Valentina is a Senior Supply Chain Finance Manager at Ecolab, based in Switzerland. She has a diverse background in Finance, Demand Planning, Supply Chain and Inventory management. She has a passion for developing and improving sustainable business processes. Prior to Ecolab, Valentina worked in supply chain roles for a number of multinationals including P&G, General Mills, Cabot Corporation and Oakle, and has worked in supply chains at different stages of S&OP development. She holds an Engineering degree from the University Of Pisa, Italy.

Jonathon Karelse, Chief Strategy Officer | FACTORS GROUP OF NUTRITIONAL COMPANIES

Jonathon's professional career has consisted of leadership roles in transportation, finance and health products, beginning in supply chain and demand planning roles and culminating in a vice president position in strategic planning and corporate development. Currently, he functions as the Chief Strategy Officer at the Factors Group of Nutritional Companies. He is a recognized thought leader in demand planning and is co-founding partner of the S&OP consultancy NorthFind Partners. Jonathon has been a long-term contributor to the IBF's body of knowledge, with a specific focus on forecasting metrics and diagnostics and forecast value-add. He studied economics at the University of Western Ontario before moving to Vancouver to study law at the University of British Columbia. Jonathon went on to study operations and value chain management at the MIT Sloan School of Management.

Simon Ketteringham, Head of Business Delivery | INNOCENT DRINKS

Simon currently works as the Head of Business Delivery at Innocent drinks, responsible for the forecasting and S&OP teams. Prior to this, he led their Business Change team, delivering technology change group-wide. This included the transformation of the Supply Chain Planning systems and a refresh of all the end user computing infrastructure to empower the entire team to work at optimal capacity. Simon's career has seen him complete a 3-year stint with the Foreign and Commonwealth office in the UK civil service, but the bulk of his experience is at Innocent Drinks where he has worked in a number of Supply and Sales roles. Simon holds a Master's degree in Engineering from the University of Oxford.

David Le Roy, Supply Chain Project Manager | RPC BRAMLAGE

David is a Supply Chain Project Manager at RPC, a leading global design and engineering company in the plastic products markets, with multiple centres of excellence worldwide and a turnover of around £3.9bn. David is part of a business improvement team within the RPC Bramlage division, where his focus is on Supply Chain transformation. Throughout his career, he has held various roles in Supply Chain Management and continuous improvement/ lean manufacturing. Prior to assuming his current role at RPC, David worked as Project Manager for Global Closure Systems, and prior to that, Operations Manager for Zeller Plastik. David holds a general engineering degree from ICAM, France and is certified CPIM from APICS.

Javier Ribes Sampedro, Manager, Marketing Strategic Planning | FEDEX

Javier Ribes is the Manager of the Marketing Strategic Planning team at FedEx Express Europe, the world's largest express transportation company. He has more than 12 years of experience at FedEx Express at the Central offices in Brussels, working across several functions related to Strategy and Planning. In his current role, Javier leads the demand forecasting process for FedEx Europe. In 2015, he started a deep transformation of technology and processes that has significantly enhanced the analytics, performance reporting and forecasting capabilities of FedEx Europe, and has led to significant efficiencies in the team. Javier holds degrees in Economics and Business Management, and Market Research and Marketing, both from the University Pontificia Comillas (ICADE, Madrid).

Mustafa Siddiqui, Sales & Operations Planning Manager | ALSAFI DANONE

Mustafa has over 9 years' experience with global and Middle Eastern companies in various industry sectors including Manufacturing, Medical, Oil & Gas and Dairy. He currently works for Danone, a French multinational foods company where he manages the planning function with a core focus on demand and initiatives planning. Mustafa has successfully revamped the S&OP process and introduced key KPIs' for business excellence and regular monitoring of risks and opportunities. Prior to joining Danone, Mustafa worked at Castrol as Demand and Supply Planning Manager, where his supply chain planning training resulted in setting a new record for forecast accuracy across the Asia-Pacific region. He is a contributor to IBF publications and has been awarded the star award by British Petroleum in 2015. Mustafa holds a degree with double majors in Economics and Finance from the Institute of Business Management Pakistan.

Sven Smets, CPF, Demand Planning Manager–Global S&OP Center of Excellence (CoE) | PETRONAS LUBRICANTS

Sven transitioned from customer service to demand planning in 2006, taking a demand planner role at Black & Decker. He has worked in S&OP and demand planning ever since at companies including BASF, Omega Pharma, Wolf Oil, and most recently, Petronas Lubricants where he is currently Demand Planning Manager. Here, he and his team built a Demand Planning process bridging regional HQs and EU markets to support the regional S&OP process. Sven is now member of the Global Centre of Excellence, responsible for the Demand Planning Process around the world. His focuses are aligning the process at global level, running regional capability analysis, providing global training, and executing S&OP maturity assessments. Sven holds a degree in Economics and Languages from AP Hogeschool Antwerpen, Belgium, and is an IBF Certified Professional Forecaster (CPF).

Marina Sologubova, Supply Chain Planning Excellence–Associate Director | JOHNSON & JOHNSON

Chris Turner, Co-Founder | STRATABRIDGE

Chris works with a range of clients worldwide, across industry sectors, on strategy development, innovation and joined-up decision-making. A highly respected facilitator, Chris has a unique ability to understand and simplify complex business issues and opportunities and translate these into action. He has worked with leadership teams around the world, helping them to articulate, share and realize their strategies through aligning the organization, integrating decision-making and capability building.

Eric Wilson, CPF, Director, Demand Planning | ESCALADE SPORTS

Eric Wilson is the Director of Demand Planning at Berry Plastics. Prior to this, he worked as the Director of Global Demand Planning and S&OP with Tempur Sealy International, the world's largest premium mattress manufacturer. Eric has exceptional abilities to align end to end processes and develop collaboration. He has a rich career track and has excelled in numerous areas of supply chain. He has an established record of significant improvement in developing demand forecasting & supply chain processes, improving inventory turns while maintaining service, Demand Driven end to end collaboration, Championing S&OP and its implementations. He is a member of the Institute of Business Forecasting (IBF) Board of Advisors, and has served as a speaker & panelist for IBF Executive Forums and conferences. Eric has also published in the IBF's Journal of Business Forecasting and is an IBF Certified Professional Forecaster (CPF).

Milan Zavišin, CPF, Associate for Sales Planning | HEMOFARM–STADA GROUP

Milan joined Hemofarm in 1996 and for the first 12 years, he was engaged in equipment and system validation activities in the QA Division. In 2008, he became a member of the Analytics Team in the West Balkans area within the Marketing and Sales unit. He was first tasked with demand planning for the Montenegrin and Macedonian markets, and after assuming a position in the Sales Team, he started sales planning for the Serbian market. Over the course of the last 7 years, he has been in charge of forecasting and demand planning for the Serbian and Romanian markets. In 2011, Milan joined the newly established Sales and Demand Planning Team within the Marketing unit, which is accountable for 11 SEE countries. He is an IBF Certified Professional Forecaster.

Jordi Zwart, Sr. Client Operations Manager | ASURION

Jordi has over 10 years' experience delivering Operational Excellence and Customer Excellence using the basic principles of the S&OP process and L6S. He has successfully implemented S&OP for companies in the Telecoms and Banking industries and currently works for Asurion as Client Operations Manager. His career has encompassed various supply chain and logistics roles, and by working closely with the University of Tilburg, he developed an intricate understanding of System Network Dynamics, forecasting processes and the dynamics of a multi-disciplinary End to End Supply Chain. He holds degrees from Vrije University and the University of Tilburg in the Netherlands.

WEDNESDAY | 14 NOVEMBER 2018

08:00 – 09:00	**MORNING REFRESHMENTS & TUTORIAL REGISTRATION**
09:00 – 16:00	**FUNDAMENTALS OF DEMAND PLANNING & FORECASTING TUTORIAL (IBF MEMBERS ONLY)**

THURSDAY | 15 NOVEMBER 2018

07:00 – 08:00	**MORNING REFRESHMENTS & REGISTRATION	VISIT WITH EXHIBITORS**	
08:00 – 08:15	**WELCOME & OPENING REMARKS**	
08:20 – 09:20	**1 THE REAL S&OP: INTEGRATING DEMAND PLANNING WITH FINANCE FOR INCREASED PROFIT & GROWTH** Valentina Coco Hary *Senior Supply Chain Finance Manager* **ECOLAB**	**2 SMOOTH OPERATOR: GLOBAL S&OP IMPLEMENTATION & CHANGE MANAGEMENT AT A GLOBAL LUBRICANTS COMPANY** Sven Smets, CPF *Demand Planning Manager* **PETRONAS LUBRICANTS**
09:25 – 10:25	**3 KNOWLEDGE IS POWER: GETTING HIGHLY VALUABLE DATA WITH COLLABORATIVE FORECASTING** Liesbet de Munck *Demand and Supply Manager BNL* **RECKITT BENCKISER**	**4 SWEET & INNOCENT: INDEPENDENT S&OP & FORECASTING IN A GROWING FMCG BUSINESS** Simon Ketteringham *Head of Business Delivery* **INNOCENT DRINKS**
10:25 – 10:35	**MID-MORNING REFRESHMENTS	VISIT WITH EXHIBITORS**	
10:35 – 11:35	**5 BUILDING S&OP FROM SCRATCH: HOW FORECASTING & S&OP WAS IMPLEMENTED AT A PHARMA GIANT** Nataša Đukić Kojić, CPF *Coordinator for Sales Planning* Milan Zavišin, CPF *Associate for Sales Planning* **HEMOFARM A. D. A MEMBER OF STADA GROUP**	**6 DEMAND PLANNING TRANSFORMATION IN J&J MEDICAL DEVICE BUSINESS** Marina Sologubova *Supply Chain Planning Excellence - Associate Director* **JOHNSON & JOHNSON**
11:40 – 12:40	**7 WHATEVER HAPPENS, BE PREPARED: SCENARIO PLANNING WITHIN THE S&OP PROCESS** Simone Frankema, *Manager of Strategy and Process* **ABBVIE**	**8 SPECIAL DELIVERY: FEDEX'S JOURNEY IN DEMAND FORECASTING** Javier Ribes Sampedro *Manager, Marketing Strategic Planning* **FEDEX**
12:40 – 13:10	**LUNCH**	
13:10 – 13:50	**KEYNOTE PRESENTATION**	
13:50 – 14:20	**VISIT WITH EXHIBTORS**	
14:20 – 15:20	**9 THE ART AND SCIENCE OF FORECASTING: PLANNING THE INTEGRATION OF HUMAN JUDGMENT** Jonathon Karelse *Chief Strategy Officer* **FACTORS GROUP OF NUTRITIONAL COMPANIES**	**10 IMPROVING FORECAST ACCURACTY WITH ARTIFICIAL INTELLIGENCE AND BIG DATA AT JANSSEN (A JOHNSON & JOHNSON COMPANY)** Andrea Franco, *Global Demand Management Supervisor* **JANSSEN PHARMACEUTICALS** Sven F. Crone, *Director, Centre for Forecasting* **LANCASTER UNIVERSITY**
15:25 – 16:25	**11 HAVE FAITH IN THE FORECAST: KNOWING WHEN TO OVERRIDE BASELINE FORECASTS** Jeff Baker, CPF *Senior Education and Business Advisor* **INSTITUTE OF BUSINESS FORECASTING & PLANNING**	**12 DESIGNING S&OP: QUICK GUIDE TO SETTING UP GOVERNANCE, PROCESSES & FORECASTING** Jordi Zwart *Sr. Client Operations Manager* **ASURION**
16:25 – 16:35	**MID-AFTERNOON REFRESHMENTS	VISIT WITH EXHIBITORS**	
16:35 – 17:35	**ROUND ROBIN ROUNDTABLE DISCUSSION**	
17:40 – 18:40	**IBF COCKTAIL RECEPTION**	

FRIDAY | 16 NOVEMBER 2018

07:00 – 08:00	**MORNING REFRESHMENTS & REGISTRATION	VISIT WITH EXHIBITORS**	
08:00 – 09:00	**13 SINGING FROM THE SAME HYMN SHEET: STANDARDIZING GLOBAL S&OP ACROSS MULTIPLE SITES** David Le Roy *Supply Chain Project Manager* **RPC BRAMLAGE**	**14 DANONE'S RACE AGAINST TIME WITH PERISHABLE FOOD: PLANNING FOR SHORT SHELF-LIFE PRODUCTS** Mustafa Siddiqui *Sales & Operations Planning Manager* **ALSAFI DANONE**
09:05 – 10:05	**15 LAYERS UPON LAYERS: IMPLEMENTING FORECAST LAYERING TO LEVERAGE THE IBP PROCESS** Xavier Orozco-Aviles, *Corporate Director of Demand Planning* **SUNOPTA**	**16 S&OP PROBABLY ISN'T DRIVING YOUR STRATEGY: HERE'S WHY, & WHAT TO DO ABOUT IT** Chris Turner *Co-founder* **STRATABRIDGE**
10:05 – 10:20	**MID-MORNING REFRESHMENTS	VISIT WITH EXHIBITORS**	
10:20 – 11:20	**17 WATCH OUT MILLENNIALS, GENERATION PI IS COMING: FUTURE OF DATA SCIENCE & DEMAND PLANNING ROLES** Eric Wilson, CPF, *Director of Planning* **ESCALADE SPORTS**	
11:25 – 12:25	**S&OP PANEL DISCUSSION**	

CONFERENCE CONCLUDES

SATURDAY | 17 NOVEMBER 2018 | EXAM DAY 08:30 – 16:30 | IBF CERTIFICATION DAY | CPF & ACPF   GOOD LUCK!

DoubleTree Hilton Amsterdam | Amsterdam Netherlands

BUSINESS PLANNING FORECASTING & S&OP
CONFERENCE
W/ 1-DAY FORECASTING & PLANNING TUTORIAL

14 – 16 NOVEMBER 2018   **EUROPE**

SILVER PACKAGE
ONLY €1289 (EUR) | $1399 (USD)
WHEN YOU REGISTER BY 12 OCTOBER 2018

FREE REGISTRATION !
GET THE 4TH PERSON FREE! FOR EVERY 3 REGISTRATIONS

Registration Options	Silver Package	Gold Package	Silver Group Package (2 Persons)	Gold Group Package (2 Persons)	Gold Group Package (4 Persons for price of 3) 4th FREE!	Gold Certify Package
EARLY BIRD PRICING EXPIRES 12 OCTOBER 2018	€ 1289 EUR | 1399 USD	€ 1469 EUR | 1599 USD	€ 2488 EUR | 2698 USD	€ 2848 EUR | 3098 USD	€ 4407 EUR | 4797 USD	€ 2557 EUR | 2774 USD
REGULAR PRICING EXPIRES 13 NOVEMBER 2018	€ 1379 EUR | 1499 USD	€ 1559 EUR | 1699 USD	€ 2668 EUR | 2898 USD	€ 3028 EUR | 3298 USD	€ 4677 EUR | 5097 USD	€ 2647 EUR | 2874 USD
ONSITE PRICING	€ 1469 EUR | 1599 USD	€ 1649 EUR | 1799 USD	€ 2848 EUR | 3098 USD	€ 3208 EUR | 3498 USD	€ 4847 EUR | 5397 USD	€ 2737 EUR | 2974 USD
IBF Membership Discount | €90 EUR $100 USD OFF	Eligible	Included	N/A	Included +		
SUPPLY CHAIN FORECASTING CONFERENCE 15-16 NOVEMBER 2018	✔	✔	✔	✔	✔	✔
COCKTAIL RECEPTION | 15 NOVEMBER 2018	✔	✔	✔	✔	✔	✔
REFRESHMENTS & LUNCH	✔	✔	✔	✔	✔	✔
IBF MEMBERSHIP (1 YEAR)		✔		✔	✔	✔
FORECASTING TUTORIAL 14 NOVEMBER 2018 (IBF Members ONLY)		✔		✔	✔	✔
IBF CPF CERTIFICATION EXAMS						✔
FUNDAMENTALS OF DEMAND PLANNING & FORECASTING BOOK						✔

CERTIFICATION FEE (OPTIONAL)

Non-Members: ○ **$425** (USD) per exam
IBF Members: ○ **$375** (USD) per exam
Please circle which Exam(s) you are interested in taking   1   2   3   4   5

PLEASE REGISTER THE FOLLOWING: (Photocopy if more than 1 Registrant)

Become an IBF Member ○ **$250** (USD) **within USA** ○ **$300** (USD) **outside USA**

First Name _____ Last Name / Surname _____

Job Title _____ Company _____

Address _____ MS/Suite _____

City _____

State / Province / County _____ Zip / Postal Code _____ Country _____

Telephone _____ Fax _____

Email _____ Industry _____

○ Check   ○ Payment Enclosed   ○ Bill Company   ○ Credit Card

Visa / Mastercard / American Express / Discover _____ Exp. Date _____

Signature _____

Payment: Payment in full is required 15 days prior to scheduled date of conference. Unless payment is received by that day, your registration will be canceled.

Cancellations: Registrant may cancel without penalty up to 15 days prior to the date of scheduled conference and receive a full refund. All cancellations must be submitted in writing. Cancellations received less than 15 days prior to scheduled conference are subject to a $195 (USD) service charge. No refunds will be given for cancellations made on the date and thereafter of scheduled conference.

The Institute of Business Forecasting & Planning - IBF, reserves the right to substitute, eliminate, and/or reschedule sessions and speakers if necessary. Plus, as a registrant, you agree that you may be included in group pictures or videos taken at the event that could be used for IBF marketing purposes in the future.