

LEADERSHIP

BUSINESS PLANNING FORECASTING & S&OP

F O R U M

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LEADERSHIP

OCTOBER 17, 2018

BUSINESS PLANNING FORECASTING & S&OP FORUM

LOEWS SAPPHIRE FALLS RESORT | ORLANDO, FLORIDA USA

AN
INVITATION
FROM
THE IBF



Dear Executive:

It's with great pleasure that I invite you to join us at the **IBF's Annual Business Planning, Forecasting & S&OP Forum** taking place in Orlando, Florida (USA) on October 17, 2018 at the Loews Sapphire Falls Resort. This premier executive forum—our 12th—is designed to provide high-level management and their associates with leadership support and guidance with the latest successful practices in operations planning used today.

The Forum will have 4 Executive Discussion Streams:

EXECUTIVE STREAM 1

Building a Data Driven Organization: Organizational Design for Demand Planning In the Big Data Age

EXECUTIVE STREAM 2

**The Competitive Advantage of the Future Is S&OP:
Becoming the Powerful Minority Who Successfully Implement S&OP**

EXECUTIVE STREAM 3

In the Age of Big Data, People are Still King: Talent Management to Build the Next Generation of Planning Professionals

EXECUTIVE STREAM 4

Raging Against the Machine? World-Leading Technology Practices for Integrated Planning

A full description of each discussion stream is on the following pages. These topics have been developed based on what research tells us, along with what our IBF Board of Advisors and members have identified as critical improvement areas in the industry. As in past years, our panelists will comprise of many leaders in the field, who represent well-known global brands and will share the lessons they have learned during their professional careers.

This event is not just about listening—it is our intention that it be interactive as well. You, as an audience member, can share your challenges with our distinguished panelists, and receive immediate input on what to consider moving forward.

Of course, no event is complete without having the right balance of learning, networking, and fun. In the evening, attendees will have an opportunity to network with key executives at our special VIP Leadership Dinner

This IBF Leadership program is the only one of its kind. In addition to the ideas generated during these valuable sessions, a lesson or contact that you pick up during a face-to-face conversation with your peers may prove invaluable in the future. Don't miss this opportunity!

If you're looking to advance S&OP, better leverage technology to support these processes, build world-class & sustainable teams, while effectively fostering change, and scaling your planning & forecasting resources, you need to be at this event.

I certainly look forward to meeting you and your team in person at the IBF Leadership Forum in Orlando!

Kind Regards,

Anish Jain

Managing Director

Institute of Business Forecasting & Planning



T O P I C S

EXECUTIVE STREAM 1

MODERATOR:

Larry Lapide
Research Affiliate
**MIT CENTER FOR
TRANSPORTATION &
LOGISTICS**

PANELISTS:

Joseph Eschenbrenner, ACPF
Director of Demand &
Supply Planning
PUMA

Grant Hoffman, CPF
Corporate Vice President of
Business Operations
LENOVO

Eric Wilson, CPF
Director of Planning
ESCALADE SPORTS

Jeff Marthins, CPF
Director of Supply Chain Operations
**TASTY BAKING COMPANY /
FLOWER FOODS**

Alan Rozendaal
Director, Demand Planning,
Emerging Markets
NIKE

Building A Data Driven Organization: Organizational Design for Demand Planning in the Big Data Age

If you don't transition your company to a data driven culture, you could be left behind. We now compete not so much on price or quality, but on our ability to interpret data. And given that predictive analytics and AI have reached a tipping point, we must look at organizational design for Demand Planning differently. We must get a strong handle on the fundamentals, so we can use statistical forecasting effectively and get the necessary inputs, but also lay the foundations for artificial intelligence and machine learning. In this one of a kind executive stream, you'll learn how industry leaders develop powerful processes from the ground up to leverage multiple inputs such as market plans, sales plans, and industry information more effectively, and in the process give all areas of the business the benefit of analytics insight. Hear the brightest and best discuss why this structure is key to reducing bias across the organization, and what new functions are required to deliver value in this new analytics era.

What it comes down to is greater integration, and developing organizational design around the idea that sharing information across functions is key to gaining a competitive edge. This high-level forum will reveal how you yourself can be at the vanguard of this change in your organization, giving you the knowledge and skills to develop a data driven roadmap with Demand Planning, sell it to leadership and make your company fit for the Big Data age.

THE KNOWLEDGE YOU WILL GAIN INCLUDES:

- How to determine the optimal Demand Planning structure for your organization based on size and business complexity
- How to link improvements in Demand Planning to key value-drivers (e.g. Service, Cost, Inventory)
- How to track the ROI of a Demand Planning program through FVA (Forecast Value Added)
- How to build collaboration within and outside the organization with methods that work
- How to lay the foundation for artificial intelligence and machine learning
- How to provide analytics insight to all areas of the business

At this year's IBF Leadership Forum, we will look at various aspects that contribute to a business' success while utilizing limited resources effectively. Join us for an in-depth discussion on the importance of forecasting and right-sizing resources.

TOPICS

EXECUTIVE STREAM 2

MODERATOR:

Eric Wilson, CPF
Director of Planning
ESCALADE SPORTS

PANELISTS:

Berenice Bortoni
Director of Demand Planning
HEINEKEN USA

Todd Dunn, CPF
Director of Supply Chain
CATALENT

Grant Hoffman, CPF
Corporate Vice President of Business
Operations
LENOVO

Jeff Marthins, CPF
Director of Supply Chain
**TASTY BAKING COMPANY /
FLOWER FOODS**

Alan Rozendaal
Director, Demand Planning,
Emerging Markets
NIKE

The Competitive Advantage of the Future is S&OP: Becoming the Powerful Minority Who Successfully Implement S&OP

Amidst all the fanfare of artificial intelligence and machine learning, there's a very interesting statistic that reveals immense opportunity in mastering the basics – only 32% of companies are successfully balancing demand and supply. That is to say, that despite S&OP being around for 30 years, most companies are not doing it right. This makes successful implementation of S&OP a key competitive advantage. Not only that, it is key to having a supply chain that can keep up with the insights delivered by predictive analytics.

In this leadership stream is your opportunity to learn how the world's best ensure all assumptions are met for better S&OP. And how they manage roles, responsibilities and processes to achieve true cross-functional participation, alignment and accountability across all departments. What's more, you'll hear how industry leaders are positioning S&OP to deliver results in the age of Big Data. Not only that, you'll be able to overcome one of the greatest challenge companies face today – managing omnichannel demand. Together we will address the changing world, roles, and technology for S&OP and collaborative planning processes. This is your chance to do what most companies have failed to do – deliver a robust and value-adding S&OP process that works for today, and tomorrow.

THE KNOWLEDGE YOU WILL GAIN INCLUDES:

- How to integrate global activities into the process and keep S&OP sustainable and fun as your company matures
- How to incorporate scenario planning, risk management, and demand shaping into S&OP
- Leveraging finance, new products, and other processes in the S&OP process
- How to get a handle on planning in an omnichannel environment
- How to achieve true cross-functional participation, alignment and accountability in S&OP across all departments
- How S&OP can drive better end-to-end planning, including logistics & transportation
- How to track and measure S&OP effectiveness

At this year's IBF Leadership Forum, we will look at the power of S&OP as a tactical and strategic business planning tool. Join us for an in-depth discussion on the importance of S&OP in the 21st century.

T O P I C S

EXECUTIVE STREAM 3

MODERATOR:

Jason Breault
Managing Director
LIFEWORX SEARCH

PANELISTS:

Berenice Bortoni
Director of Demand Planning
HEINEKEN USA

Patrick Bower
Sr. Director, Global Supply Chain
Planning & Customer Service
COMBE INC.

Todd Gallant, ACPF
Vice President,
Planning & Allocation
COLE-HAAN

B.C. Silver
VP, General Manager -
National Brands
GREEN DOT CORPORATION

Joseph Eschenbrenner, ACPF
Director of Demand & Supply
Planning
PUMA

In The Age of Big Data, People are Still King: Talent Management to Build the Next Generation of Planning Professionals

As a leader, it is up to you to hire the talent you need to perform a range of functions and deliver value to the planning and S&OP process. That's hard enough at the best of times but is even more challenging as technology and organizational structures are evolving. But one thing remains constant: we need analytical skills, technological know-how, domain expertise and interpersonal skills. There's something even bigger we must strive for, however, and that is reaching talent management maturity. Mature companies have a highly developed system for talent management that incorporates culture, training, career pathways, and performance-based management. This ensures that you attract the right people, make sure they add value, and have the right career opportunities so they become highly effective value drivers for the long-term.

In this executive stream, you'll hear senior level panelists from a variety of companies and industries sharing strategies that have worked to best recruit, develop and retain talent in the field of demand management, predictive analytics, and S&OP. You'll see what skills are required in this crucial transitional period, how to find and develop them, and know how to define roles and responsibilities. This is a unique opportunity to see how senior panelists see the bigger picture, envision future requirements, and inspire and nurture the next generation of forecasters, analysts, planners and data scientists.

THE KNOWLEDGE YOU WILL GAIN INCLUDES:

- How to inspire the next generation for forecasting and planning career opportunities
- The right balance of specific skills needed to succeed
- What types of training and coaching programs are needed for the changing planning landscape
- What incentive plans are being used by best-in-class leaders to recruit and retain talent

At this year's IBF Leadership Forum, we will look at how you can ensure that planning and forecasting has a leadership role in your company, with the right teams involved. Join us for an in-depth discussion on talent management and embracing change for your business' future.

TOPICS

EXECUTIVE STREAM 4

Raging Against the Machine? World-Leading Technology Practices for Integrated Planning

MODERATOR:

Jeff Baker, CPF
Education Advisor
**INSTITUTE OF BUSINESS
FORECASTING & PLANNING
(IBF)**

PANELISTS:

Carlos Londono
Head of Supply Chain
CHIPOTLE MEXICAN GRILL

Todd Gallant, ACPF
Vice President,
Planning & Allocation
COLE-HAAN

B. C. Silver
VP, General Manager -
National Brands
GREEN DOT CORPORATION

Eric Wilson, CPF
Director of Demand Planning
ESCALADE SPORTS

How often have your colleagues expressed concern or frustration with their forecasting and planning systems? In today's business environment, we require effective and flexible planning and forecasting software, as well as analytical and reporting tools that are adaptable to our changing needs. We continue to evolve in an environment that demands greater sophistication in terms of presentation, speed and accuracy. Big Data is exploding with a growing number of variables and complex relationships that can be analyzed and understood – and technology underpins every element of this evolution. When organizations fully utilize these new and expanding resources for planning, it can provide a real competitive advantage. But it is easier said than done; companies continue to roll-out systems without having well-structured demand planning and S&OP processes in place, and management of master data continues to be a never-ending work in progress. Not only that, companies often “go live” without their teams having essential training and coaching on process management, data management, analytics, and relevant metrics.

Join this unique session to get a handle on how leaders in the field approach technology and deploy it with maximum effect. We will be discussing whether functionality updates are growing faster than our maturity levels, whether we should invest in new and “advanced” technology and expect our teams to play catch-up, and whether we should blame poor results on systems or the lack of best practices and qualified talent. Join us in this session to learn how companies are leveraging technology for world class insight and reporting, and how you can be the vanguard of technological change in your own company.

THE KNOWLEDGE YOU WILL GAIN INCLUDES:

- Which types of technology best suit your demand planning and forecasting process
- How to start a technology search and avoid technology pitfalls, and tips and tricks for quick, easy access to data and decision making
- What a “best practice process” looks like and determining the right balance with technology tools
- How to use software applications to gather input and feedback, and leverage social media data, POS data and more

At this year's IBF Leadership Forum, we will bring to light the innovative technology solutions companies are employing to make powerful planning decisions. Join us for an in-depth discussion with executives who have lessons learned to share from their experience automating processes.

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EXHIBITION & SPONSORSHIP OPPORTUNITIES

The Institute of Business Forecasting & Planning (IBF) invites you to join us as a Sponsor and/ or Exhibitor for our upcoming **Leadership Business Planning & Forecasting Forum**. With over 100+ higher level supply chain, S&OP, and demand management professionals projected in attendance, you will enjoy an array of opportunities to develop qualified business leads, while nurturing existing relationships. Moreover, you will get a chance to engage decision makers and key influencers with the tools and solutions they need to address their ongoing business challenges.

We've identified the most valuable touch points for high-level networking at the forum, along with prominent brand exposure to directly align your organization with the forum.

* TOP-TIER SPONSORSHIPS INCLUDE:

- **VIP DINNER**
- **LUNCHEON SPONSOR**

Stand-out during Lunch and the rest of the forum with your branding. Get a chance to speak to the entire forum as our luncheon is the only place where every attendee can be found in one room.

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* BECOME AN EXHIBITOR:

Exhibiting at IBF's Leadership Forum provides a highly cost-effective means to develop sales leads, build brand recognition and complement your ongoing marketing efforts in the marketplace. Have a dedicated area for executives to view demos and talk to you about how to automate planning and forecasting processes with your solutions. (Included in all sponsorships)

INVESTMENT: \$2,500 (USD)

Includes exhibiting on October 17, access to forum sessions, continental breakfast, lunch and all networking opportunities for 2 persons at no extra charge.

EVENT SPONSORS



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Reservations:

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\$199.00/night + tax when you reserve by September 25, 2018. Limited space is available so reserve your room today!

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LEADERS



Berenice Bortoni, *Director of Demand Planning* | **HEINEKEN USA**



Patrick Bower, *Senior Director, Global Supply Chain Planning & Customer Service* | **COMBE INCORPORATED**

Patrick Bower has a wide area of expertise, including S&OP, Demand Planning, Inventory, Network Optimization, and Production Scheduling. A recognized expert on demand planning and S&OP, and a self-proclaimed "S&OP geek" - Patrick was previously Practice Manager of Supply Chain Planning at the consulting firm, Plan4Demand where his client list included Diageo, Bayer, Glaxo Smith Kline, Pfizer, Foster Farms, Cabot Industries and American Girl. Patrick's experience encompasses tenures with Cadbury, Kraft Foods, Unisys, and Snapple. Patrick also worked for the supply chain software company - Numetrix, and was Vice President of R&D at Atrion International. He was also the recipient of IBF's 2012 award for Excellence in Business Forecasting & Planning.



Todd Dunn, CPF, *Director of Supply Chain* | **CATALENT**

Todd Dunn is currently the Director of Supply Chain for a major pharmaceutical company. He has held several management positions within Supply Chain and Production during his 29 years working for manufacturing and Supply Chain-focused companies. As project manager, Todd had successfully lead organizations to Class A MRPII certification and has facilitated the pre-S&OP and executive S&OP meetings for over 16 years. He holds a BSc degree in Business Management and holds the Michigan Certificate from the Ross School of Business at the University of Michigan. He has been a trainer and speaker at several Supply Chain & Demand Planning events across North America over the past 10 years and is also an IBF Certified Professional Forecaster (CPF) and CPIM certified.



Joe Eschenbrenner, ACPF, *Director of Demand and Supply Planning* | **PUMA NORTH AMERICA**

Joe Eschenbrenner serves as Director of Demand and Supply Planning for Puma North America. Joe's current responsibilities are focused in multiple areas driving "Speed to Market" and "Holistic Operational Efficiency". Joe's current responsibilities include Demand and Supply Planning, Merchandising Operations and Allocation/Launch. Prior to joining Puma North American, Joe was the Global Manager of Demand Planning for the Timken Company which serves diverse industries including Automotive, Heavy Truck, Off Highway, Rail, Wind Energy, Heavy Industries, and more. Joe holds an MBA and master's Degree in Finance from Rensselaer Polytechnic Institute (RPI) as well as a B.A. in Mathematics and Statistics from the University of Connecticut. Joe is a past President of the Automotive Market Research Council and an ACPF Certified Professional Forecaster through IBF.



Todd Gallant, ACPF, *Vice President, Planning & Allocation* | **COLE HAAN**

Todd has extensive experience in coordinating demand planning processes and S&OP. He was involved in Finance, Customer Service, Supply Chain, and Sales Planning. He is a Certified Professional Forecaster (CPF) and holds a BS degree from Boston College and an MBA from University of New Hampshire with a focus in Supply Chain Management and Marketing. Todd is also a member of the Institute of Business Forecasting & Planning (IBF) Board of Advisors, and has served as a keynote speaker & panelist for IBF Executive Forums and conferences. Todd has also published in the IBF's Journal of Business Forecasting.

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LEADERS

continued



Grant Hoffman, CPF, *Corporate Vice President of Business Operations* | **LENOVO**

Grant Hoffman is a veteran of Supply Chain with over 17 years of experience in consumer packaged goods (CPG), automotive, and consumer electronics. He currently is the VP of Business Operations at Lenovo. His responsibilities include demand planning, purchasing, materials management, Sales & Operations Planning (S&OP), CPFR, inventory, & supply planning. Prior to joining Lenovo he worked at Motorola Mobility, Continental AG and Del Monte Foods. He holds an undergraduate degree in business and an MBA from Northern Illinois University. He is a member of the Institute of Business Forecasting (IBF) Board of Advisors, and has served as a keynote speaker & panelist for IBF Executive Forums and conferences. Grant is a Certified Professional Forecaster (CPF).



Tim Hotze, *SVP Global Network Planning and Global Intelligence* | **TARGET**

Tim Hotze is Senior Vice President, Network Planning and Global Intelligence for Target. He oversees Target's future Supply Chain intelligence products as well as end-to-end operational functions for Network and Topology Planning, S&OP, and Guest Order and Availability Management. Before joining Target in November 2017, Tim held a number of leadership roles at Amazon covering Supply Chain Execution, Capacity Planning and Management, Inventory Placement and Labor Planning. He also spent more than a decade at Panalpina World Transport where he had responsibility for worldwide logistics and Supply Chain solutions as well as innovation management. He sat on the board of The Warehouse Education and Research Council and currently sits on the Advisory Board for the Institute of Business Forecasting and Planning (IBF). Tim holds a joint Master's degree in Industrial Engineering, Logistics and Supply Chain from the University of Technology in Darmstadt (Germany).



Carlos Londono, *Head of Supply Chain* | **CHIPOTLE MEXICAN GRILL**

Carlos currently leads supply chain on a global level based in Newport Beach, California USA. In the past, he was Director of Value Chain Planning for Starbucks. And prior to that he was Director of Integrated Supply Chain with HJ Heinz where he implemented the next generation of S&OP. Carlos is fluent in German, Spanish and Mandarin. He holds an MBA from the Babcock School of Business at Wake Forest University and an Industrial Engineering degree from EAFIT University in Colombia, South America.



Jeff Marthins, CPF, *Director of Supply Chain* | **TASTYKAKE / FLOWERS FOODS**

Jeff Marthins is no stranger to the Institute of Business Forecasting & Planning (IBF) as he is a regular workshop leader at conferences and IBF training programs. Jeff is an IBF Certified Professional Forecaster (CPF) since 2006. He joined Tastykake in 1985 and has worked in all facets of manufacturing and planning. His current role is Director of Supply Chain Operations and oversees the Demand Planning Department. Jeff led the production module of a SAP and other software implementations at the company. His background includes many years of manufacturing, which has provided him with a solid platform for the creation and development of the Demand Planning Department. Even though Jeff oversees many facets of the Supply Chain Operation, he still has a passion for Demand Planning and Forecasting. He was also the recipient of IBF's 2016 award for Excellence in Business Forecasting & Planning.



Alan Rozendaal, *Director, Demand Planning, Emerging Markets* | **NIKE**

Alan is currently the Asia Pacific Latin America Demand Planning Director for Running and Training categories at Nike. He has been at the company 10 years, spending the last 5 years in Demand Planning. He currently oversees Demand Planning and Inventory activities for 17 countries, 20 distribution centers and over \$1 billion in product sales across Latin America and Southeast Asia. He has also implemented S&OP processes for several product categories. Prior to Nike, Alan's experience was concentrated in 'couch potato' industries, holding Finance and Planning positions with Coors Brewing Company, Dryer's Ice Cream and Hollywood Video. He holds a degree in Business and Accounting from Washington University and an MBA from London Business School.

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FORUM

LEADERS

continued



B.C. Silver, *Vice President, General Manager – National Brands* | **GREEN DOT CORPORATION**

B.C. Silver currently serves as Vice President, General Manager - National Brands for Green Dot Corporation where he oversees all branded consumer products carried nationally in retail and online (over \$1 billion in customer revenue). He also leads end-to-end operational S&OP planning, design and implementation. B.C. has 16 years of S&OP /IBP experience and has implemented S&OP processes in several unique product categories across 6 countries. His subject level expertise ranges from AI and advanced analytics to S&OP initiation. Prior to joining Green Dot, B.C. held a number of senior leadership roles in Marketing, Demand Planning and Sales Planning at Procter & Gamble, Clorox and Mars. He has championed large scale corporate S&OP integration and served as an S&OP consultant to a range of medium and large companies. He holds an MBA from the University of Tennessee.



Eric Wilson, CPF, *Director of Demand Planning* | **ESCALADE SPORTS**
Director of Thought Leadership | **INSTITUTE OF BUSINESS FORECASTING & PLANNING**

Eric is the Director of Demand Forecasting at Escalade Sports. He has over 20 years' experience in supply chain, analytics, and business forecasting. He is an Certified Professional Forecaster (CPF) and a Board of Advisor member for the Institute of Business Forecasting & Forecasting. Eric has an established record in implementing and managing successful demand planning teams and is considered a visionary in his field. He featured in the Top 20 Pro's to Know by Supply + Demand Chain Executives in 2015, and was given the Excellence in Business Forecasting & Planning award by the IBF in 2016. He is also a frequent speaker and panelist for many executive forums and supply chain conferences, and has written numerous articles in publications such as Journal of Business Forecasting, and APICS Magazine.

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SCHEDULE

OF

EVENTS

WEDNESDAY, OCTOBER 17, 2018

7:00 AM – 8:00 AM

MORNING REFRESHMENTS & FORUM REGISTRATION

8:00 AM – 10:00 AM

Executive Stream 1:

Building A Data Driven Organization: Organizational Design for Demand Planning in the Big Data Age

10:00 AM – 10:15 AM

MID-MORNING REFRESHMENTS | VISIT WITH EXHIBITORS

10:15AM – 12:15 PM

Executive Stream 2:

The Competitive Advantage of the Future is S&OP:
Becoming the Powerful Minority Who Successfully Implement S&OP

12:15 PM – 1:05 PM

LUNCH

1:05 PM – 3:00 PM

Executive Stream 3:

In the Age of Big Data, People are Still King: Talent Management to Build the Next Generation of Planning Professionals

3:00 PM – 3:15 PM

MID-AFTERNOON REFRESHMENTS | VISIT WITH EXHIBITORS

3:15 PM – 5:00 PM

Executive Stream 4:

Raging Against the Machine? World-Leading Technology Practices for Integrated Planning

5:00 PM – 5:15 PM

CLOSING REMARKS

6:00 PM - 8:00 PM

SPECIAL VIP DINNER

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LEADERSHIP FORUM OCTOBER 17, 2018			✓	✓	✓	✓	✓	✓	✓	✓
VIP LEADERSHIP DINNER & ENTERTAINMENT OCTOBER 17, 2018			✓	✓	✓	✓	✓	✓	✓	✓
BEST PRACTICES CONFERENCE OCTOBER 18-19, 2018	✓	✓	✓	✓	✓	✓	✓			✓
BREAKFAST & LUNCH	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
COCKTAIL RECEPTION OCTOBER 18, 2018	✓	✓	✓	✓	✓	✓	✓			✓
1-DAY FORECASTING & PLANNING TUTORIAL OCTOBER 16, 2018 (Active IBF Members ONLY)		✓	✓	✓	✓	✓	✓			✓
IBF MEMBERSHIP (1 YEAR)		✓			✓	✓	✓			✓
IBF CPF CERTIFICATION EXAMS										✓
FUNDAMENTALS OF DEMAND PLANNING & FORECASTING BOOK										✓

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

BUSINESS PLANNING, FORECASTING & S&OP: BEST PRACTICES CONFERENCE

Consider packaging with Leadership Forum,

IBF's Business Planning, Forecasting & S&OP: Best Practices Conference

Please visit:
<https://ibf.org/events/orlando2018/>
 or contact IBF for details

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Signature

Payment: Payment in full is required 15 days prior to scheduled date of IBF event. 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 IBF event and receive a full refund. All cancellations must be submitted in writing. Cancellations received less than 15 days prior to scheduled IBF event are subject to a \$195(USD) service charge. No refunds will be given for cancellations made on the date and thereafter of scheduled IBF event.

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.