

KUALA LUMPUR, MALAYSIA | 11-12 APRIL 2019

DEMAND PLANNING & FORECASTING BOOT CAMP

UNDERSTANDING FORECASTING SOFTWARE AND BIG DATA FROM THE GROUND UP

"This is a great use of money. This is my third workshop, and it gets better every year. I also continue to learn new things as I grow in my company. New things I learn here take on new meaning and become far more applicable."

S. Grabhorn, *Director of Mktg Sales/Product Forecasting*
TUPPERWARE

"I could not possibly offer any suggestions for improvement. This was such a great workshop!"

T. Hatfield, *Manager of Planning*
TOYOTA

**ONLY
\$1199* (USD)**
**WHEN YOU REGISTER
BY 10 APRIL 2019**
*IBF Members receive an additional \$100 off



**Institute of Business
Forecasting & Planning**

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Demand Planning & Forecasting BOOT CAMP:

UNDERSTANDING FORECASTING SOFTWARE AND BIG DATA FROM THE GROUND UP

Forecasting is a key element of business planning, supply chain planning and the S&OP process. Getting the forecast right gives you the opportunity to deliver real business improvements across all company functions. IBF's Demand Planning & Forecasting Boot Camp will help you understand your forecasting processes and software from the ground up with a world-leading masterclass based on best practices. With practical and actionable insights, you will be able to make valuable improvements in your own planning processes.

Business Forecasting has changed dramatically over the last 15 or 20 years. But what we have seen over this period is an evolution, not a revolution. The basic premise of forecasting remains: using historical data to extract patterns that assist in making business decisions about the future. Forecasting has always transformed data into insight using software - and that has not changed, even in the age of Big Data and the Fourth Industrial Revolution. The IBF Boot Camp is a 2-day program that represents this evolution by delivering 2 stages:

Day #1 | Fundamentals of Business Forecasting & Planning

Amidst rapid technological change, understanding the core concepts that drive successful forecasting and planning is more important than ever. With best practices for establishing the demand planning function, forecasting processes, organizational design, collaboration (internal and external), and planning for new products, we'll give you everything you need to position your team as a driver of growth. The path to S&OP maturity starts here.

Day #2 | Demand Planning Algorithms: Models & Metrics

The day begins with teaching time-series forecasting, the most widely used forecasting models in the field. But in this session, we'll go beyond these methods and explore the most effective ways to begin demand shaping in order to match supply with demand through the use of various initiatives like promotions, price modifications, and more. We'll also reveal the best techniques for measuring forecast and planning performance.

IBF will provide expert instruction that introduces business forecasting newcomers to the most used tools, and enhance the capabilities of experienced forecasters, demand planners, and analytics professionals. By the end of the boot camp program, participants will understand what their software is doing and how to use it to improve their forecasting process. The IBF Boot Camp will allow you to apply forecasting insight in your own organization, driving operational and strategic decision-making.



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INTRODUCTION TO BUSINESS FORECASTING, PLANNING & LEADERSHIP

DAY 1 | THURSDAY | 11 APRIL 2019

8:30 AM – 10:30 AM

MODULE 1 | FUNDAMENTALS OF BUSINESS FORECASTING & PLANNING

- Learning Objectives
- S&OP Overview
- Demand Planning Overview
- Why do Businesses Forecast and Plan?
- Summary

10:30 AM – 10:45 AM | MORNING BREAK

10:45 AM – 12:15 PM

MODULE 2 | THE FORECASTING PROCESS AND THE ROLES OF CROSS-FUNCTIONAL TEAM MEMBERS

- Learning Objectives
- Forecasting Process & Roles of Cross-Functional Team Members
- Marketing
- Finance
- Supply Chain/Production and Logistics
- Human Resources
- Natural Biases
- Summary

12:15 PM – 1:00 PM | LUNCH

1:00 PM – 2:30 PM

MODULE 3 | CONSENSUS FORECASTING & THE COMMUNICATION PROCESS

- Learning Objectives
- Problems of Multiple Number Plans
- Consensus is Critical
- Best Communication Practice
- Gaining Upper Management Buy-In Agenda
- Reporting Forecasts
- Presenting Forecasts
- Summary

2:30 PM – 2:45 PM | AFTERNOON BREAK



2:45 PM – 5:00 PM

MODULE 4 | S&OP: DRIVING BUSINESS VALUE

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- | | |
|---------------------------------|--|
| • Learning Objectives | • Ingredients of Successful S&OP Process |
| • Major Characteristics of S&OP | • Summary |
| • S&OP Monthly Cycle Timeline | |

MODULE 5 | EXTERNAL COLLABORATION AND CPFR

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- | | |
|-----------------------|--|
| • Learning Objectives | • CPFR: Challenges and Keys to Success |
| • What is CPFR | • CPFR Benefits |
| • CPFR Model | • Summary |

MODULE 6 | DATA MANAGEMENT

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- | | |
|---|----------------------------|
| • Learning Objectives | • Data Analysis |
| • What you Need to Know about Data | • Random Noise |
| • Univariate Time Series Model Elements | • Forecastability Analysis |
| • Pattern Recognition: Linear Patterns | • Data Analysis Checklist |
| • Exponential Smoothing Models | • Summary |

DAY 1 CONCLUDES

DEMAND PLANNING ALGORITHMS: MODELS& METRICS

DAY 2 | FRIDAY | 12 APRIL 2019

9:00 AM – 12:15 PM

MODULE 7 | PERFORMANCE METRICS

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- | | |
|---------------------------------------|---|
| • Learning Objectives | • Things to Know About Forecasting Errors |
| • Why we Need Performance Metrics | • Improve Forecasts: Remove Barriers |
| • Forecast Error Measurements | • Summary |
| • Forecast Value Added Analysis (FVA) | |

12:15 PM – 1:00 PM | LUNCH

1:00 PM – 2:30 PM

MODULE 8 | SELECTION AND APPLYING FORECASTING MODELS

- Learning Objectives
- Types of Models
- Factors Impacting Forecasting
- Balancing Statistics with Other Important Considerations
- Exception Management Strategies
- Model Selection Process
- Summary

2:30 PM – 3:00 PM | AFTERNOON BREAK

3:00 PM – 4:30 PM

MODULE 9 | AVERAGING MODELS

- Learning Objectives
- Naïve Model
- Commonly Used Time Series Methods
- Average Level Change
- Average Percent Change
- Weighted Average Percent Change
- Moving Average Model
- Single Moving Average Level Change
- Single Moving Average Percent Change
- Summary

MODULE 10 | TRENDING, SEASONAL AND CYCLICAL MODELS

- Learning Objectives
- Classical Decomposition
- Seasonality
- Deseasonalizing the Data
- Formula for Computing Trend Value (T)
- Preparing Forecasts
- Summary

MODULE 11 | EXPONENTIAL SMOOTHING MODELS

- Learning Objectives
- Exponential Smoothing: Introduction
- Single Exponential Smoothing Formula
- Exponential Smoothing: Different Alpha Values
- Single Exponential Smoothing Rules of Thumb
- Pattern Recognition & Exponential Smoothing Models
- Summary

MODULE 12 | OTHER FORECASTING MODELS

- Learning Objectives
- Sales Ratio Methods: Average & Cumulative
- Family Member/Top Down Forecasting
- Causal Models
- When to use Judgmental Models
- Summary

BOOT CAMP CONCLUDES

EXHIBIT SPACE IS AVAILABLE!

What You Get:

- 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
- BONUS: List of companies represented at the show

Exhibitor Fees: \$3000(USD)

For further information:

Phone: +1.516.504.7576 | Email: smurray@ibf.org

Exclusive Sponsorship Opportunities are available!

Contact us for details.

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 BOOT CAMP!

Please visit www.ibf.org for additional exam dates and locations.

Register on our website, www.ibf.org or call us at +1.516.504.7576 for more details.

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

IBF'S BODY
OF KNOWLEDGE
\$124.95 USD





Mary Tan, CPF

Sr. Consultant/Facilitator

Institute of Business Forecasting & Planning

Mary Tan is an accomplished demand planning professional with over 20 years' Supply Chain leadership experience. She has a track record of driving substantial improvements in operating performance through E2E Supply Chain Planning, Executive S&OP management and building world-class planning teams. She has held various key leadership roles in the Technology, FMCG and Pharmaceutical industries in companies such as GlaxoSmithKline (GSK), Schneider Electric, Flextronics, Pfizer Nutrition, Cisco Systems, SCM Microsystems and HP. Her most recent roles were as Regional Director of Demand Planning and S&OP at GSK and Schneider Electric. She holds a bachelor's degree in Commerce from Murdoch University and a diploma in Mechanical Engineering from Ngee Ann Polytechnic. Mary is also a Certified Professional Forecaster (CPF) from IBF.



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**KUALA LUMPUR
MALAYSIA**

Sheraton Imperial Kuala Lumpur Hotel

Jalan Sultan Ismail, Kuala Lumpur
50250 Malaysia
Hotel Phone: +60 3-2717 9900

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400 (MYR) / night

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Registration Type	Silver Package	Silver Group Package (2 Persons)	Gold Package	Gold Group Package (2 Persons)	4th FREE! Gold Group (4 persons for price of 3)	Gold Certify Package
REGULAR PRICING EXPIRES 10 April 2019	\$1,199 (USD)	\$2,298 (USD)	\$1,449 (USD)	\$2,798 (USD)	\$4,347 (USD)	\$2,649 (USD)
IBF MEMBERSHIP DISCOUNT \$100 (USD) OFF	ELIGIBLE	INCLUDED	ELIGIBLE	N/A	N/A	INCLUDED
DEMAND PLANNING & FORECASTING BOOT CAMP 11-12 APRIL 2019	✓	✓	✓	✓	✓	✓
1 YEAR SUBSCRIPTION TO JOURNAL OF BUSINESS FORECASTING (INCLUDED WITH IBF MEMBERSHIP)				✓	✓	✓
ACCESS TO 30+ YEARS OF ARTICLES AND IBF RESEARCH (INCLUDED WITH IBF MEMBERSHIP)				✓	✓	✓
ACCESS TO COST OF FORECAST ERROR TEMPLATE (INCLUDED WITH IBF MEMBERSHIP)				✓	✓	✓
CONTINENTAL BREAKFAST & LUNCH	✓	✓	✓	✓	✓	✓
SIGNIFICANT DISCOUNTS AT FUTURE IBF EVENTS (INCLUDED WITH IBF MEMBERSHIP)			✓	✓	✓	✓
FREE FORECASTING TUTORIAL AT SELECT IBF EVENTS (INCLUDED WITH IBF MEMBERSHIP, \$1000 Value)			✓	✓	✓	✓
BENCHMARKING RESEARCH REPORTS (INCLUDED WITH IBF MEMBERSHIP)			✓	✓	✓	✓
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)

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Signature

Payment: Payment in full is required 15 days prior to the scheduled date of the 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 event 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 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.



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