

Business

FORECASTING 2012

Predictive Intelligence Summit

June 14-15, 2012 • The Hyatt Regency McCormick Place • Chicago, IL

- Competitive and Market Intelligence
- Financial Forecasting
- Qualitative & Quantitative Evaluation Methodologies
- Concrete & Comprehensive Data Usage
- Sales & Demand Forecasting
- Leveraging Technology for Predictive Intelligence



Summit Presenters



Andres Munoz – Senior Director, Finance at PepsiCo

Nan Bulger – Senior Director and Global Lead, Marketing/Strategic Planning at Philips Healthcare

Linda Bank – Global Demand Planning Manager at Starbucks Coffee Company

Tarun Chopra – CFO, VP of Finance at Clements International

Michael Grzywinski – Competitive Intelligence - Industry Insights Manager at Discover Financial Services

Ben Falcon – Director, Financial Planning and Forecasting at Aviva

Lloyd Babbitt – Head of Competitive Intelligence at Grainger

Joseph Harenberg – Forecast/Data Analyst and Demand Planner at ASK Products, Inc.

Stephen Pennington – Manager, Demand Planning & Forecasting at All-Clad Metalcrafters at Groupe SEB

Todd Stillwell – VP, North America Supply Chain at Storck US

Eugene Roytburg – Senior Advisor at A.T. Kearney and Managing Partner at 4i, Inc.

Greg Yezerky – President at Institute of Professional Innovators

Doug Pattison – CFO at Harpo

Juan Porter – President at TopDown Consulting

Olga Longan – Principal at Longan Consulting

Jim Biel – Principal at Biel Consulting

Ara Surenian – President at Cadent Resources, Inc.

And many more....



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Thursday, June 14th

- 8:00 am Registration & Continental Breakfast
- 8:30 am **Keynote: The Art and Science of Good Forecasting**
Combining math and analysis with good instincts and sound judgment
- 9:45 am **Keynote: Measuring Forecasting Performance**
Support better decision making with forecasting measures, metrics and KPIs

	Financial Forecasting	Competitive Intelligence	Demand Planning & Forecasting
11:00 am	Financial Planning & Forecasting Transformation and Innovation <i>Improve management decision making with predictive intelligence</i>	Forecasting Market Conditions <i>Use econometric methods to forecast future market conditions</i>	Integrated Demand Planning <i>Leverage demand planning to improve forecasting accuracy and drive decision making</i>
12:00 pm	Lunch & Networking Break		
1:00 pm	Financial Forecasting Accuracy and Evaluation <i>Maximize forecast accuracy measures, metrics and KPIs to improve predictive capabilities</i>	Competitive Landscape Analysis <i>The "How-To" (Process, Tools and Techniques) of identifying strategic opportunities and threats</i>	S&OP Process Excellence <i>Enhance sales and operations planning through consistent forecasting, reporting and analysis</i>
2:15 pm	Rolling Forecasts & Continuous Financial Planning <i>Maximize continuous "driver based" planning to keep your forecasts current and accurate</i>	Scenario Planning & Modeling <i>Knowledge management techniques for determining and evaluating both expected and unexpected events</i>	Supply Chain Optimization & Alignment <i>Ensure supply continuity to support demand forecast and product requirements</i>
3:30 pm	Transition Traditional Forecasting to Rolling Forecasts <i>Incorporate continuous planning to keep your forecasts current and accurate</i>	Innovations in Competitive Wargaming <i>Develop situational awareness of competitive position</i>	Product Introduction, Forecasting & Planning <i>Advanced lifecycle planning and forecasting strategies to meet long-term product requirements</i>
4:30 pm	Networking Reception		

Friday, June 15th

- 8:00 am Registration & Continental Breakfast
- 8:30 am **Keynote: Collaborative Business Forecasting**
Establish integrated business planning through synchronized forecasting processes
- 9:45 am **Keynote: Dynamic Forecasting**
Incorporate event and market driven forecasting for "real world" results

	Financial Forecasting	Competitive Intelligence	Demand Planning & Forecasting
11:00 am	Predictive Analytics for Finance <i>Utilize predictive analytics to improve financial forecasting and planning</i>	Information Management for Decision Making <i>Managing CI information in a multi-decision making environment</i>	Data Management for Demand Forecasting <i>Reduce time and improve accuracy of data collection and analysis</i>
12:00 pm	Lunch & Networking Break		
1:00 pm	Financial Modeling and Driver Based Planning <i>Link financial forecasting to operational drivers and key performance indicators</i>	CI Usage and Allocation <i>Framework for ensuring competitor profiles meet the needs of multiple end-users</i>	Meeting Customer Demands <i>Develop insight into customer needs to forecast demand and new product introduction</i>
2:15 pm	Revenue Forecasting, Planning and Analysis <i>Develop a comprehensive framework to align sales and operations planning to financial forecasting and planning</i>	Establishing Competitive Intelligence Value & ROI <i>Effectively managing CI initiatives to ensure the most value-add possible</i>	Implementing Demand and S&OP Processes <i>Explore strategies to ensure successful implementation, alignment and buy-in of demand, sales & operation planning practices</i>
3:30 pm	Adjourn		

Business Forecasting 2012

Business Forecasting 2012 is a two-day, three-track, learning, networking summit focused on business planning by way of superior prediction capabilities. This comprehensive program explores a breadth of organizational forecasting challenges in the areas of finance, market, economic, supply, demand and sales elements. Attendees are given an unrivaled opportunity to learn from case studies, hands-on workshops, and best-practice sessions, presented by some of the most innovative practitioners, thought leaders and methodologists working in forecasting today.

Business Forecasting 2012 is comprised of three unique tracks; **Financial Forecasting**, **Competitive Intelligence** and **Demand Planning & Forecasting**. This integrated program provides the most comprehensive forecasting curriculum on the market today. This is a vendor/software-neutral event, instead focusing on frameworks, best practices and organizational strategy.

Attendees from a wide range of industry and functional backgrounds make it a goal to attend **Business Forecasting 2012**. This broad makeup provides exceptional **Networking Opportunities** to enhance attendees' experience at the event, as well as build lasting relationships for continued learning well into the future.

- **Financial Forecasting** estimates future revenues, clarifies budgeting and allows for continuous performance management.
- **Competitive Intelligence** predicts future market conditions, anticipates competitors' strategic actions and allows for better strategic planning.
- **Demand Planning & Forecasting** streamlines supply chain operations, predicts sales streams and growth, and anticipates customer needs.

The attendee profile at Business Forecasting 2012 represents a breadth of functional backgrounds, who rely on forecasting to meet business needs.

Accounting Manager
Business Analyst
Business Solutions Manager
CEO
CFO
EVP Finance
Client Experience Team
Competitive Intelligence Director
Controller
COO
Demand Manager
Director, Financial Planning
Director, Business Analysis & Planning
Director, Global Strategy & Operations
Director of Business Intelligence
Director of Enterprise Business Planning & Demand Management
Director of FP&A
Director of Marketing
Director of Materials
Director of Product Management
Director, Forecasting & Revenue Analytics
Director, Market Analysis
Director, New Product Business Analytics
Division Supply Chain Manager
EVP - Finance
Executive Director
Financial Analyst
General Manager
Global Demand Manager
Global Supply Chain Manager
Head of Global Supply Planning
Head of S&OP Demand/ Planning
Manager, Forecasting
Manager, Financial Planning & Analysis
Manager, Global Distribution Strategy & Planning
Manager of Strategic Marketing
Manager, Market Intelligence
Manager, Predictive Modeling
Market Intelligence Analyst
New Product Business Analytics
President & CEO
Sales Operations Manager
Senior Competitive Intelligence Manager
Senior Director of Marketing and Market Intelligence
Senior Director, Web Platform & Analytics
Senior Finance Manager
Senior Financial Analyst - FP&A
Senior Manager, Market Intelligence
Senior Operations Manager
Sr. Director, Sales Operations & Business Intelligence
Sr. Manager - Demand Planning & Analytics
Sr. Project Manager
Vice President of Finance & Treasury
VP, Business Development
VP, Sales Operations
VP, Strategic Initiatives
VP, Supply Chain
VP, Group Mgr Finance & Analytics
VP, Controller

Past Featured Presenters:

Dow Chemical
Advanced Analytics Leader

Intel
Competitive & Technology Strategist

Stanley Black & Decker
Director, Supply Chain

Dell
Senior Manager, Planning and Operations

Microsoft
Senior Finance Director

Norton Lilly International
CFO

Hewlett - Packard
Business Strategy & Competitive Analysis

Polycom
Senior Director of Product Marketing

A-Dec
Budget and Forecast Manager

Encore
Contracted Supply Chain Management

Symphonic
Vice President of Analytics

Cricket Communications
Senior Finance Manager. FP&A

The Orthopedic Implant Company
VP of Operations & Supply Chain

Past Summit Attendees (partial):

AAA Insurance Exchange	L-3
ABC Communications	LEGO Systems
Adidas, TaylorMade	Life Technologies
Air Canada	LifeLock
Akzo Nobel Functional Chemicals Chelates	Lincoln Financial Lubrizol Advanced Materials, Inc
American Utility Management	Lucerne Foods Inc.
Basic American Foods, Inc	MarkLines Co., Ltd.
Bayer Health Care, LLC	Masonite
Beekley Medical	Mayo Clinic
Berk-Tek, A Nexans Company	Microsoft Corp
BP	MTD Products
Brickell Motors	Nelnet
Cardtronics	Nielsen
CareFusion	Northern Arizona University Northwest Yearly Meeting of Friends Church
Carlson Wagonlit Travel	Northwestern Media
Cheminova, Inc	Parker Hannifin
Chiquita Fruit Solutions	Pfizer
Cigna	Plexus
Circor Aerospace	Pridgeon and Clay Recreational Equipment, Inc. (REI)
Cirrus Logic	RPM Building Solutions Group
City of El Paso	Ryder System Inc
Claims Recovery Financial Services	Safety-Kleen
Clark Nuber	Sanofi US
Daiichi Sankyo	SAP America
Eagle Eye Produce	Servco Pacific Inc Siemens Medical Solutions USA, Inc.
Empower Marketing, Inc.	Sony Corporation of America
Energy Trust of Oregon	Southwest Gas Corp
FedEx Services	Swift Transportation
Fiserv	Sykes
Genomic Health	Testronic Laboratories
Guitar Center	Teva
Hawker Beechcraft	The Niello Company
Hewlett-Packard	Turner
Honeywell	US Bank
Hyland Software, Inc.	Weyerhaeuser Cellulose Fibers
Illumina	
Intel Corporation	
Johnson & Johnson	
Kimberly-Clark	



8:30 am

Keynote:

The Art and Science of Good Forecasting

Combining math and analysis with good instincts and sound judgment

- Bridge the gap between data analysis and effective forecasting
- Predictive tools to better understand anomalies that disrupt accurate forecasting
- Effectively manage organizational knowledge to for better strategic planning
- Identify and leverage creative thinking to support the forecasting process

9:45 am

Keynote:

Measuring Forecasting Performance

Support better decision making with forecasting measures, metrics and KPIs

- Determine KPIs that are essential to evaluating and meeting strategic objectives
- Assess the input and performance metrics used in the forecasting process
- Reduce forecasting error through improved reporting accuracy and process improvement

For group rates, detailed speaker or event information, please contact:

Thomas Johnson: tjohnson@altamont-group.com • 510-984-2961

or Jason Evans: jevans@altamont-group.com • 510-984-2949



11:00 am

Track A
Financial Forecasting -**Financial Planning & Forecasting Transformation and Innovation***Improve management decision making with predictive intelligence*

- Translate strategy into actionable business plans
- Integrate business plans into rolling forecasts for understanding of key drivers leading to responsive business management
- Build an effective roadmap to transform and innovate planning and forecasting capabilities

Track B
Competitive Intelligence -**Forecasting Market Conditions***Use econometric methods to forecast future market conditions*

- Anticipate future competition, degree of competitive environment and potential market growth rate
- Develop ideal experiment design to test market outcomes
- Use *Trend Analysis* methodologies to forecast opportunity
- Use historical information to spot patterns that predict future events

Track C
Demand Planning & Forecasting -**Integrated Demand Planning***Leverage demand planning to improve forecasting accuracy and drive decision making*

- Ensure business continuity through effective forecasting and planning practices
- Use a functionally integrated approach for streamlined demand planning
- Decision support aligned to business needs and objectives
- Effective analysis that allows senior management to make more informed decisions

1:00 pm

Track A
Financial Forecasting -**Financial Forecasting Accuracy and Evaluation***Maximize forecast accuracy measures, metrics and KPIs to improve predictive capabilities*

- Utilize operational drivers to better predict financial forecasts
- Implement best quantitative and qualitative practices into forecasting systems
- Develop a management system that drives the forecasting process

Track B
Competitive Intelligence -**Competitive Landscape Analysis***The "How-To" (Process, Tools and Techniques) of identifying strategic opportunities and threats*

- Identify latent (unspoken, unmet) and future customers needs
- Address the full breadth of the competitive landscape
- Learn the science-based framework for forecasting the future of competition and objectively identifying strategic opportunities and threats

Track C
Demand Planning & Forecasting -**S&OP Process Excellence***Enhance sales and operations planning through consistent forecasting, reporting and analysis*

- Determine what KPIs are essential to meet strategic objectives
- Assess the input and performance metrics used in the forecasting process
- Leverage technology and advanced processes for more accurate enterprise information
- Develop timely, engaging reports with thorough analysis of results

2:15 pm

Track A
Financial Forecasting -**Rolling Forecasts & Continuous Financial Planning***Maximize continuous “driver based” planning to keep your forecasts current and accurate*

- Making Rolling Forecasts work - replacing traditional budgeting with rolling forecasts
- Implementing continuous planning process driven by changing events and constant updates using driver based models
- Analyze, interpret and integrate rolling forecast processes across the organization

Track B
Competitive Intelligence -**Scenario Planning & Modeling***Knowledge management techniques for determining and evaluating both expected and unexpected events*

- Use *systems thinking* to develop scenarios that predict future market and competitor behavior
- Develop a system of rank-and-order to evaluate the likelihood of outcomes
- Employ scenario planning to break traditional organizational “world views”

Track C
Demand Planning & Forecasting -**Supply Chain Optimization and Alignment***Ensure supply continuity to support demand forecast and product requirements*

- Create a systems based management model for supply chain optimization
- Add value through the implementation of supply chain analytics
- Leverage lean six sigma methods for supply chain process improvement
- Utilize technological advancements for improvement supply chain efficiency

3:30 pm

Track A
Financial Forecasting -**Transition Traditional Forecasting to Rolling Forecasts***Incorporate continuous planning to keep your forecasts current and accurate*

- Utilize the advantages of re-forecasting and rolling forecasts
- Maximize a continuous planning process driven by changing events and constant updates
- Implement “what if” analysis, testing of assumptions and modeling
- Manage adjustments, coordinate plans and execute more efficiently

Track B
Competitive Intelligence -**Innovations in Competitive Wargaming***Develop situational awareness of competitive position*

- Strategy testing and competitive positioning scenarios
- Anticipate and accurately forecast competitor response
- Validate current strategic and tactical plans, and test alternative strategic initiatives

Track C
Demand Planning & Forecasting -**Product Introduction, Forecasting & Planning***Advanced lifecycle planning and forecasting strategies to meet long-term product requirements*

- Align demand forecasts with product introduction
- Evaluate the full product lifecycle to forecast short and long-term fluctuations in demand
- Use product lifecycle management for improved supply chain forecasting and optimization

8:30 am

Keynote:

Collaborative Business Forecasting

Establish integrated business planning through synchronized forecasting processes

- Develop, implement, and manage collaborative forecasts
- Establish collaborative planning and forecasting partnerships
- Make transparent, interrelated and aligned business assumptions
- Capitalize on collective knowledge & decision making, while reducing redundancy
- Utilize tools and technology to implement advance forecasting practices

9:45 am

Keynote:

Dynamic Forecasting

Incorporate event and market driven forecasting for “real world” results

- Static vs. Dynamic Forecasting methods
- Scenario planning to better understand the impact of unknown events
- Understanding and applying variable data results properly

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11:00 am

Track A
Financial Forecasting -

Predictive Analytics for Finance

Utilize predictive analytics to improve financial forecasting and planning

- Use qualitative and quantitative data to develop accurate prediction models
- Develop a model for better predicting returns on financial allocations
- Develop a methodological approach to aligning financial needs with strategic needs
- Determine how future financial investments will affect the organization

Track B
Competitive Intelligence -

Information Management for Decision Making

Managing CI information in a multi-decision making environment

- Develop meaningful interpretations and recommendations to drive business decisions
- Cascade strategies across functions and departments to ensure successful execution
- Developing cross-functional support to align people, process, data, metrics and technology

Track C
Demand Planning & Forecasting -

Data Management for Demand Forecasting

Reduce time and improve accuracy of data collection and analysis

- Implement controls to ensure data flow and integrity
- Cascade process across functions and departments to ensure successful execution
- Align data structure to business needs and objectives

1:00 pm

Track A
Financial Forecasting -

Financial Modeling and Driver Based Planning

Link financial forecasting to operational drivers and key performance indicators

- Create cause-and-effect relationships linking business drivers to financial and operational outcomes
- Apply a methodological approach to testing assumptions and scenario analysis
- Leverage financial intelligence to better predict financial outcomes

Track B
Competitive Intelligence -

CI Usage and Allocation

Framework for ensuring competitor profiles meet the needs of multiple end-users

- Utilizing internal relationships to determine needs, overlap and consistent but customized briefs
- Building accessible and efficient CI gateways to gather, organize and disseminate CI information
- Empowering CI knowledge gathering through social media outlets

Track C
Demand Planning & Forecasting -

Meeting Customer Demands

Develop insight into customer needs to forecast demand and new product introduction

- Create strategic and tactical plans that align to future customer needs
- Capitalize on internal and external stakeholder capabilities for more efficient demand management
- Use a cross-functional approach to product planning and demand management to support long-term customer needs

2:15 pm

Track A
Financial Forecasting -

Revenue Forecasting, Planning and Analysis

Develop a comprehensive framework to align sales and operations planning to financial forecasting and planning

- Integrate operational drivers to financial planning for improved revenue forecasting
- Improve profitability through revenue maximization and margin enhancement
- Revenue planning that drives predictable sales growth and uncovers new sales opportunities

Track B
Competitive Intelligence -

Establishing Competitive Intelligence Value & ROI

Effectively managing CI initiatives to ensure the most value-add possible

- Utilizing CI in sales and other key revenue driving activities
- Implementing practices to track ROI and highlight value
- Unifying CI initiatives to underscore value & significance to organizational leadership

Track C
Demand Planning & Forecasting -

Implementing Demand and S&OP Processes

Explore strategies to ensure successful implementation, alignment and buy-in of demand, sales & operation planning practices

- Implementation framework covering process, people, performance and platform
- Outlining responsibilities, timelines and resource management
- Interactive implementation and change management Q&A and discussion



Reasons to Attend Business Forecasting 2012

- Attain valuable, concrete practices to create & improve forecasts
- Provide decision makers with advanced, dynamic and accurate data & forecasts
- Improve knowledge across all departments through innovate market analysis techniques
- Receive hands-on business statistical and modeling training
- Take your financial planning & budgeting to the next level with advanced Rolling Forecasts techniques
- Improve product planning & development and be ready when the market changes
- Network with peers and industry experts will earning continuing education hours

Product Category Lifecycle: Growth Strategy Workshop

Wednesday, June 13; 1pm – 4:00pm

Price - \$499

Understanding the stages of product category lifecycle is a critical part of strategic planning, forecasting and evaluation. Furthermore, the long term success of a brand often depends on have the foresight to make decisions based on anticipated outcomes. This workshop achieves the developing of a full category lifecycle framework, matching the marketing mix with lifecycle and developing growth strategies throughout the lifecycle stages.

Course Learning Objectives:

- Understanding the category lifecycle
- Matching the marketing mix to the category lifecycle
- Evaluating and prioritizing innovation, product range, communication and pricing
- Examples and applications of disruptive growth
- How to bring your brand in line to lifecycle thinking

About the Instructor:

Bob Clark has over 25 years of strategic marketing and product experience in consumer packaged goods. Mr. Clark has held senior marketing positions at Lipton (Unilever), Kellogg Brands, Sara Lee and SC Johnson Company. Mr. Clark is founder and president of 24k Marketing, an independent, strategic marketing resource to help drive growing businesses.

Competitive Intelligence Workshop

Wednesday, June 13; 4:30pm – 7:30pm

Price - \$499

By not knowing the future of customers' needs, companies pay the heavy price: they create products and services that the market does not embrace. With the emergence of the General Theory of Innovation (GTI), a scientific theory of innovation that has prescriptive and predictive capabilities, any company can reliably identify the future of the evolution of its market and create growth-generating strategic innovations virtually on demand. This tutorial will present the "How-To" (the framework, the processes, and the tools) of strategic forecasting that is applicable for any market and any company. It contains multiple case studies that are based on real projects conducted by the tutorial leader. The participants will continuously practice application of the tools in multiple "hands-on" workshops.

Course Learning Objectives:

- The root cause of growth cessation and what any firm can do to overcome it
- The fundamentals of the General Theory of Innovation (GTI)
- The Evolutionary Templates enabling reliable forecast of the future of evolution of products and services
- The overall process (a sequence of procedures) aimed at creation of Strategic Innovations on Demand
- A number of "Problem-Solution" Templates (rules; "formulae") enabling solution of identified problems

About the Instructor:

Greg Yezersky is the creator of the General Theory of Innovation (GTI). He has been in the business of innovation since 1983. Greg has conducted hundreds of seminars on the subject worldwide, taught thousands of students and successfully consulted for many Fortune 500 companies. He is the founder and president of the Institute of Professional Innovators (IPI), a premier innovation education and consulting company dedicated to developing clients' sustainable capability for "on demand innovation".

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Area, Venue & Travel Information

Business Forecasting 2012

Location – Chicago South Loop

Located in Chicago's downtown South Loop area, our venue provides excellent access to transportation as well as all the city has to offer. Gateway Management can assist you with identifying the area's best restaurants, hotels, shopping and shows to maximize your experience outside the Summit.

Hotel and Accommodation Facilities

Our venue's excellent location offers easy access to the entire city of Chicago. We have scouted locations throughout the region and found that hotels in Chicago's South Loop offer excellent accommodations, an unrivaled meeting environment and tremendous value. Furthermore, venues in the South Loop area offer equal convenience from either Midway or O'Hare airports.

Travel

This event is best accessed by-way-of Midway or O'Hare Airports. To view shuttle information from either airport:

<http://mccormickplace.hyatt.com/hyatt/hotels/services/transportation/index.jsp>

For driving and public transportation information:

<http://mccormickplace.hyatt.com/hyatt/hotels/services/maps/index.jsp>

Venue – Hyatt Regency McCormick Place

Hyatt Regency McCormick Place
2233 South Martin L. King Drive
Chicago, IL 60616



Earn CPEs

CPE Credits: 13

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Program Level:	Basic
Delivery Method:	Group-Live
Prerequisites:	None
Advanced Preparation:	None

Room Rate
\$ 199.⁰⁰ / night

Reservations: (312) 567-1234

Mention the **Gateway Management Room Block** to the customer service agent to receive this exclusive reduced rate.

Online Reservations: <https://resweb.passkey.com/go/GatewayManagement>



<input type="checkbox"/>	Early Registration ** Early registration is available until: April 27 th , 2012	\$ 1,599
<input type="checkbox"/>	Standard Registration	\$ 1,799
<input type="checkbox"/>	Additional Attendee	\$ 1,299
<input type="checkbox"/>	Three Attendee Rate	\$ 3,999
<input type="checkbox"/>	Optional Add-on: Pre-Summit Workshops **June 13th - Product Category Lifecycle - Growth Strategy: 1:00-4:00 PM **June 13th - Competitive Intelligence Workshop: 4:30-7:30 PM	\$ 499/each

For current discount and group rates, please contact **Thomas Johnson** at:
tjohnson@altamont-group.com or 510-984-2961

Attendee Information

Attendee Name

Title

Organization

Email

Phone

Additional Attendee Name

Title

Email

Additional Attendee Name

Title

Email

Payment Information

Check/Purchase Order

Credit Card

Name on Card

Card Number

Expiration Date

CV2 (card verification number)

Billing Address

City/State/Zip

Pay By Check:

Checks should be made payable to Altamont Group Inc. The mailing address for checks and tax forms is 205 N. 2nd Avenue, Oakdale, CA 95361

Cancellation/Rescheduling Policy:

All cancellations made four weeks or longer from the summit's start date will be provided a full refund or credit toward current or future Altamont Group programs. Any cancellations made within four weeks of the programs start date will be provided with credit toward current or future Altamont Group programs.

Registration Information

P: 510-984-2961

F: 510-380-7377

For questions regarding group discounts, accommodations or speaker information, contact Jason Evans at:

tjohnson@altamont-group.com

All mailed registration and inquiries to:

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