


# Demand Planning & Forecasting

## *Predictive Intelligence Summit* 2012



June 14-15, 2012  
Chicago, IL

- Leverage demand planning to improve forecasting accuracy and drive decision making
- Enhance sales and operations planning through consistent forecasting, reporting and analysis
- Ensure supply continuity to support demand forecast and product requirements
- Advanced lifecycle planning and forecasting strategies to meet long-term product requirements



# Event Agenda



## Day One – June 14, 2012

8:00 am	Registration & Continental Breakfast
8:30 am	Keynote: <b>The Art and Science of Good Forecasting</b> <i>Combining math and analysis with good instincts and sound judgment</i>
9:45 am	Keynote: <b>Measuring Forecasting Performance</b> <i>Support better decision making with forecasting measures, metrics and KPIs</i>
Demand Planning & Forecasting	
11:00 am	<b>Integrated Demand Planning</b> <i>Leverage demand planning to improve forecasting accuracy and drive decision making</i>
12:00 pm	Lunch & Networking Break
1:00 pm	<b>S&amp;OP Process Excellence</b> <i>Enhance sales and operations planning through consistent forecasting, reporting and analysis</i>
2:15 pm	<b>Supply Chain Optimization &amp; Alignment</b> <i>Ensure supply continuity to support demand forecast and product requirements</i>
3:30 pm	<b>Product Introduction, Forecasting &amp; Planning</b> <i>Advanced lifecycle planning and forecasting strategies to meet long-term product requirements</i>
4:30 pm	<b>Networking Reception</b>

## Day Two – June 15, 2012

8:00 am	Registration & Continental Breakfast
8:30 am	Keynote: <b>Collaborative Business Forecasting</b> <i>Establish integrated business planning through synchronized forecasting processes</i>
9:45 am	Keynote: <b>Dynamic Forecasting</b> <i>Incorporate event and market driven forecasting for "real world" results</i>
Demand Planning & Forecasting	
11:00 am	<b>Data Management for Demand Forecasting</b> <i>Reduce time and improve accuracy of data collection and analysis</i>
12:00 pm	Lunch & Networking Break
1:00 pm	<b>Meeting Customer Demands</b> <i>Develop insight into customer needs to forecast demand and new product introduction</i>
2:15 pm	<b>Implementing Demand and S&amp;OP Processes</b> <i>Explore strategies to ensure successful implementation, alignment and buy-in of demand, sales &amp; operation planning practices</i>
3:30 pm	Adjourn

# Demand Forecasting 2012

**Demand Planning & Forecasting 2012** is a two-day learning, exchange of best practices and networking summit focused on demand planning by way of superior prediction capabilities. This comprehensive program explores a breadth of demand forecasting challenges including integrated demand planning, supply chain excellence, meeting customer needs and more. Attendees are given an unrivaled opportunity to learn from case studies, hands-on workshops, and technology round tables, presented by some of the most innovative practitioners, thought leaders and methodologists working in forecasting today.

**Demand Planning & Forecasting 2012** is also part of our flagship event **Business Forecasting 2012** which is comprised of three unique events: **Financial Forecasting 2011**, **Competitive Intelligence 2012** and **Demand Planning & Forecasting 2012**.

Attendees from a wide range of industry and functional experience make it a goal to attend **Demand Planning & Forecasting 2012**. Attendee involvement and interaction provides exceptional **Networking Opportunities** to enhance attendees' experience at the event, as well as build lasting relationships for continued learning well into the future.

- Leverage demand planning to improve forecasting accuracy and drive decision making
- Enhance sales and operations planning through consistent forecasting, reporting and analysis
- Ensure supply continuity to support demand forecast and product requirements
- Advanced lifecycle planning and forecasting strategies to meet long-term product requirements



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

## Who Should Attend?

Supply Chain Director / Manager  
Sales Director / Manager  
Material Management Manager  
COO  
Procurement Managers  
Lifecycle Managers  
VP of Supply Chain Planning  
Product Director / Manager  
Inventory Director / Manager  
Logistics Professional  
Information Systems Director / Manager

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:

Jason Evans: [jevans@altamont-group.com](mailto:jevans@altamont-group.com) • 510-984-2949

### *Network with colleagues from across industries and functions*

Not only do attendees come to learn innovative skills and best practices in demand planning and forecasting, they also come to meet with peers from different industries across the nation. Keeping this in mind, attendees are given a chance to network with colleagues from an array of backgrounds and disciplines.

This unique networking opportunity enhances attendees experience both on site and through subsequent relationships built at the event.



11:00 am

**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

**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

**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

**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

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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

### **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

### **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

### **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

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# Area, Venue & Travel Information

## Demand Planning & 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>



Earn CPEs


CPE Credits: 13

Altamont Group Inc. is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN, 37219-2417. Web site: [www.nasba.org](http://www.nasba.org).

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

### Venue – Hyatt Regency McCormick Place

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

	<b>Room Rate</b>
	<b>\$ 199.<sup>00</sup> / night</b>
Reservations:	<b>(312) 567-1234</b>
<i>Mention the "Gateway Management Room Block" to the customer service agent to receive this exclusive reduced rate.</i>	
Online Reservations:	<a href="https://resweb.passkey.com/go/GatewayManagement">https://resweb.passkey.com/go/GatewayManagement</a>



<input type="checkbox"/>	<b>Early Registration</b> ** Early registration is available until: April 27 <sup>th</sup> , 2012	<b>\$ 1,599</b>
<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"/>	Four Attendee Rate	\$ 4,999

For current discount and group rates, please contact **Jason Evans** at:  
jevans@altamont-group.com or 510-984-2949

### 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. 2<sup>nd</sup> 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: 510-984-2949

F: 510-380-7377

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

**jevans@altamont-group.com**

All mailed registration and inquiries to:

**Altamont Group Inc.**  
205 N. 2<sup>nd</sup> Avenue  
Oakdale, CA 95361