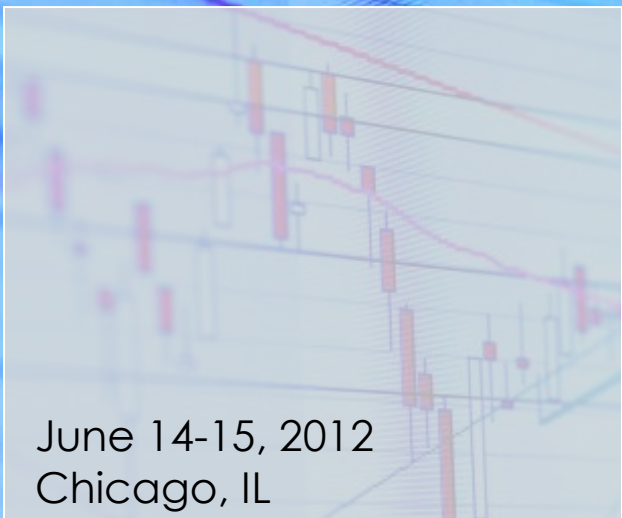
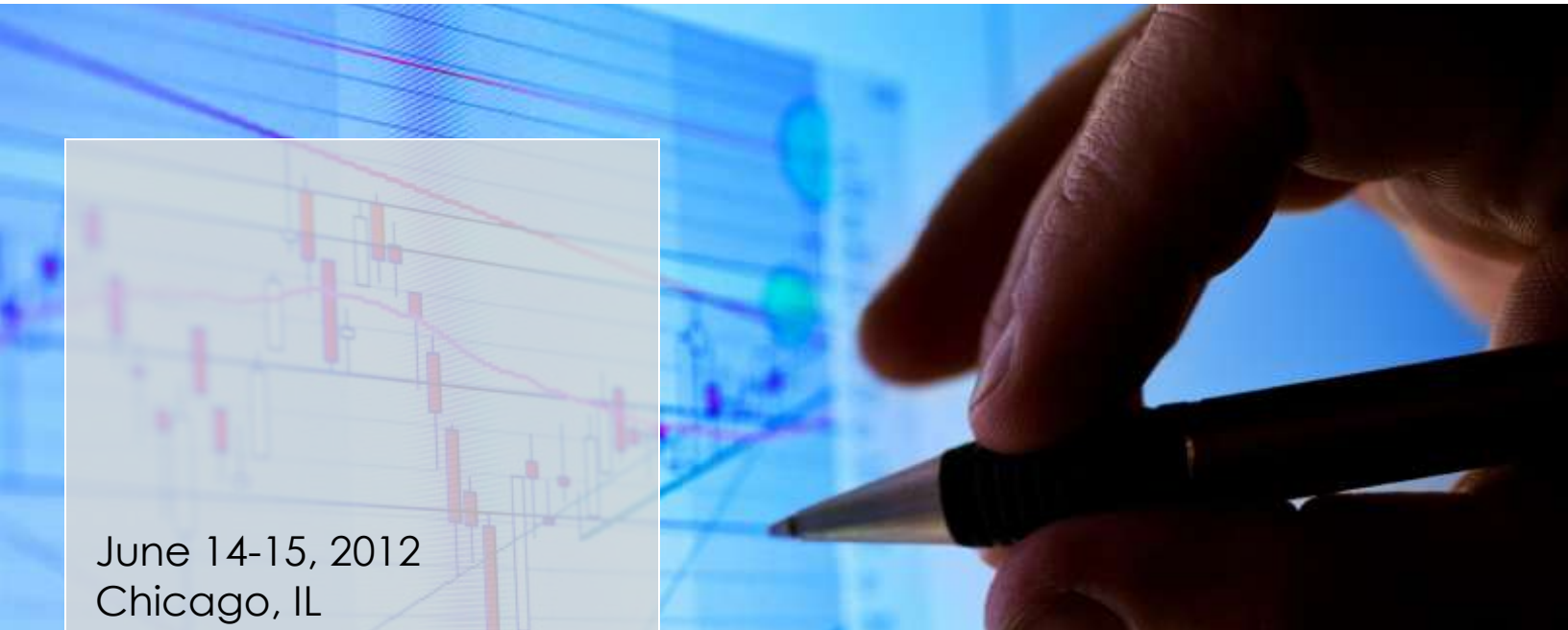


Financial Forecasting

Predictive Intelligence Summit 2012



June 14-15, 2012
Chicago, IL

- Link financial forecasting to operational drivers and key performance indicators
- Incorporate continuous planning to keep your forecasts current and accurate
- Maximize the flexibility, adaptability and competitive advantage of planning with rolling forecasts
- Utilize predictive analytics to improve financial forecasting and planning



Event Agenda

Day One – June 14, 2012

8:00 am	Registration & Continental Breakfast
8:30 am	Keynote: The Art and Science of Good Forecasting <i>Combining math and analysis with good instincts and sound judgment</i>
9:45 am	Keynote: Measuring Forecasting Performance <i>Support better decision making with forecasting measures, metrics and KPIs</i>
	Financial Forecasting
11:00 am	Financial Forecasting Transformation and Innovation <i>Improve management decision making with predictive intelligence</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>
2:15 pm	Transition Traditional Forecasting to Rolling Forecasts <i>Incorporate continuous planning to keep your forecasts current and accurate</i>
3:30 pm	Rolling Forecasts & Continuous Financial Planning <i>Maximize continuous "driver based" planning to keep your forecasts current and accurate</i>
4:30 pm	Networking Reception

Day Two – June 15, 2012

8:00 am	Registration & Continental Breakfast
8:30 am	Keynote: Collaborative Business Forecasting <i>Establish integrated business planning through synchronized forecasting processes</i>
9:45 am	Keynote: Dynamic Forecasting <i>Incorporate event and market driven forecasting for "real world" results</i>
	Financial Forecasting
11:00 am	Predictive Analytics for Finance <i>Utilize predictive analytics to improve financial forecasting and planning</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>
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>
3:30 pm	Adjourn

Financial Forecasting 2012

Financial Forecasting 2012 is a two-day learning, exchange of best practices and networking summit focused on financial planning by way of superior prediction capabilities. This comprehensive program explores a breadth of financial forecasting challenges including rolling forecasts, driver based planning, predictive analytics 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.

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

Attendees from a wide range of industry and functional experience make it a goal to attend **Financial 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.

- Link financial forecasting to operational drivers and key performance indicators
- Incorporate continuous planning to keep your forecasts current and accurate
- Maximize the flexibility, adaptability and competitive advantage of planning with rolling forecasts
- Utilize predictive analytics to improve financial forecasting and planning



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

Who Should Attend?

CFO
Controller
FP&A
P&L and Budget Owners
Financial Officer
Financial Analyst
Forecast Analyst
CPA
VP of Finance
CEO
Economist
Budgeting Director
Management & Financial Accountant

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

Network with colleagues from across industries and functions

Not only do attendees come to learn innovative skills and best practices in financial 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

Financial 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

1:00 pm

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

2:15 pm

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

3:30 pm

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

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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

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

1:00 pm

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

2:15 pm

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

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Area, Venue & Travel Information

Financial 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



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.

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"/>	Four Attendee Rate	\$ 4,999

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 Thomas Johnson at:

tjohnson@altamont-group.com

All mailed registration and inquiries to:

Altamont Group Inc.
205 N. 2nd Avenue
Oakdale, CA 95361