EyeOn master class forecasting and demand management

Demand planners, forecasters, demand analysts, demand (planning) managers, S&OP managers, supply chain managers.

The 'forecasting & demand management training' is facilitated by Sander de Groot and EyeOn industry & data science experts.

€ 3395,- excl. VAT, training documentation and lunch included, dinner and lodging excluded.

You will receive a certificate afterwards.

For dates & locations see EyeOn event calendar.

Market conditions for companies are challenging nowadays. Regulatory barriers, increased competition, margin pressure, complexity of product introduction and phase out, governmental interventions and the need for a more personalized care are some of the key words. These changes are translated into increased variability of demand and higher levels of uncertainty in forecasting product adoption and consumption. This has turned the demand planning function into a vital business position.

Despite efforts over the last decades to increase value chain flexibility, forecasting demand is still of eminent importance in many companies. All entities in the value chain operate triggered by the expected demand from the end customer. The quality of the estimation of the demand directly influences the quality of the chain in terms of customer service levels, inventory levels and cost levels. Research shows that in many companies, ten percent or more of net gross profit is lost because of forecast inaccuracy. It causes overages and shortages in inventory. Additionally, the inaccurate forecast causes production re-planning that creates purchasing, financing and scheduling difficulties.

This 3-day 'forecasting and demand management training' is designed to introduce the key concepts and core requirements needed to design and implement robust demand planning processes that drive your business and implement smart-touch demand planning processes that balance the use of advanced analytics with focused value adding human interaction.

LEARNING GOALS

After attending this 'forecasting and demand management master class' you are able to:

- Define and execute improvements on your forecasting and planning process.
- Understand the elements that influence demand and value the benefits of a robust forecasting process.
- Circumvent potential obstacles and barriers to changing the process.
- Identify how the demand plan is best integrated into crucial business processes (like manufacturing, execution, strategy) and the S&OP process.
- Implement actionable insights, reporting and measurements for the demand management process.
- Identify the potential of advanced analytics (like machine learning) to improve the quality of your forecasting and demand shaping activities.
- Evaluate skills and competencies needed in the demand planning process.

This course also offers a unique opportunity to meet and discuss with your demand planning peers from other companies in the industry. Participants are asked to complete a short intake survey prior to the training to tune the agenda of day 3 to individual learning goals.

EYEON MASTER CLASSES

This master class is part of the EyeOn Academy for forecasting & planning professionals. The full training curriculum is available on our website.

PROGRAM

Day 1. Forecasting and demand management basics
- Forecasting and demand planning self assessment
- Demand management process definition
- Forecast differentiation
- Forecasting as part of the S&OP process
- Budget integration and rolling forecast
- Successful demand planning implementations
- Actionable forecast performance reporting & measurement.

Day 2. Advanced analytics for forecasting
- Fundamentals of statistical forecasting
- Tools for advanced analytics
- Implementation of advanced analytics
- Advanced analytics in practice
- Forecasting game

Day 3. Specific industry practices in a FMCG, high tech, process and life science environment
Selection of topics based on learning goals of participants:
- Market driver-based demand planning
- Managing sales funnels and tenders
- Promotion planning
- NPI planning
- Embed the master class learnings into your organization

SIGN UP & MORE INFORMATION

If you would like to attend this 3-day training Forecasting & Demand Management please contact Anouk van den Eijnden (academy@eyeon.nl).

If you wish to receive more information, please contact Sander de Groot at sander.degroot@eyeon.nl