EYEON MASTER CLASS FORECASTING AND DEMAND MANAGEMENT

23-25 January 2019, Aarle-Rixtel (NL)

Demand Planners, Forecasters, Demand Analysts, Demand (Planning) Managers, S&OP Managers, Supply Chain Managers.

The forecasting & demand management training is facilitated by Freek Aertsen, Bram Bongaerts, Yulia Meshalkina, Edward Versteijnen and Luc van Wouwe.

€ 1995,- excl. VAT, training documentation and lunch included, dinner and lodging excluded.

You will receive a certificate afterwards.

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 characterizing these challenging conditions. 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.

EYEON
MASTER CLASS

LEARNING GOALS

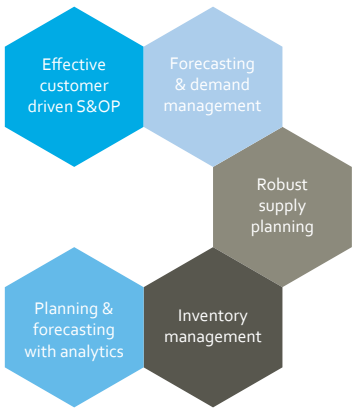
After attending this forecasting and demand management master class you are able to:

- 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 meaningful measurements for the demand management process.
- Use Point of Sales data 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.

OVERVIEW EYEON MASTER CLASSES

Below you find an overview of all Master Classes given within the EyeOn Academy.



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
- Forecast performance measurement

Day 2. Statistical forecasting
- Configuration of statistical parameters
- Statistical forecasting tooling
- Implementation of statistical forecasting
- Statistical forecasting in practice

Day 3. Specific industry practices in a FMCG, High Tech, Process and Life Science environment
- 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 Kim van Broekhoven (academy@eyeon.nl).

If you wish to receive more information, please contact Luc van Wouwe at Luc.vanWouwe@EyeOn.nl.