



## EyeOn Online 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 Luc van Wouwe, Koen Koolen and  
Stijn Rutjes.



€ 2495,- excl. VAT, training documentation  
included.



Online via Teams.



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 online 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. This online training is scheduled for 6 half days, plus a part of home study via videos (self-paced).

### LEARNING GOALS

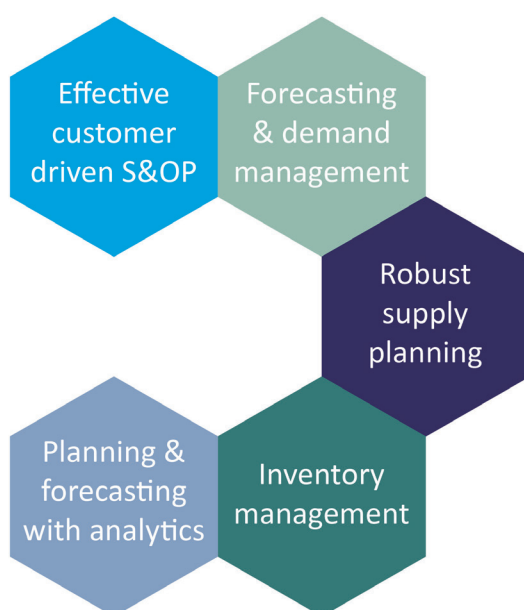
After attending this forecasting and demand management master class you are able to:

- 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 - Friday June 4th - 09h00-12h15

- Topic: Forecasting and demand management basics

#### Day 2 - Monday June 7th - 09h00-12h00

- Topic: Forecast Performance, human behavior and best practices

#### Day 3 – Wednesday June 9th – 10h30-12h15

- Topic: Statistical forecasting & forecasting game
- Online videos (self-paced) will be included

#### Day 4 – Monday June 14th – 10h00 – 12h45

- Topic: Statistical forecasting & forecasting game
- Online videos (self-paced) will be included

#### Day 5 – Thursday June 17th - 09h00-12h00

- Topic: Specific industry practices

#### Day 6 - Monday June 21st - 09h00-12h00

- Topic: COE's & Q&A on participants inputs

### SIGN UP & MORE INFORMATION

If you would like to attend this 6-day training Forecasting & Demand Management please contact our event team ([academy@eyeon.nl](mailto:academy@eyeon.nl)).

If you wish to receive more information, please contact Luc van Wouwe at [luc.vanwouwe@eyeon.eu](mailto:luc.vanwouwe@eyeon.eu).