

Forecasting Seminar

Business Forecasting: Techniques, Applications and Best Practices

September 20-22, 2010 ★ Boston, Massachusetts USA

This comprehensive three-day course covers all aspects of business forecasting. Numerous real-world examples drawn from a wide range of industries are used throughout to illustrate key concepts. The seminar includes computer workshops, allowing you to immediately apply what you've learned to your own data.



By the end of the seminar you will not only have gained considerable insight into business forecasting, but will also have had the opportunity to solve your own forecasting problems with state-of-the-art software and expert instructors.

“The seminar exposed me to various forecasting models, enabling me to determine what best fits our business.”

Val Pulgar
Forecast Analyst, OPI Products, Inc.

Agenda

- ✓ **Introduction:** Properties of Data ★ Overview of Methods ★ Resources for Forecasters
- ✓ **Components of Data:** Trends ★ Seasonality ★ Business Cycles ★ Trading-Day Variation ★ Interventions ★ Noise
- ✓ **Exponential Smoothing Models:** Holt-Winters Family of Models ★ Damped Trend Models ★ Croston's Intermittent Demand Model ★ Event-Index Models
- ✓ **Forecast Accuracy and Evaluation:** Within-Sample vs. Out-of-Sample Errors ★ Error Measurement Statistics ★ Simulations vs. Real-Time Tracking
- ✓ **Box-Jenkins Models:** Advantages and Disadvantages ★ Automatic Identification Procedure ★ Differencing ★ Diagnostics
- ✓ **Forecasting a Product Hierarchy:** Data Characteristics ★ A-B-C Classifications ★ Constructing the Hierarchy ★ Top Down vs. Bottom Up ★ Proportional Allocation
- ✓ **Dynamic Regression:** When to Use ★ Standard OLS ★ Lagged Variables ★ Cochrane-Orcutt Models ★ Hypothesis Tests
- ✓ **Computer Workshops:** Structured Forecasting Exercises ★ Analysis of Attendee's Data

ForecastPRO

Software Discount:
Attendees are eligible to receive a discount of up to \$300 when licensing Forecast Pro software.

Who should attend

Product managers, marketing managers, business managers, corporate planners, market researchers, utility forecasters, production planners, supply chain analysts or those who prepare or analyze forecasts as part of their job responsibilities. Some prior knowledge of statistics is helpful but not essential.

www.forecastpro.com

REGISTRATION FORM

"Business Forecasting: Techniques, Applications and Best Practices"

September 20-22, 2010 * Boston, Massachusetts USA

Name: _____ Title: _____

Company: _____

Address: _____

Country: _____

Phone: _____ Fax: _____

E-mail: _____

**REGISTER WITH
YOUR COLLEAGUES
AND SAVE!**

Registration Fees:

One Attendee.....\$1,395

or

One Attendee with Team Discount.....\$1,095

Sign up 3 or more attendees at the same time and pay only \$1,095 per attendee.
Team Discount cannot be combined with any other discount. Names of the other
attendees must be listed below to receive this price:

#1 _____ #2 _____

TOTAL _____

Payment Method: (payment in full is required at the time of registration)

Check attached

Visa MasterCard American Express

Card # _____ Signature: _____ Expiration date: _____

Cancellation Policy:

The seminar is limited in size and we ask that if you must cancel to please inform us as soon as possible. Attendees may receive a full refund if cancellation is made 30 days or more prior to the start of the seminar. Attendees who cancel 14-30 days prior to the start date may receive a refund of the registration fee paid minus a \$150 service charge. Registrants who fail to attend or cancel less than 14 days before the start date are not entitled to receive a refund. Personnel substitutions may be made at any time.

Mail to:

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Belmont, MA 02478 USA

Fax Form to:

617-484-9219

or Call:

617-484-5050

E-mail:

info@forecastpro.com

Web:

www.forecastpro.com

(Please fill out one form per attendee, copy if necessary)

Code: _____

Business Forecasting: Techniques, Applications and Best Practices

Dates: September 20-22, 2010

Location: Boston, Massachusetts, USA

Seminar Hours:

Monday, September 20 and Tuesday, September 21: 9 am – 5 pm

Wednesday, September 22: 9 am – 3:30 pm

Location Royal Sonesta Hotel Boston
40 Edwin Land Boulevard
Cambridge, MA 02142
Phone: (617) 806-4200
Email: reservations@sonesta-boston.com

Airport The Royal Sonesta is only 3 miles from Boston's Logan Airport.
See www.sonesta.com/Boston/ for directions from Logan to the hotel.

Accommodations Hotel rooms are available at a reduced rate of \$229.00/night plus tax.
To receive this special rate, call the hotel directly at (617) 806-4200 and indicate that you are attending the Business Forecast Systems meeting.

Additional information about the hotel is available at
www.sonesta.com/Boston/