

Forecasting Seminar

Business Forecasting: Techniques, Applications and Best Practices

October 18-20, 2010 ★ London, United Kingdom

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"

October 18-20, 2010 * London, United Kingdom

Name: _____ Title: _____

Company: _____

Address: _____

_____ Country: _____

Phone: _____ Fax: _____

E-mail: _____

**REGISTER BY
AUGUST 31, 2010
AND SAVE!**

Registration Fees:

One Attendee.....€1,695

or

One Attendee with Super Early Bird Discount (by August 31, 2010)€1,395

or

One Attendee with Early Bird Discount (by September 20, 2010).....€1,595

or

One Attendee with Team Discount.....€1,195

Sign up 3 or more attendees at the same time and pay only €1,195 per attendee.
Team Discount cannot be combined with any other discount. Names of the other
attendees must be listed below to receive this price:

TOTAL _____

#1 _____ #2 _____

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. Registrations booked at the Early Bird or Super Early Bird discounted rates cannot be cancelled, although personnel substitutions may be made at any time prior to the start of the seminar. Attendees who register at the full, non-discounted fee may receive a full refund if cancellation is made 30 days or more prior to the start date. Attendees who register at the full, non-discounted fee and cancel 14-30 days prior to the start date may receive a refund of the actual 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:

Business Forecast Systems
68 Leonard Street
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

Presented by *Business Forecast Systems, Inc.*
in cooperation with [Timberlake Consultants Ltd.](#)

Dates: 18-20 October, 2010

Location: Cass Business School (Cass), London, UK

Seminar Hours:

Monday, 18 October and Tuesday, 19 October: 9 am – 5 pm

Wednesday, 20 October: 9 am – 3:30 pm

Note: the exact location of the seminar will be provided to attendees upon confirmation of their registrations. For any questions regarding the specific location at Cass, contact Ashley Dyer at +44 (0) 20 8697 3377.

Hotel Accommodations

The seminar will be held at Cass Business School which is located in the heart of London's financial district. For a detailed map and directions by Underground, bus, car or train, visit: <http://www.cass.city.ac.uk/about/location/findus.html>

Cass is 5-10 minute walk from the nearest Underground station, so commuting via the "tube" is easy. London offers a wide range of accommodations, and since Cass is conveniently located near the Underground, attendees have the flexibility to choose a hotel based on individual preferences. For those looking for accommodations nearby Cass, the following hotels are within walking distance:

Thistle City Barbican

Central Street, Clerkenwell
London EC1V 8DS



Phone: 0871 376 9004 / +44 845 305 8304

http://www.thistle.com/en/hotels/united_kingdom/london/thistle_city_barbican/index.html

The Thistle City Barbican has a limited number of rooms at £134.00 per night single occupancy and £144.00 per night double occupancy. (Rates include VAT and Full English Breakfast.) These rooms can only be booked by calling the hotel directly before September 19, 2010 and securing your reservation with a credit card. You must mention that you are attending the Business Forecasting Seminar to receive this special rate.

Holiday Inn

Kings Cross/Bloomsbury
1 Kings Cross Road
London WC1X 9HX



www.holidayinn.co.uk

Reception: 020 7833 3900

<http://www.holidayinn.com/hotels/gb/en/london/lonkc/hoteldetail>

£140-£185 per night single occupancy