

# Forecasting Seminar

## Business Forecasting: Techniques, Applications and Best Practices

**April 21-23, 2010 ★ Orlando, FL 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 to Forecasting:** Properties of Data ★ Overview of Methods ★ Evaluating Forecast Accuracy
- ✓ **Time Series Decomposition:** Components of Data ★ Business Cycle Indicators ★ Census X-11
- ✓ **Exponential Smoothing Models:** Simple One, Holt Two and Winters Three Parameter ★ Damped Trend Models ★ Event Models
- ✓ **Box-Jenkins Models:** Advantages and Disadvantages ★ Automatic Identification Procedure ★ Differencing ★ Diagnostics
- ✓ **Batch (Multi-Series) Forecasting:** Data Characteristics ★ A-B-C Classifications ★ Measures of Accuracy ★ Top Down vs. Bottom Up
- ✓ **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 of the three-day seminar receive \$100 discount on the purchase of any Forecast Pro Software product.

### 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 analyzes forecasts as part of their job responsibilities. Some prior knowledge of statistics is helpful but not essential.

[www.forecastpro.com](http://www.forecastpro.com)

ENROLL IN  
**“Business Forecasting:  
Techniques, Applications and Best Practices”**  
TODAY!

April 21-23, 2010 \* Orlando, Florida USA

**Registration Form**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

**Payment Method:**

- Check or Money Order attached  
 Purchase Order (U.S. only)  
 Visa     MasterCard     Amex

Card # \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**Registration:**

Please contact BFS to register. Class size is limited. Reservations are accepted on a first come, first served basis.

Rooms are available at a reduced rate at the hotel until four weeks prior to the conference.

**Fees:** \$1,395 prepaid. \$1,295 per person prepaid with two or more registrants.

**Cancellation Policy:**

The workshop is limited in size. If you must cancel please let us know as soon as possible. The registration fee is fully refundable on cancellations made 30 days prior to the start date. Registrants canceling 14-30 days prior are subject to a \$150 service charge. Registrants who fail to attend or cancel less than two weeks before the start date are liable for the entire fee. Personnel substitutions may be made at any time.

**Mail Form To:**

Business Forecast Systems, Inc.  
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)*



**Business Forecasting:  
Techniques, Applications and Best Practices  
Orlando, FL USA  
April 21 - 23, 2010  
9:00am – 5:00pm**

**Location:**

**Hilton in the Walt Disney World® Resort  
1751 Hotel Plaza Boulevard  
Lake Buena Vista, Florida, United States 32830  
Tel: (407) 827-4000 or (800) 782-4414  
Fax: (407) 827-3890**

The Hilton is an official hotel of the Walt Disney World® Resort located in the heart of Downtown Disney® Area, 10 minutes from the Convention Center and 25 minutes from Orlando International Airport.

**Reservations:**

We have secured a special discounted rate of \$129/night during the three nights of the seminar. To receive the discounted room rate, please call the Hilton Hotel (800-782-4414) by March 26, 2010 and mention that you will be attending the Business Forecasting Seminar. After March 26<sup>th</sup>, the rate will be subject to availability.