

Forecast Pro User Conference 2021

September 27-29, 2021 • Cambridge, Massachusetts USA



The Forecast Pro User Conference **empowers you to get the most out of Forecast Pro** by meeting with and learning from fellow users, forecasting experts and the Forecast Pro team. This content-rich event is designed to help you to improve your forecasting by focusing on “real life” business scenarios and offering practical solutions that you can implement in your own organization.

We’ve purposely structured the conference to be an intimate event so that you can **make valuable connections with other Forecast Pro users** to share your knowledge and ideas. This is your opportunity to understand how other forecasters use the software, to discover how they’ve solved problems similar to those that you face and to compare notes on forecasting practices.

The conference is jam-packed with a **variety of session types**—including Forecast Pro demonstrations, hands-on workshops, user case studies, tutorials, panels and networking events—all of which are designed to help you get the most out of Forecast Pro and strengthen your forecasting process.

www.forecastpro.com

About the Instructors



Eric Stellwagen is the co-founder of Business Forecast Systems, Inc. (BFS) and the co-author of the Forecast Pro software product line. With more than 30 years of expertise in the field, he regularly presents workshops and publishes on the topic of business forecasting, and is widely recognized as a leading educator on the subject. Drawing upon his extensive consulting experience helping leading organizations to address their forecasting challenges, Eric infuses his classes with practical approaches and uses real-world data to illustrate concepts. Eric served on the board of directors of the International Institute of Forecasters (IIF) for 12 years and is currently serving on the practitioner advisory board of Foresight: The International Journal of Applied Forecasting.



Sarah Darin has more than 20 years of experience with statistical consulting, sales forecasting, regression modeling and marketing analytics. Sarah holds a Master's of Science in Statistics from the University of Chicago, where she also served as a Lecturer. Prior to joining BFS, Sarah was Vice President of Consulting Services at Nielsen where she focused on custom analytic solutions, teaching customers how to efficiently integrate, manage, model and forecast large-scale datasets. Sarah provides valuable insight with her ability to understand and explain statistical concepts in the context of real-world, messy data, drawing upon her experience in working with clients across a wide range of industries. Sarah received her undergraduate degree in Applied Mathematics from Harvard University.



James Berry has worked with scores of Forecast Pro clients in his role as Director of Training and Senior Consultant at BFS, not only teaching them how to use the software, but helping them to design, implement and improve their forecasting systems. What James has gained from this experience is a unique perspective on the practical challenges users face and how to overcome them—not to mention an impressive number of frequent flier miles!

Venue & Accommodations

The Forecast Pro User Conference 2021 will be held at the **MIT Samberg Conference Center**. Located on the MIT campus in Cambridge, Massachusetts, this state-of-the-art conference facility features panoramic views of the Charles River and Boston skyline.

Accommodations are available at the Residence Inn Boston Cambridge located in Kendall Square, a 10-minute walk from the conference center. A reduced room rate of \$299/night—which includes a complimentary hot breakfast buffet—is available if you book your room by September 6, 2021. Limited rooms are available so we encourage you to **book your hotel room online now**. You can also reserve a room by calling the hotel directly at +1.617.349.0700 and indicating that you are attending the Business Forecast Systems User Conference to obtain the discounted rate.



Conference Program

Monday, September 27

Forecast Pro: Past, Present and Future

Eric Stellwagen: Eric kicks off the conference by explaining how Forecast Pro has changed over the years in response to clients' expanding needs, reviewing the new features introduced in the latest product releases, and sharing his vision of how Forecast Pro will continue to evolve in the future.

Tales from the Road: How to get the Most from Forecast Pro

James Berry: By working with scores of Forecast Pro clients—not only teaching them how to use the software, but helping them to design, implement and improve their forecasting systems—James has earned a unique perspective on the practical challenges users face. In this session he will share his insights on common roadblocks and tips and techniques for getting around them.

Exponential Smoothing Demystified

Eric Stellwagen: Eric will review the ins and outs of this popular forecasting method which is not a single model but rather a family of models. You will learn what exponential smoothing models are, how they work and when they should be applied. Eric will explain the models' assumptions about underlying data components, and show you how to select an appropriate model and interpret the output including the smoothing weights and final values.

Client Case Study

To be announced

Forecasting the Impact of Promotions and Other Events

Sarah Darin: If you face product promotions, large one-time orders and/or other irregular events, event models can improve forecast accuracy. Sarah will explain how events models work and when to use them, demonstrate how to build the models using customized event variables that suit the needs of your business, and illustrate the significant improvements in forecast accuracy that you can achieve by implementing these models.

Hands-on Breakout Sessions

- How to Unleash the Power of the Override Grid

Tuesday, September 28

Defining and Executing a Forecasting Process

James Berry: James will review a framework to help your team create a roadmap for designing, implementing and improving upon your forecasting process. With a focus on best practices, he will address creating a forecast process, setting up hierarchies and data effectively, incorporating outside data, collaborating with others to establish the final forecasts, measuring and tracking forecast accuracy, and gaining acceptance for the forecasts within the organization.

Tuesday, September 28 (continued)

Effective Strategies for Forecasting New Products

Eric Stellwagen: Eric will review the main categories for new products—replacement products, product line extensions, “new to company” products and “new to world” products—explaining how the type of new product being offered will dictate which forecasting methods to consider. You will learn about the pros and cons of the different approaches available for forecasting new products in each category and Eric will demonstrate some of the more popular methods including item supersession, forecast by analogy and the Bass diffusion model.

Client Case Study

To be announced

Forecast Accuracy and Evaluation

Eric Stellwagen: You will learn the ins and outs of tracking forecast accuracy as Eric explains why it is critical to measure and monitor performance. You will learn the differences between within-sample and out-of-sample errors, approaches to measuring forecast error, the pros and cons of popular accuracy measures, how to implement accuracy tracking, and how exception reports can streamline the review process.

Hands-on Breakout Sessions

- How to Unleash the Power of the Override Grid
- Dynamic Regression

Wednesday, September 29

Working with Others to Establish the Final Forecasts

To be announced

How Do I...?

Panel: This session gives you the opportunity to get answers from a panel of Forecast Pro experts on any questions you may have about the software.

Seminar Hours

Monday, September 27: 9 am to 5:30 pm

Tuesday, September 28: 9 am to 5 pm

Wednesday, September 29: 9 am to 3:30 pm

Continental breakfast and lunch (including a vegetarian option) are provided daily.

A cocktail reception will be held on Monday evening, providing a relaxing environment for socializing after the first day of the conference.

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Registration Form

Name: _____ Title: _____

Company: _____

Address: _____

Country: _____

Phone: _____ Fax: _____

E-mail: _____

**REGISTER BY
AUGUST 2, 2021
AND SAVE!**

Registration Fees:

One Attendee.....\$1,495

or

One Attendee with Early Bird Discount (by August 2, 2021) \$1,395

or

One Attendee with Team Discount..... \$1,250

Team Attendee pricing is available when 3 or more colleagues from the same organization register at the same time. All Team Attendees must complete separate registration forms and provide the names of the other team members below. The Team Attendee discount cannot be combined with other discounts.

#1 _____ #2 _____

TOTAL _____

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

Check attached

Visa MasterCard American Express

Card # _____ Exp date: _____ Security Code: _____

Signature: _____

E-mail completed form to: info@forecastpro.com

(Please fill out one form per attendee)

Business Forecast Systems, Inc • www.forecastpro.com • +1 617-484-5050

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Substitutions/ Cancellations:

Limited space is available, so if you must cancel please let us know as soon as possible. Registrants may receive a full refund if cancellation is made by August 27, 2021. If cancellation is made between August 28 and September 10, 2021, registrants may receive a refund of the registration fees paid minus a \$195 service charge. Registrants who cancel after September 10, 2021 or are “no-shows” are not entitled to receive a refund. Personnel substitutions may be made at any time. If the conference is cancelled, Business Forecast Systems, Inc.’s liability is limited to refunding the registration fees only.