



Presents:

World business Forecasting & Planning Summit

CPG DEMAND PLANNING Post-Summit Training Workshop

September 11, 2009
Las Vegas, NV

You will learn to...

- ☑ **Understand** the unique characteristics of Demand Planning for CPG
- ☑ **Work** the Mechanics of Forecast Modeling
- ☑ **Leverage** Time Series Models and Exponential smoothing
- ☑ **Formulate** accurate baseline models
- ☑ **Calculate** Demand Metrics **and perform** Model Diagnostics
- ☑ **Utilize** retail data to increase the accuracy of your forecasts
- ☑ **Appreciate** the Dynamics of Retail and channel inventory
- ☑ **Derive** the total supply chain forecast using Account Based Forecasting
- ☑ **Set up** a consensus demand planning process

CPG Demand Planning

Overview

Consumer Packaged Goods companies are faced with a changing retail landscape dominated by a few large retailers and higher uncertainty from consumer preferences and retail promotional policies. Just a few of your customers can exert a great influence on your planning, logistics and execution processes. However, the large retail customers have also created the infrastructure and the technology that provides consumer and retail shelf take-away data, as well as enhanced visibility into the inventory positions at both store and warehouse. The key is for the CPG companies to leverage both consumption data and inventory data to create accurate demand plans.

We take on the challenges and work through the mechanics of obtaining and using retailer data and syndicated POS data from sources like Nielsen's and IRI. If you are using



We will illustrate the methodology to address challenges specific to CPG Demand Planning:

- ☑ How can customer inventory and POS data be leveraged into creating accurate customer demand plans?
- ☑ How are the principles of Account Based Forecasting (ABF) used to create the total supply chain forecast for manufacturing?
- ☑ Why is event modeling important for CPG companies, and how should the impact of promotional events be captured in your forecast models?

This workshop will also explain the process to create a demand-driven pull forecast that incorporates the effects of changes in market, consumption patterns, and inventory cycles to model a supply chain forecast.

Wal-Mart Retail Link or Target Partners Online data, this will be a productive workshop that helps you build the analytics to create the correct forecasts.

Who Should Attend?

*Demand Planners & Directors
Forecast Analysts and Managers
Director of Value Chain
Analysts in the Supply Chain
Inventory and Operations Planners
Financial Analysts
Director of Logistics
Marketing Managers
Product Managers
Sales Managers
Customer Business Managers*

Workshop Agenda

CPG Demand Planning

Demand Planning for CPG - Overview

8:30 - 9:30

- a. Demand Forecasting Basics
- b. Key Terminology & Concepts
- c. Demand Planning for CPG companies
 - Forecasting in the S&OP process
 - Role of the Demand Planner
 - Shipment forecasting vs Customer Planning
 - Key challenges of CPG Demand Planning

Demand Driven Forecasting

9:30 – 11:45

- a. Push versus Pull Methodology
- b. Modeling Customer Demand
- c. Retail Customer Segmentation – Analysis of your customer Pareto
- d. Modeling the retail shelf take-away – The use of POS data
- e. Understanding your Distribution Channel Network
- f. Demand Volatility created by Channel inventory
- g. Changes in Retail Inventory Policies
- h. Calculation of the total supply chain forecast
- i. Challenges in setting up the Process – Data Mapping, Calendar Conversions

Case Study: Creating a Customer POS forecast and arriving at a supply chain plan for Jhumpa Juice – Products

11:45 - 12:00

Lunch

12:00 - 1:00

Forecast Modeling of POS Data

1:00 - 3:00

- a. Smooth patterns in the POS data
- b. Effect of Marketing and Sales Promotions
- c. Data Anomalies – Shifts, Outliers & POS Coverage
- d. Statistical Modeling
- e. Model Diagnostics using Demand Metrics
- f. MAPE versus Root Mean Squared Error
- g. Ex-post Forecasting
- h. Modeling Level, Trend and Seasonality

- i. Exponential Smoothing Models
- j. Promotional Planning using Intervention Models
- k. Baseline Forecast and Lift for Promotional events
- l. Change in the Promotional Calendar
- m. Phase-in and Phase-out Modeling

About The Instructor

Dr. Mark Chockalingam is Founder and Managing Principal, Demand Planning LLC, a Business Process and Strategy Consultancy firm.

He has conducted numerous training and strategy facilitation workshops in the US and abroad, and has worked with a variety of clients from Fortune 500 companies such as Wyeth, Miller SAB, FMC, Teva to small and medium size companies such as Au Bon pain, Multy Industries, Ticono- a division of Celanese AG.

Prior to establishing his consulting practice, Mark has held important supply chain positions with several manufacturing companies. He was Director of Market Analysis and Demand Planning for the Gillette Company (now part of P&G), and prior to that he led the SunCare, Footcare and OTC forecasting processes for Schering-Plough Consumer HealthCare.

Mark has a Ph. D. in Finance from Arizona State University, an MBA from the University of Toledo and is a member of the Institute of Chartered Accountants of India.

Discussion of the Case Study to set up the forecasting process for retail data

3:00 - 5:00

Demand Planning LLC, based in Boston MA, is a consulting boutique comprised of seasoned experts with real-world supply chain experience and subject-matter expertise in demand forecasting, S&OP, Customer planning, and supply chain strategy. We provide process and strategy consulting services to customers across a variety of industries - pharmaceuticals, CPG, High-Tech, Foods and Beverage, Quick Service Restaurants and Utilities.

Through our knowledge portal DemandPlanning.Net, we offer a full menu of training programs through in-person and online courses in Demand Forecast Modeling, S&OP, Industry Forecasting, collaborative Forecasting using POS data. DemandPlanning.Net also offers a variety of informational articles and downloadable calculation templates, and a unique Demand Planning discussion forum.

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WORLD BUSINESS

Forecasting & Planning Summit

Bringing forward-thinking business leaders together to shape the revolutionary ideas that spark innovation in forecasting & planning

September 9 – 10, 2009 LAS VEGAS

Effective planning is central to business success. In the modern business environment technological developments and the advances of globalization have created unparalleled opportunities for businesses to expand their markets. But new opportunity has opened the door to new challenges.

As competition intensifies, businesses have never been under as much pressure to consistently provide the products their customers want, when and where they want them. Shifting customer expectations and the increasingly global nature of supply chains and partnerships place formidable demands on planning, as the number of relevant variables balloons and the predictability of data becomes increasingly uncertain.

In this context, businesses are turning to a variety of business processes, techniques and technologies to identify and capitalize on the challenges of modern markets. This summit will focus on the solutions offered by innovative strategy, demand planning S&OP and business forecasting. The Summit will comprise of learning objectives, illustrated intermittently with a number of illustrative case studies:

- How to create business excellence with optimal communication, collaboration and co-ordination
- How to develop and implement an S&OP process, and gain support and involvement from senior management
- Discover how demand planners can optimize the demand management process to increase profitability
- Learn how to optimize the role of new product forecasting & planning in your company
- Hear Innovative ways to collaborate with your key clients
- Discover innovative planning strategies

The "Who's Who" of the Business forecasting & planning World:

- Paul Carr, Vice President, Planning, Sony Ericsson
- Lalit Panda, SVP, Planning, Harman Int.
- Jayne Franchino, Vice President, Global Operations, IBM
- Scott Strickland, CIO & Vice President, Black & Decker
- Greg Ramos, Sr. Director Supply Chain Management, Heineken USA
- Jonathan Ballon, VP, Planning & Strategy, Cisco
- Paul Katz, Vice President, Supply Chain, Avaya Inc
- Tim Murnin, Director, Supply Chain, Boeing
- Marcello Vignocchi, Vice President, Finance, Gucci
- Rahul Teotia, Director, Supply Chain, Emerson
- Cathy Budd, Sr. Director Supply Chain, Dow
- Robert Martin, Director, Supply Chain, Arrow
- Curtis Brewer, Head Consumer Forecasting, Bayer Cropscience
- Carl Helwing, Director Strategy & Planning, Sprint
- Steve Lawrence, Director Financial Planning, T-Mobile
- Ben Lewis, Vice President, Strategy, Thomson Reuters
- John Hohu, Director, General Manager Operations, Cisco
- Sean Gharpurey, Sr. Director Planning, Genetech
- Kirsten Krantz, Global Demand Management, Kraft
- Tom Dadmun, Vice President, Planning, Adtran
- Robert Lim, Vice President, DelMonte
- Brent Taylor, Director, Global Supply Chain, EMC
- Pam Bower, Director, Global S&OP, Whirlpool
- Amy Tyler, Director, Global S&OP, Mars inc
- Kevin Chynoweth, Vice President, Supply Chain, Fairchild Semiconductor
- Lara Smith, Vice President, Supply Chain, Sage