

Certified Professional in Demand Forecasting (CPDF)



For enquiries
And reservations,
Please contact:

DR. Hans Levenbach,
CPDF Program Director
At
Tel: +1 (973) 267 9269

Or by Email at
hlevenbach@delphus.com

For more information about
the CPDF program, visit:

[http://www.cpdftraining.org/
curriculum.htm](http://www.cpdftraining.org/curriculum.htm)

**Seats are limited!!!
Participants will be accepted
on a first-come first-served
basis!**

All organizations operate in a world of uncertainty and imperfect knowledge about the future. Yet, despite all this, decisions still have to be made. A strong grounding in forecasting is vital if one needs to reduce the risk of making incorrect decisions, some of which are often irreversible. The timeliness and accuracy of forecasts at reasonable costs, is a must if one needs to stay ahead of competition.

About the workshop: The two-day hands-on workshop is the instructor-led part of the CPDF Basic Module. The Basic Module comprises about 90 hours of training, beginning with a two-day workshop, followed by participants completing nine Excel-based problem worksheets in an e-learning environment. The workshop will give participants an opportunity to network, discuss, explore and share ideas with other forecasters in the country.

About the CPDF Program: This is a certification program for demand forecasters and planners working in supply chain industries. The International Institute of Forecasters (IIF), a thirty year-old non-profit organisation whose purpose is to advance knowledge and research in forecasting, has endorsed it. The CPDF programme is a 200 hour curriculum comprised of three modules, Basic, Master and Pro. Certification can be earned at each of the three levels. The CPDF qualification will address multidimensional job roles in demand forecasting such as data display and validation, database management, dashboard display, understanding quantitative and qualitative projection techniques, model creation and execution, forecast accuracy measurement, model and forecaster performance analysis, organization, and collaborative planning.

Who should attend: Whether you are a demand planner, supply planner, financial analyst, market analyst, researcher, forecaster, economist, strategist, marketing or sales manager, this workshop is designed to equip you with the right forecasting techniques.

This is a hands-on workshop. Please bring your own laptop to run the computer exercises!

CPDF Basic Module Certification requirements

- **Prerequisite:** College degree or Job experience
 - **Module 1:** Hands-on Instructor-led workshop
 - **Modules 2 & 3:** Self-paced, online e-learning
 - **Course Duration:** equiv of 2 - 3 contact days per Module
 - **Self Study:** 9 Excel-based problem sets evaluated by CPDF Team Leaders.
 - **Assessments:** In-class quizzes, hands-on computer spreadsheet learning exercises and competitive, computerised forecasting simulation.
 - **Workshop Fees:** (See registration form)
 - **Materials you receive upon registration:**
 - ✓ **Student Manual,**
 - ✓ **FREE Excel Add-ins**
 - ✓ **FREE book: Forecasting: Practice and Process in Demand Management**
 - ✓ **50% discount on a one-year subscription to IIF Practitioner Journal (Foresight),**
 - ✓ **Basic Module workshop**
- Stationery, drinks, snacks, coffee/tea & lunches will be provided at the workshop.**

WORKSHOP PROGRAM

	TIME	HANDS-ON WORKSHOP
DAY 1	08:00	Arrival, Registration & Coffee
	09:00	Part 1 <input type="checkbox"/> Demand Forecasting in the Supply Chain
	09:30	Workshop 1 <input type="checkbox"/> Assessing the Impact of Factors: Product and Service Cases from Participants
	10:00	Part II <input type="checkbox"/> Data Mining & Exploration for Forecasting
	10:30	Coffee Break
	10:45	Workshop 2 <input type="checkbox"/> Establishing Trend and Seasonal Influences
	11:15	Readout of Workshops 1 and 2
	11:30	Part III <input type="checkbox"/> How Do We Identify and Use of Components in a Time Series
	12:30	Lunch
	13:30	Workshop 3 - Seasonal Adjustment <input type="checkbox"/> Ice Cream and Tourism Cases
	14:30	Part IV <input type="checkbox"/> Smoothing, Trending, and Outliers
	15:30	Coffee Break
	15:45	Workshop 4 <input type="checkbox"/> Forecasting With Short-term Forecasting Models
	16:30	Readout of Workshops 3 and 4
	18:00	Networking Function
DAY 2	08:00	Arrival, Networking & Coffee
	09:00	Part V <input type="checkbox"/> Gap Analysis: Measuring and Improving Forecasting Accuracy
	09:45	Workshop 5 <input type="checkbox"/> Measures of Forecast Accuracy
	10:30	Coffee Break
	10:45	Part VI <input type="checkbox"/> Tracking Tools for Model Improvement
	11:15	Workshop 6 <input type="checkbox"/> Creating a Time-Phased Order Forecast
	12:15	Readout of Workshops 5 and 6
	12:30	Lunch
	13:30	Part VII - Practical Uses of the Forecast
	14:30	Workshop 7 - A Computerised Forecasting Simulation <input type="checkbox"/> GLOBL Case
	15:30	Coffee Break
	16:00	Part VI - Implementing the Forecasting Process
	16:30	Workshop ends!

TEAM LEADER



Dr. Hans Levenbach

Hans is the founder and President of Delphus Inc., which specializes in predictive-analytic solutions for demand planning in supply chain organizations. He is also an elected Fellow, former President and Treasurer of the International Institute of Forecasters (IIF). He also serves on the editorial board of FORESIGHT, the practitioner journal published by the IIF. He is also a member of APICS, INFORMS, American Statistical Association and an elected member of the International Statistics Institute. Hans has been instrumental in designing the "Certified Professional in Demand Forecasting" (CPDF) curriculum.

For information about the IIF visit: <http://www.forecasters.org>

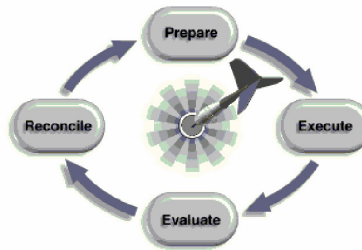
Or visit the CPDF Website at: <http://www.cpdftraining.org/>

Post Workshop Online Education for Completing the CPDF (Basic) Designation

After you complete this two-day, instructor-led workshop, you will need to complete and submit another nine (9) self-paced computer workshops in Excel. These exercises re-enforce the principles, techniques and practices used by demand forecasters, planners and managers worldwide to qualify for CPDF designation. Upon completion of this phase of the CPDF designation, it will help you stay competitive in your professional knowledge of the most current and widely used demand forecasting solutions, while enhancing your salary opportunities on the job.

SWIFT – Structured Workshop in Forecaster Training

1



A Training Program Leading to the Certification of Business Forecasters and Demand Planners

CPDF – Certified Professional in Demand Forecasting

CPDF - Certified Professional in Demand Forecasting ©2006 - 2007 Delphus, Inc.
 Course materials may not be reproduced in whole or in part without the prior written permission of Delphus, Inc.

Workshop	E-Learning Topic
08	Establishing Data Sources for Demand Forecasting
09	Who Are the Users and How Can They Benefit from Your Forecasts?
10	How Trend Analysis Can Help Improve Forecasting Accuracy
11	Interpreting Causal Models in Business Applications
12	Achieving Success With Complex Models
13	Effective Uses of Qualitative Variables
14	How Regression Models Are Used in Forecasting Practice
15	How Promotion and Dummy Variables Can Improve Statistical Modeling
16	How to Reconcile Forecasts Along Multiple Forecast Horizons and Across Data Hierarchies

REGISTRATION FORM

Complete this registration form and fax or scan and email to: CPDF,
Attn. H. Levenbach, 152 Speedwell Avenue, Morristown, NJ 07960

Email: cpdftraining@delphus.com; Tel: +1 (973) 267 9269

PERSONAL INFORMATION

First Name : _____ Last Name: _____

Title: _____ Institution/Organization: _____

Phone: _____ Fax: _____ Email: _____

Address: _____

City: _____ Zip Code: _____ State/Country: _____

REGISTRATION

Please visit <http://www.cpdftraining.org/registration.html>:

Group booking implies at least 2 attendees from the same company.

Registration Fee includes Student Manual, **FREE** Excel Add-ins, **Complimentary** book: *Forecasting: Practice and Process for Demand Management*, 50% discount on a one-year subscription to IIF Practitioner Journal (Foresight), Basic Module workshop, including stationery, drinks, snacks, coffee/tea & lunches.

Please arrange for your own travel and accommodation. For suggestions, please refer to <http://www.cpdftraining.org/registration.html> and press on Venue Site Name (*Where* column).

FOR GROUP BOOKING

Indicate who else will be attending from your organization. NB: They still have to fill in separate registration forms

1. First Name : _____ Last Name : _____

2. First Name : _____ Last Name : _____

3. First Name : _____ Last Name : _____

4. First Name : _____ Last Name : _____

PAYMENT METHOD

Check

Visa/MC/AMEX (use secure payment form on website)

Signature: _____ Date: _____

**Invoice will be sent upon receipt of registration form.
Registration is confirmed upon receipt of payment.**