

# Delphus Inc. in cooperation with the IIF announces a new Educational Workshop Get Your Career Off Right! Earn a Professional Certification for Forecasting and Demand Planning

## CPDF: "Certified Professional in Demand Forecasting"

*Attendance is limited and seats fill up fast...register now!*

Knowing the basic "ins and outs" of demand planning is critical for any business. At a *CPDF Certification Workshop*, you'll hear from the most experienced forecasting practitioners and enjoy an interactive, hands-on learning experience. Whether you are new to demand planning or not, you will gain valuable information that will benefit your company and you in your career. For professionals with specific functional experience, the *CPDF Certification Workshop* provides insight into all the facets of demand planning, from data sourcing and structuring forecast data, analyzing forecasting models to creating a final forecast for Sales & Operation Planning. For people who are new to the field -- at either managerial or operational levels -- the scope and perspective of these courses are indispensable.

### Who Should Attend?

- **Newcomers to the demand planning management field**
- **Experienced professionals who'd like to increase their forecasting knowledge**
- **Executives from other corporate areas who've been placed in positions that now manage demand planning activities**

### What You'll Learn

Using an interactive workshop structure, you'll define the demand planning and forecasting cycle and its significant impact on all aspects of business and gain an understanding of how all the components of the Sales & Operations planning process work together.

#### You'll cover the following units:

- Identifying Customer Needs
- Analyzing The Business Environment
- Creating Drivers of the Forecasting Process
- Identifying Sources of Data
- Demand Forecasting– A Structured Approach
- Displaying and Summarizing Time Series
- Approaching Regression Models
- Creating Forecasting Models
- Advanced Modeling Approaches
- Selecting Appropriate Techniques
- Using Accuracy Measures
- Evaluating Forecasts, Models and Forecasters
- Creating Forecast Ranges
- Creating the Final Forecast Numbers
- Documenting and Communicating

### What is CPDF Certification All About?

The CPDF qualification will address multidimensional roles in product/service demand forecasting such as data validation, database management, data display, quantitative and qualitative projection technique creation, model execution, forecast accuracy measurement, model and forecaster performance analysis, organization, and collaborative planning.

A certification can be earned at three levels:

**BASIC** — Completion of Basic Curriculum (65 classroom hours/50 independent hours).

**MASTER** — Completion of Basic + Intermediate Curriculum (additional 35 classroom hours/25 independent hours) – one case study.

**ELITE** — completion of Basic + Intermediate + Advanced curriculum (additional 15 classroom hours/10 independent hours) – one case study and one self-administered exam - IIF Certificate of Forecasting Practice.

For more details on the complete CPDF Certification program, go to [www.forecasters.org](http://www.forecasters.org) or [www.cpdftraining.org](http://www.cpdftraining.org) or call (USA) 800.335.7487

