

Product Training Workshops

- September 28, 2006 ★ Boston, MA*
- December 12-13, 2006 ★ Phoenix, AZ (Forecast Pro XE)
- December 14-15, 2006 ★ Phoenix, AZ (Forecast Pro Unlimited)
- February 15, 2007 ★ Orlando, FL*

Product training workshops provide you with a better understanding of how to use Forecast Pro most effectively, enabling you to maximize the return on your investment. We've recently expanded the format of our Forecast Pro training workshops—in addition to providing hands-on training with Forecast Pro, the workshops provide an overview of the various forecasting methods used in the product, explaining how they work and how they are applied. Topics include:

- ✓ Introduction to business forecasting
- ✓ The role of judgment in forecasting
- ✓ Exponential smoothing models
- ✓ Box-Jenkins
- ✓ Dynamic regression
- ✓ Out-of-sample testing
- ✓ Event modeling
- ✓ Forecasting a product hierarchy



“After attending the Forecast Pro product training, I now feel confident that we can use this tool effectively for our business model.”

**Richard DiMarco
DuPont**

“The training featured excellent examples from real-world data that made it easier to understand what the software was doing.”

**Steve Eisler
Red Deer Systems**

On the second day, you will spend the entire day working with either Forecast Pro XE or Forecast Pro Unlimited (you choose which edition of the product you wish to use). Each attendee will be provided with a computer loaded with Forecast Pro and guided through numerous forecasting problems using real business data. By the end of the hands-on session you will know how to

- ✓ Navigate effectively and efficiently through Forecast Pro
- ✓ Set up your input data easily and quickly
- ✓ Save results via custom reports, graphs, spreadsheets and audit trails
- ✓ Select appropriate forecasting techniques
- ✓ Build automatic and custom forecast models
- ✓ Model promotions, outliers, and irregular seasonality using event models
- ✓ Build multiple-level models to forecast product hierarchies
- ✓ Reconcile hierarchies using top-down and bottom-up reconciliation

**This workshop will be presented after the Forecasting Summit in a modified format.*

Business Forecasting: Techniques, Applications and Best Practices

September 25-27, 2006 ★ Boston, MA*
February 12-14, 2007 ★ Orlando, FL*

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.

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

Forecast **PRO**

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 anyone who prepares or analyzes forecasts as part of their job responsibilities. Some prior knowledge of statistics is helpful but not essential.

Register today for a seminar or workshop

Registration

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

Business Forecast Systems, Inc.
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Fees

Three-Day Seminar: \$1,395 per person, \$1,295 per person with two or more registrants.

Two-Day Workshop: \$995 per person. \$100 discount per person applies when 3 or more attendees register *at the same time*.

One-Day Workshop: \$595 per person.

Note: All fees must be prepaid.

*This seminar will be presented at the Forecasting Summit in a modified format. Visit www.forecasting-summit.com for more details

Forecasting Seminar