

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!**

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!**

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 workshops: The two-day hands-on workshops, CPDF and CPDF_Master are instructor-led by a CPDF [Team Leader](#). The beginner Module comprises about 90 hours of training, beginning with a two-day workshop, followed by participants completing six (6) Excel-based problem worksheets in a, self-paced e-learning environment. The workshop will give participants an opportunity to network, discuss, explore and share ideas with other forecasters in the country. A follow-up workshop, CPDF_Master also consists of a two-day instructor-led workshop with six (6) e-learning problem sets for a participant to complete. Every demand forecaster should minimally qualify for a CPDF designation, but the CPDF_Master possesses more advanced material that might not suit everyone.

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, Beginner, 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.

CPDF Certification requirements

- **Prerequisite:** College degree or Job experience
- **CPDF:** Hands-on Instructor-led workshop followed by six (6), self-paced, online e-learning worksheet problems
- **CPDF_Master:** Advanced instructor-led workshop followed by six (6), self-paced, online e-learning worksheet problems
- **Assessments:** In-class discussions, hands-on computer spreadsheet learning exercises and competitive, simulated forecasting game.
- **Workshop Fees:** (See [registration form](#))
- **Materials you receive upon registration:**
 - ✓ **Workshop Manual,**
 - ✓ **FREE Excel Add-ins**
 - ✓ **50% Book Discount:** Forecasting: Practice and Process in Demand Management
 - ✓ **Discount on a one-year subscription to IIF Practitioner Journal (Foresight),**

Coffee/tea & lunches will be provided at the workshop.

WORKSHOP PROGRAMS

Program Director
Dr. Hans Levenbach

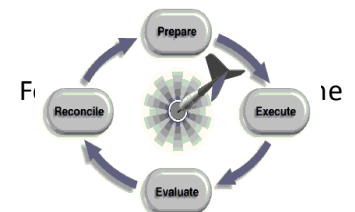


Hans is the founder and President of Delphus Inc., which specializes in predictive-analytic solutions for demand planning in supply chain organizations. He is also an elected Fellow, former President and Treasurer of the International Institute of Forecasters (IIF). He is also a member of APICS, INFORMS,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

	TIME	HANDS-ON WORKSHOP - CPDF
	08:30	Arrival and Registration
DAY 1	09:00	Part 1 - Demand Forecasting in the Supply Chain
		Workshop 1: Drivers of Demand: Assessing the Impact of Factors: Product and Service Cases
		Part II – Exploring Time Series
		Coffee Break
		Workshop 2: Exploring Historical Trend and Seasonal Components
		Part III – How to Use Components of a Time Series
		Readout of Workshops 1 and 2
	PM	Lunch
		Workshop 3: Case Study: Seasonal Adjustment for Ice Cream and Tourism Cases
		Part IV - Forecasting With Exponential Smoothing Models
		Workshop 4: Forecasting With Short-term Forecasting Models
		Coffee Break
		Workshop 4a: Creating Hold-out Sample Rolling Forecasts
		Readout of Workshops 3 and 4
	08:30	Recap of Day 1
DAY 2	9:00	Part V- How To Measure Forecast Accuracy
		Workshop 5: - Taming Volatility: Gap Analysis and Exception Reporting
		Coffee Break
		Part VI - Tracking Models and Forecasts for Process Improvement
		Workshop 6 – Creating a Time-phased Order Forecast for Customer Replenishment Planning
		Readout of Workshops 5 and 6
	PM	Lunch
		Part VII - Practical Uses of the Forecast In the Business
		Workshop 7: A Simulated Forecasting Cycle - GLOBL Case
		Coffee Break
		Workshop 7 : (Cont'd) - A Simulated Forecasting Cycle
	Part VII - Implementing the Forecasting and S&OP Process	
	Workshop Take-away and Closing Remarks	

IIF visit: <http://www.forecasters.org>

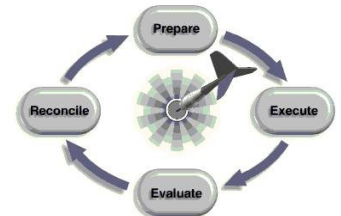
Or visit the CPDF Website at: <http://www.cpdftraining.org/>



	TIME	HANDS-ON WORKSHOP – CPDF_Master
	08:30	Arrival and Registration
DAY 1	09:00	Part 1 – The Demand Forecasting and Planning Cycle in the Supply Chain
		Workshop 14: Defining the Target – Creating a Demand-driven Model of the Business
		Part II – Data Structures for Creating Forecasting Decision Support Systems
		Coffee/Tea Break
		Workshop 15: Large Volume, Data-driven Baseline Forecasting With Exponential Smoothing
		Part III – Data, Data, Data – Quality, Mining, and Exploration
		Workshop 16: Data Exploration, Outlier Correction and Predictive Analytics
	PM	Lunch
		Readout of Computer Workshops 14 - 16
		Part IV – Forecasting With ARIMA Time Series Models
		Workshop 17: How To Create Short-term Trend Models
		Part V – How To Make Model-based Seasonal Forecasts and Seasonal Adjustments
		Coffee Break
		Workshop 18: Forecasting With Seasonal ARIMA Models
		Readout of Workshops 17 – 18
	8:30 AM	Recap of Day 1
DAY 2		Part VI- Designing Regression Models for Forecasting
		Workshop 19: Using Causal Models for Advertising, Seasonal Adjustment and Promotion Analysis
		Coffee/Tea Break
		Workshop 20: Taming Volatility: Root Cause Analyses and Exception Handling
	PM	Lunch
		Readout of Computer Workshops 19 and 20
		Part VIII - Improving Forecasts With Subjective Judgment
		Workshop 21: GLOBL Case: Simulating The Forecasting Cycle
	Coffee/Tea Break	
	Workshop 21: (cont'd) - GLOBL Case: Simulating The Forecasting Cycle	
	Workshop Take-aways and Closing Remarks	

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

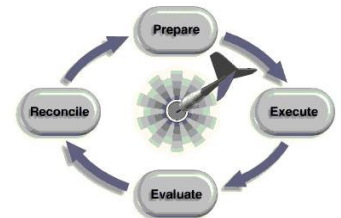
Or visit the CPDF Website at: <http://www.cpdftraining.org/>



	TIME	HANDS-ON WORKSHOP – CPDF_Pro
	08:30	Arrival and Registration
DAY 1	09:00	Part 1 – The Demand Forecasting and Planning Cycle in the Supply Chain
		Workshop 28: Defining the Market - Creating a Demand-Driven Model of the Business
		Part II Establishing a Data Framework for Creating Forecast Decision Support Systems
		Coffee /Tea Break
		Workshop 29: - Understanding the Data Framework in the Forecasting Game
		Part III Creating the Rolling Forecasts for the Forecasting Game
		Workshop 30: Creating Forecasting Models for the Case Data
	PM	Lunch
		Part IV - Goals and Objectives of the Forecast Simulation Game
		Start of Forecast Simulation Game
		Coffee/Tea Break
		Continuation of Forecast Simulation Game
		Deadline for Submission of First Forecasting Cycle
	9:00 AM	Part V - How to Use Forecast Error Metrics and Key Performance Indicators to Evaluate Statistical Models
		Workshop 31: Establishing Evaluation Criteria for the Case Data
		Coffee/Tea Break
		Deadline for Submission of Second Forecast
PM		Lunch
		Deadline for Submission of Final Forecast
		Coffee/Tea Break
		Team Presentations
		Part VI - Recap of Simulation Game and Presentation of Game Awards

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

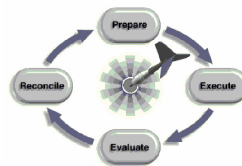


Post Workshop Online Education for Completing the CPDF Designations

After you complete this two-day, instructor-led workshop, you will want to earn the certification designation by completing and submitting an additional six (6) self-paced computer workshops in Excel. These exercises re-enforce the principles, techniques and practices used by demand forecasters, planners and managers worldwide. 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.

For either designation (CPDF or CPDF_Master), you will need to attend at least one instructor-led workshop. To complete the CPDF_Master designation, you will need to attend that workshop and complete the 13 e-learning worksheet problems from CPDF and the six (6) follow-up worksheet problems from CPDF_Master. The worksheet problems are a self-paced, e-learning environment.

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

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Workshop	Self-paced e-Learning Computer Workshops For CPDF
08	Establishing data sources for demand forecasting
09	Who are the users and how can they benefit from your forecasts?
10	Graphical displays and exploring correlations among pairs of forecast drivers
11	Interpreting causal models in business applications
12	Achieving success with more complex models
13	Determining a causal relationship between sales and advertising

Workshop	Self-paced e-Learning Computer Workshops For CPDF_Master
22	Forecasting with dynamic linear regression models
23	Determining advertising and cost effects in sales forecasting models
24	Conventional and non-traditional correlation analysis
25	How indicator variables are used for estimating promotion lifts and seasonal models
26	Performance measurement and waterfall charts
27	Creating effective visual displays for forecast reporting



REGISTRATION FORM

**Complete this registration form and fax or scan and email to: CPDF,
Attn. Hans 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, **Book Discount:** Forecasting: *Practice and Process for Demand Management*, Discount on a one-year subscription to IIF Practitioner Journal (Foresight), Basic Module workshop, including refreshment breaks and 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)

COURSE NAME

CPDF

CPDF_Master

CPDF_Pro

Signature: _____ Date: _____

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