

# Certified Professional in Demand Forecasting Workshop

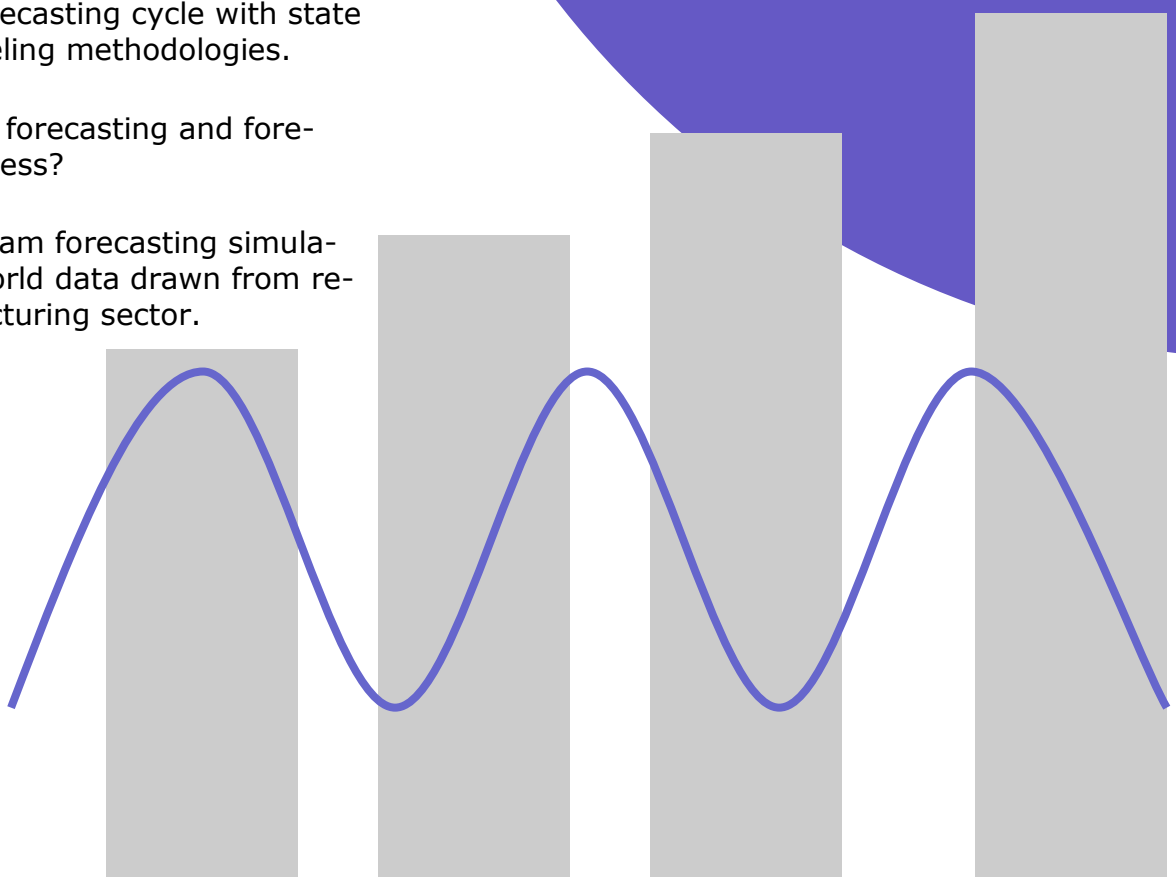
## Professional Level

### Key Learning Objectives:

1. How to use global demand forecasting best practices in supply chain organizations
2. Defining the proper data structure for forecasting decision support
3. A competitive, computer simulation of an 18-month forecasting cycle with state-of-the-art modeling methodologies.
4. How to evaluate forecasting and forecaster effectiveness?
5. Collaborative, team forecasting simulation with real-world data drawn from retail and manufacturing sector.



Program is aligned with  
International Institute of  
Forecasters requirements



# CPDF Professional Level- Program

## Day 1

**Part I** – 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 Forecast Decision Support Systems

**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*

**Part IV** – Goals and Objectives of the Forecast Simulation Game

*Forecast Simulation Game*

*Deadline for Submission of First Forecasting Cycle*

## Day 2

**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*

*Deadline for Submission of Second Forecasting Cycle*

*Deadline for Submission of Final Forecasting Cycle*

*Team Presentations*

**Part VI**– *Recap of Simulation Game and Presentation of Game Awards*

# CPDF Certification Curriculum Overview

Each Level of the CPDF program consists of both instructor-led workshop training hours, and independent hours to be accomplished through self-paced e-learning environment. The successful completion of each level will qualify participants to earn a certificate, CPDF levels & certificates are described below:

**Basic Level : Certificate in Demand Forecasting**

90 Training Hours	15 hours hands-on workshop
	75 hours, 6 work sheets E-learning

**Master Level : Certificate in Demand Forecasting**

60 Training Hours	15 hours hands-on workshop
	45 hours, 6 work sheets E-learning

**Professional Level: Certificate in Demand Forecasting**

50 Training Hours	20 hours hands-on workshop
	30 hours, 6 work sheets E-learning

**Program Requirements:**

- College degree or Job experience
- Reasonable experience in MS Excel
- Acceptable level of English language

**Program Assessment:**

- Full attendance of hands-on workshops is required
- Successful submission of required worksheets through e-learning system
- CPDF is not a test-based program.

**workshop. Please bring your own the computer exercises!!**



**It's a hand-on laptops to run**

**WHY STUDY WITH US?**

- International trainers
- Trainers have long and global experience in demand management and forecasting.
- High quality and excellent style of delivery with participative debate and discussion, case studies.
- E-learning service through a unique Online Web Platform designed exclusively for CPDF Students.
- 100% Student pass rate, endorsed by past and present students in the region.
- Abilities to enhance local demand data with international experience and theories.
- Interchange demand forecasting experience management with local culture and knowledge.

**Who Should Attend?**

- Demand Forecasters
- Supply Chain Managers
- Demand planners
- Supply planners
- Production Managers
- Operations Managers
- Financial analysts
- Market analysts
- Researchers
- Forecasters
- Economists
- Strategists
- Marketing & Sales managers

## Our Training Partner



Delphus Inc. is a privately held corporation, headquartered in Morristown, New Jersey. Since it was established in 1987, the company has been dedicated to providing strategic market analyses, forecasting software tools and data mining solutions for sales and marketing managers, inventory and production planners in manufacturing, distribution, retail firms and hospital management operations. Through Robin Williams R&D consulting ([www.robinwilliams-randd.com](http://www.robinwilliams-randd.com)), we also offer assistance to companies in creating or changing their research or R&D departments. Delphus clients list contains names like: Kodak, Lucent Technologies, IBM, TAP Pharmaceutical, Pfizer, and more.

## Program Leader

**Dr. Hans Levenbach** 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.



## What is The CPDF?

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 organization whose purpose is to advance knowledge and research in forecasting, has endorsed it. The CPDF program is a 200 hours 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.

# Certified Professional in Demand Forecasting Training Program

## How to Register?

**E-mail** : [smartage@smartage.com.tr](mailto:smartage@smartage.com.tr)

**Web** : [www.smartage.com.tr/egitim.cpdf](http://www.smartage.com.tr/egitim.cpdf)

**Phone** : +90 312 2650615

**Fax** : +90 312 2408263

**Program Fees:** CPDF Basic Level -  
*Certificate in Demand Forecasting Practice*

2 Days Hands-on Workshop USD \$950

E-Learning Exercises USD \$575

Program Fees cover workshop manual, FREE excel Add insns, 50% book discount : *Forecasting: Practice and Process in Demand Management*, Discount on a one-year subscription to IIF Practitioner Journal (*Foresight*), and coffee/tea breaks with lunch.

**Group and Early Birds Discounts Available**

**Registrations are made on first-come first-served basis**

## Participants Information

1. Name:.....  
Company:.....  
Job Title:..... Email:.....  
Tel:..... Fax:..... Mobile:.....
2. Name:.....  
Company:.....  
Job Title:..... Email:.....  
Tel:..... Fax:..... Mobile:.....

## Payment Terms

Registration confirmation is based on receiving the full payment prior to the event. Our team will send to delegates /sponsor a confirmation note and invoice upon receipt of the program payment. Please note that full payment must be received not later than 48 hours before the event. Only those delegates whose fees have been paid in full will be admitted to the event. Bank charges shall be paid by participant or sponsor.

## Cancellation Policy

- Participants who cancel before 2 weeks or more will be subject to \$ 450 registration charge.
- Cancellation less than 2 weeks will be charged the full amount of the week.
- Substitutions are welcome any time before program first week.

**Interested to run this Program in-house?**

*Just Contact Us*



SmartAge Management Tech. & Cons. Co.  
Ankara TURKEY  
[smartage@smartage.com.tr](mailto:smartage@smartage.com.tr)  
[www.smartage.com.tr/cpdf](http://www.smartage.com.tr/cpdf)