



**September 10-12, 2003
Boston, Massachusetts**

***THE Annual* Conference Where Forecasting Professionals
Converge to Share Knowledge and Ideas**



Contributions from:

- ✓ American Italian Pasta Company
- ✓ Bell Canada
- ✓ College of William and Mary
- ✓ Colorado Springs Utilities
- ✓ Global Insight
- ✓ Heineken USA
- ✓ Imation Corporation
- ✓ Lancaster University
- ✓ McNeil Consumer Healthcare
- ✓ Norfolk Southern Corporation
- ✓ Ocean Spray Cranberries, Inc.
- ✓ Pfizer, Inc.
- ✓ TransUnion LLC
- ✓ University of Connecticut
- ✓ University of Massachusetts
- ✓ The Wharton School
- ✓ and others

Keynote Speakers



Dr. Nariman Behravesht, Chief Economist and Managing Director of Global Insight (formerly DRI-WEFA), a leading economic research firm, will present a breakfast keynote address entitled *"Peering Through the Fog: The Challenge of Forecasting in a Highly Uncertain World."* This presentation will address the formidable task of producing credible forecasts in a world faced with daunting geopolitical and economic risks.



Dr. Robert Fildes, President of the International Institute of Forecasters and Professor at the Lancaster University School of Management, will present a breakfast keynote address entitled, *"Forecasters—What Makes Them Tick (Effectively)?"* In his address, Dr. Fildes will examine the issues of recruiting, training, motivating and measuring a forecasting team.



**Boston, Massachusetts
September 10-12, 2003**

In today's business environment, it's critical for forecasting professionals to **keep up with best practices, share experiences and learn** about the latest developments in forecasting. Recognized as *the* premier annual event for forecasting practitioners, **Forecasting Summit 2003** offers a unique opportunity to meet with and learn from fellow forecasters and world-class forecasting experts representing a wide range of industries and disciplines.

THE unique event to:

- ✓ *Learn best practices from leading forecasting practitioners*
- ✓ *Review the latest developments in forecasting research*
- ✓ *Exchange ideas and share knowledge about forecasting*
- ✓ *Network with forecasting professionals*
- ✓ *Discover how to improve your forecasting process with state-of-the-art software solutions*

Forecasting Summit 2003 offers a variety of session formats—seminars, workshops, tutorials, round tables, hands-on software sessions, case studies, practitioner presentations, open discussions and keynote addresses—so that you can **tailor the conference to meet your own needs**. This year we are pleased to introduce pre-conference workshops for in-depth instruction on key topics.

We hope you can join us in Boston in September.



Forecasting Summit 2003 is presented by Business Forecast Systems in cooperation with the International Institute of Forecasters

Corporate Sponsors



www.forecasting-summit.com

Exchange Ideas

Share Real-World Experiences

Network

Here's What Past Summit Attendees are Saying

"This is the best conference that I have ever attended."

– Ben Deyi, Merck & Co.

Forecasting Summit 2003 is the ideal forum to **meet with other forecasting professionals** to share knowledge and ideas. In addition to the interactive sessions featured at the conference, the following gatherings provide you with great opportunities to network:



"I appreciated the opportunity to interact with practitioners and to hear how their companies are addressing business forecasting issues and challenges."

"The conference was very good—it was well

organized, informative and well worth the cost. There were some very useful talks and an excellent knowledge base."

– Gary Orłowski, Benjamin Moore & Co.

"Overall I found the Summit to be three productive learning days. It opened my eyes into what other industries' styles of forecasting are and was a great forum for networking."

"An absolutely 5-star conference—I'll be back."

– Mark Fortais, Fournier Pharma, Inc.



Daily **breakfasts** and **luncheons**.



A **welcome reception** on the terrace overlooking the spectacular Boston Harbor, featuring drinks and hearty hors d'oeuvres.



A **private wine and cheese reception at the breathtaking New England Aquarium** which features an amazing 200,000 gallon "Caribbean Coral Reef" tank as its centerpiece—a unique place to unwind and socialize following the first day of the conference!

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Forecasting Market Share: How Hard Can It Be?

Dr. V. Kumar
ING Aetna Chair Professor, University of Connecticut

Managers are always eager to understand the performance of their products and brands, especially in a down economy. Through the use of case studies, Dr. Kumar will present a framework for understanding product/brand performance relative to the competition, as well as guidelines for using various market-share forecasting methods.



Presenting Forecasts to Management: The Good, the Bad and the Ugly

Dr. Roy L. Pearson
Chancellor Professor of Business, College of William and Mary

Dr. Pearson illustrates that presenting forecasts to management requires the telling of a story—forecasts must be “sold” to the audience. If the audience doesn’t find the story to be believable and interesting, the forecast is not likely to be used or even remembered. This session focuses on the interpretation of forecasts and how they relate to company planning and covers key considerations about what information to show and how to show it.



Forecasting Repeat Buying for New Products and Services

Dr. Peter Fader
Professor, The Wharton School, University of Pennsylvania

As more businesses focus on the future “lifetime value” of their customers, there is an increasing need for managers to be able to understand, diagnose and project repeat purchasing behavior. Professor Fader will introduce a “depth of repeat” framework, starting from its conceptual underpinnings through the basic data requirements, and he will outline a simple model that is frequently used by practitioners to capture these dynamic purchasing patterns.



Short Time Interval Forecasting: Lessons from Call Centers

Jay Minnucci
Vice President, Consulting, Incoming Calls Management Institute (ICMI)

This session will start out with an explanation regarding the current forecasting environment in call centers—why it is important, how it is done and the tools that are typically used. “Carryover” forecasting from one interval to the next will be discussed along with the impact this has on forecasting and operational results. The session will also explore situations where forecasting at time periods less than a half hour are required. Drivers of these events will be reviewed along with the challenges posed by these peak arrival patterns.



Effectively Combining Managerial and Statistical Forecasts

Dr. Nada R. Sanders
Professor, Raj Soin College of Business, Wright State University

Managerial and statistical forecasts each have their own strengths and weaknesses and can bring different information to the forecasting process. This session will discuss different ways of combining managerial and statistical forecasts and the advantages and disadvantages of each approach. Dr. Sanders will also discuss principles that have been developed for deciding when and how to use managerial judgment in adjusting statistical forecasts, based on extensive research and real-world experience of prominent forecasting researchers.



Prediction Intervals for Forecasts

Dr. P. Geoffrey Allen, Department Chair, Department of Resource Economics
Dr. Bernard J. Morzuch, Department of Resource Economics
University of Massachusetts, Amherst



Operations managers and sales managers want point forecasts for data series of interest to them. Although point forecasts convey some useful information, they do not measure the reliability of the forecast. By expressing the forecast as an interval, with an associated probability, more information is presented. In this session, Drs. Allen and Morzuch will discuss the expression of the forecast as an interval, with an associated probability, as well as the subject of how to become a “well-calibrated” forecaster.

Round Tables

CPG Round Table: Forecasting in the Consumer Packaged Goods Industry

Moderator: Ron Ireland, Principal, Oliver Wight Americas, Inc.

Many leading CPG companies have realized the benefits that accurate forecasting can bring when the forecasts are actually used to execute business decision making. The panel members will discuss where forecasts are used to drive the business, the benefits they have realized from improving forecast accuracy, the obstacles and frustrations they have encountered on their journey to get to more accurate forecasts, the importance of forecasting tools, the “people issues” associated with forecasting and the use of forecasting in trading partner collaboration programs such as CPFR.

Pharma Round Table: Aspects of Pharmaceutical Forecasting

Moderator: Sandy D. Balkin, Senior Manager, Pfizer, Inc.

Forecasting is an important function in each lifecycle stage of a prescription drug. From market assessment during the development stages through loss of exclusivity, forecasting plays a critical business role in planning, resource allocation and decision making. This panel will discuss the application of forecasting at different points of a prescription drug’s lifecycle, focusing on the different business goals and associated methodologies.

Panel of Experts: Meeting Forecasting Challenges

Moderator: Dr. Len Tashman, Professor Emeritus, University of Vermont

This session gives you the opportunity to get answers to your forecasting problems from a panel of experts—including leading researchers and top practitioners—who have in-depth knowledge of forecasting challenges.

Should Forecasters be Certified? An Open Discussion

Moderator: Eric A. Stellwagen, Vice President, Business Forecast Systems, Inc.

Currently, no standards exist that specify the knowledge and/or experience required to be a forecaster. The lack of a certification program raises a host of issues, including the difficulty in evaluating job candidates for corporate forecasting positions. Is this a serious problem? If so, how can it realistically be fixed? How can certification criteria be developed and what organizations should be responsible for providing the requisite training? We invite you to join in what is certain to be a lively discussion of these issues—here is your chance to share your views and help influence the direction of the forecasting profession.



Forecasting in Control

Neil Fox, Manager, Tactical Planning Process
Maria Pieczara, Forecast Analyst
McNeil Consumer Healthcare (Canada)



This session will report on the status of McNeil's implementation of statistical forecasting into its demand fulfillment process. The measurable gains will be reviewed, followed by a discussion of challenges experienced, lessons learned and future opportunities for continued process improvement. McNeil Consumer Healthcare is an industry-leading consumer products company whose products include Tylenol, Motrin, Splenda and Rogaine.

Improving Forecast Accuracy

Sylvain Thomas
Associate Director and Project Manager, Bell Canada



Mr. Thomas will present an overview of the Forecast Performance & Techniques project at Bell Canada. With the objective of improving forecast accuracy in order to decrease inventory levels and increase inventory turns, the project has resulted in significant savings. The session will review the implementation of new procedures, processes and reporting structures around forecasts and forecast accuracy in the demand planning organization of a \$20 billion (CDN) company which is responsible for planning everything from hardhats to handsets.

PREVCAR—Electric Load Forecasting in Brazil

Reinaldo Castro Souza
Professor, PUC-Rio



This session will review the development of PREVCAR, which is a load forecasting system for the renewed electrical sector in Brazil. It considers monthly time series of energy, peak demand and off-peak demand for each one of the utilities, as well as the sub-systems that form the interconnected Brazilian network. Among the components of PREVCAR to be discussed are the statistical techniques used and the user-friendly interface for the system.

Mainframe Computer Resource Planning

Steven O. Horne
Operations Manager, TransUnion LLC



This session will explore the applicability of forecasting tools to predict the demand for mainframe computer processing resources at this leading provider of global business intelligence services. Among the topics to be examined are how to account for long-term growth as well as seasonal peaks.

Collaborative Forecasting: Heineken USA's Experience

Bill Goldstein
Business Support Manager, Heineken USA



Heineken USA is in the middle of an international supply chain. To better manage the flow of product, Heineken USA has implemented a collaborative forecasting process, relying on SAP and the Internet to exchange information with distributors. Mr. Goldstein will address the challenges of setting up this system, the measurement of its performance and the human and technological factors that make for successful collaboration.

S&OP: Forecasting in a Global Environment

Daniel P. Liska
Global Planner, Imation Corporation



In the past, Imation Corporation, a leading developer and manufacturer of removable data storage products, had five separate S&OP processes. A new process and set of tools were designed and implemented to integrate the S&OP planning process on a global basis. Now, statistical forecasts serve as a foundation for Sales and Marketing input by region. This presentation will outline the design, implementation and measurement of the new process.

Demand Planning at Norfolk Southern

Kitty Vollbrecht, Director, Market Research & Economics
John D. Quillinan, Manager, Operations Research
Norfolk Southern Corporation



This session describes the forecasting process at Norfolk Southern and how it is evolving to meet corporate demands for better asset management. It will review the new OLAP-based forecasting system—including its development, technology and processes—and how it will link the demand forecasts to capacity planning, strategic planning, transportation decision support, activity-based budgeting and tactical ongoing management of resources.

The Changing Face of Forecasting in a Utility

Mike Worley
Corporate Economist, Colorado Springs Utilities



This session reviews how the forecasting functions have changed at Colorado Springs Utilities—a community-owned utility that services the Pikes Peak region—as a result of major reorganization. Mr. Worley will address the concerns of forecasters who face uncertainty within their organizations and focus on the forecaster's tasks of providing useful predictions and describing the uncertain future.

Pasta is Everywhere—American Italian Pasta Company's Forecasting Process

Jim Neuer
Manager of Supply Chain Planning, American Italian Pasta Co. (AIPC)



AIPC is the largest and fastest growing producer and marketer of dry pasta in North America, with brands such as Mueller's and Pennsylvania Dutch. This presentation will describe the process that AIPC used to integrate forecasting software into a sales and marketing driven forecasting process void of any SKU-level statistical modeling. Mr. Neuer will show how statistical modeling at a SKU level can be integrated into a "round table" format and combined with the highly aggregated non-statistical forecast produced by sales.

Case Study: A Restaurant Chain's Forecast Accuracy Challenge

Ellen Bonnell
Principal Consultant, Application Builders



Ms. Bonnell, whose client list includes Taco Bell, Baskin-Robbins, Mazda, Nissan, Coca-Cola Bottling, Designer Labels For Less and MCI Worldcom, will take you step-by-step through the forecasting challenges faced by a 1500-unit restaurant. Challenges include multiple locations, marketing promotions, new product introductions, price sensitivity, holidays, weekly and daily forecasts, imperfect historical data and the need for 96% accuracy each week.

Forecasting Seminar



*Dr. Len Tashman
Professor Emeritus,
University of Vermont*

The Forecasting Seminar features education sessions on various forecasting approaches, detailing both how they work and how they are applied. Topics are presented using a combination of lecture and real-world examples drawn from a wide range of industries. Len consistently receives rave reviews for his ability to relate forecasting concepts to business practitioners.

*Note: for those attendees who don't want to miss out on other sessions during the main conference but want to attend the Forecasting Seminar, the majority of the Forecasting Seminar is also offered as a **pre-conference workshop**. The pre-conference workshop covers all of the topics listed below with the exception of Box-Jenkins and Dynamic Regression.*

Introduction to Business Forecasting

Properties of data ♦ Overview of methods ♦ Selecting an appropriate forecasting method

Forecast Accuracy and Evaluation

Out-of-sample evaluation ♦ Error measurement statistics ♦ Findings from forecasting competitions

Exponential Smoothing Models

Pros and cons ♦ The Holt-Winters family of models ♦ How the models work ♦ Parameter optimization ♦ Model diagnosis

Event Models

Modeling promotions, strikes and other noncalendar-based events ♦ How and when to use ♦ How the models work ♦ Customizing event variables to best suit your needs

Forecasting a Product Hierarchy

Data characteristics ♦ ABC (Pareto) classification of data ♦ Measuring accuracy across multiple time series ♦ Product vs. geographical hierarchies ♦ Top down vs. bottom up approaches ♦ Other reconciliation strategies ♦ Adjustment for seasonality ♦ The role of forecasting in DP and SCM

Box-Jenkins

Pros and cons ♦ How and when to use ♦ Automatic identification procedures ♦ Differencing ♦ Model diagnostics

Dynamic Regression (Parts I & II)

Pros and cons ♦ When to use ♦ The model building process ♦ Ordinary least squares ♦ Leading indicators ♦ Lagged variables ♦ Cochrane-Orcutt models ♦ Hypothesis testing ♦ Dummy variables

NEW!

Pre-Conference Workshops



Basics of Time Series Forecasting
Full-day workshop

*Dr. Len Tashman
Professor Emeritus, University of Vermont*

This workshop provides an overview of time series forecasting, including a review of various forecasting models and how they are applied. For a detailed description of the topics covered, please see the sidebar on the left.



CPFR: Getting the Most From Your Trading Partner Collaboration
Full-day workshop

*Ron Ireland
Principal, Oliver Wight Americas, Inc.*

Many companies have discovered that a good Trading Partner Collaboration program can help to increase sales revenue and, at the same time, reduce operating expenses within the entire supply chain. The workshop reviews, in detail, what it takes to start a Trading Partner Collaboration program. The class is based on the leading industry standard on collaboration—CPFR® (Collaborative Planning Forecasting and Replenishment). You will learn about the standard used by companies who have successfully created Trading Partner Collaboration programs. We will discuss why CPFR is important to your organization, what CPFR really is and, most importantly, how to implement CPFR to improve your company's operational performance and strengthen its relationship with trading partners.



Keys to More Efficient Regression Forecasting
Half-day workshop

*Dr. Roy L. Pearson
Chancellor Professor of Business,
College of William and Mary*

A regression model should provide efficient forecasts that are useful inputs for executive decision making. Efficiency does not necessarily mean the highest possible accuracy, since timeliness and cost are major factors too. These trade-offs shape the key elements in a regression forecasting process. This workshop reviews briefly the basic concepts and diagnostic statistics of regression modeling as part of a broader regression modeling plan for business practitioners who prepare monthly and quarterly sales forecasts at the product category or regional level. Extensive examples will be used to illustrate the key points.



Forecasting with Artificial Neural Network Models
Half-day workshop

*Eric W. Fox
Vice President of Forecasting, Itron, Inc.*

Artificial Neural Networks (ANN) is a relatively new forecasting technique that works extremely well for forecasting problems characterized by complex interactions between forecast drivers. Applications include forecasting stock market prices, predicting production output quality, monitoring computer security, forecasting hourly electricity demand and forecasting daily gas send-out. The workshop will cover the basic structure of an ANN model, compare it to regression models, discuss how ANN models are estimated, show how to generate and evaluate forecast performance and will include hands-on development of an ANN energy forecast model by participants.



Forecast Pro XE Training Workshop
Full-day workshop

*Bob Leonard
Corporate Trainer,
Business Forecast Systems, Inc.*

In this workshop, expert Forecast Pro instructors will lead you step-by-step through structured forecasting problems, giving you the chance to develop a thorough understanding of the features and capabilities of Forecast Pro XE in a hands-on computer lab setting. The workshop uses real-world examples, featuring data drawn from a wide range of industries. Topics include: data input/output; batch forecasting; exponential smoothing; Box-Jenkins; dynamic regression; event models; multiple level forecasting; and out-of-sample testing.



Forecast Pro Unlimited Training Workshop
Full-day workshop

*Eric Stellwagen
Vice President,
Business Forecast Systems, Inc.*

In this workshop, expert Forecast Pro instructors will lead you step-by-step through structured forecasting problems, giving you the chance to develop a thorough understanding of the features and capabilities of Forecast Pro Unlimited in a hands-on computer lab setting. The workshop uses real-world examples, featuring data drawn from a wide range of industries. Topics include: data input/output; batch forecasting; exponential smoothing; Box-Jenkins; weighting transformations; event models; multiple level forecasting; out-of-sample testing; command-line operation; and forecast collaboration.

2003

Forecasting Summit

**Boston, Massachusetts USA
September 10-12, 2003**



Attendee Information:

Name: _____

Company: _____

Address: _____

City/State/Zip: _____ Country: _____

Phone: _____ Fax: _____

E-mail: _____

Registration Fees:

Conference Sessions, September 11-12, 2003

One Attendee.....\$1,395
or

One Attendee with Early Bird Discount.....\$1,345
or

One Attendee with Team Discount.....\$995
Sign up 3 or more attendees *at the same time* and pay only \$995 per attendee.
Names of the other attendees must be listed below to receive this price:

#1 _____ #2 _____

I wish to bring a guest to the Welcome Reception and the Wine and Cheese Reception at the New England Aquarium (\$25 guest fee). **Plus** _____

Guest's Name: _____

Pre-Conference Workshops, September 10, 2003

Half-day workshop.....\$395
or

Full-day workshop.....\$595
Workshop: _____ **Plus** _____

Payment Method:

- Check or money order attached
- Purchase Order attached (available for U.S. companies only)
- Visa MasterCard American Express

Card # _____ Expiration date: _____

Signature: _____

TOTAL: _____

(Please fill out one form per attendee, copy if necessary)

Code: _____

Venue

Forecasting Summit 2003 will be held at the beautiful Marriott Long Wharf, located



downtown on Boston's spectacular waterfront. The hotel boasts a host of on-site amenities and is a block away from historic Faneuil Hall and Quincy Market. Until August 21, 2003, a reduced room rate is available for conference attendees. Contact the hotel at (800) 228-9290 or (617) 227-0800 to reserve your room and be sure to mention that you are attending Forecasting Summit 2003.

Registration

Seats are limited. The conference registration fee is \$1,345 if payment is received by August 1, 2003 and \$1,395 after that date. Fee includes all sessions, conference documentation, daily breakfasts and luncheons, Welcome Reception and Wine and Cheese Reception at the New England Aquarium. Team discounts are available. *Discounts may not be combined.*

Substitutions/Cancellations

Personnel substitutions may be made at any time. The registration fee is fully refundable on cancellations made prior to August 10, 2003. Cancellations between August 11 and August 28 are subject to a \$195 administrative charge. Registrants who fail to attend or cancel after August 28 are responsible for the entire conference fee. In case of conference cancellation, BFS liability is limited to refund of conference registration fee only. Program content subject to change without notice.

To Register

Fax in this registration form or contact us at:

Forecasting Summit 2003
BFS - 68 Leonard Street
Belmont, MA 02478 USA
Phone: (617) 484-5050
Fax: (617) 484-9219
E-mail: info@forecasting-summit.com
Web: www.forecasting-summit.com

Wednesday, September 10, 2003

8:00 - 9:00 AM

Registration and Continental Breakfast

Full-Day Pre-Conference Workshops (9AM - 5PM):

- ◆ Basics of Time Series Forecasting
- ◆ CPFR: Getting the Most from Your Trading Partner Collaboration
- ◆ Forecast Pro XE Training Workshop
- ◆ Forecast Pro Unlimited Training Workshop

Half-Day Pre-Conference Workshops (1-5 PM):

- ◆ Keys to More Efficient Regression Forecasting
- ◆ Forecasting with Artificial Neural Network Models

6:00 - 8:00 PM

Registration

7:00 - 9:00 PM

 **Welcome Reception Overlooking Boston Harbor** 



Thursday, September 11, 2003

7:00 - 9:30

Registration and Buffet Breakfast

8:00 - 9:30

Peering Through the Fog: The Challenge of Forecasting in a Highly Uncertain World

	Forecasting Seminar	Tutorials and Perspectives	Practitioner Presentations I	Practitioner Presentations II
9:45 - 11:00	Introduction to Business Forecasting	Forecasting Market Share: How Hard Can it Be?	McNeil Consumer Healthcare	Bell Canada
11:15 - 12:30	Forecast Accuracy and Evaluation	CPG Round Table: Forecasting in the Consumer Packaged Goods Industry	PUC-Rio	TransUnion LLC
12:30 - 1:30	Lunch			
1:45 - 3:00	Exponential Smoothing Models (1:45 - 3:15)	Presenting Forecasts to Management: The Good, the Bad and the Ugly	Heineken USA	Pharma Round Table: Aspects of Pharmaceutical Forecasting
3:30 - 4:45	Event Models	Should Forecasters be Certified? An Open Discussion	Imation Corporation	Norfolk Southern Corporation
6:45 - 8:45	 Wine and Cheese Reception at the New England Aquarium 			

Friday, September 12, 2003

7:30 - 9:30

Buffet Breakfast

8:00 - 9:30

Forecasters—What Makes Them Tick (Effectively)?

	Forecasting Seminar	Tutorials and Perspectives	Practitioner Presentations	Software Showcase
9:45 - 11:00	Forecasting a Product Hierarchy	Forecasting Repeat Buying for New Products and Services	Colorado Springs Utilities	Software demonstrations will be presented on both days of the conference. Participants include: Agilisys Forecast Pro Hitachi MaxQ Technologies McConnell Chase Software Works Oliver Wight Americas, Inc. StrataView
11:15 - 12:30	Box-Jenkins	Short Time Interval Forecasting: Lessons from Call Centers	American Italian Pasta Company	
12:30 - 2:00	Lunch			
1:00 - 2:00	Panel of Experts: Meeting Forecasting Challenges			
2:15 - 3:30	Dynamic Regression Part I	Effectively Combining Managerial & Statistical Forecasts	Application Builders	
3:45 - 5:00	Dynamic Regression Part II (3:45 - 5:30)	Prediction Intervals for Forecasts		

Visit our Web site for detailed up-to-the-minute conference information. Schedule subject to change.

www.forecasting-summit.com