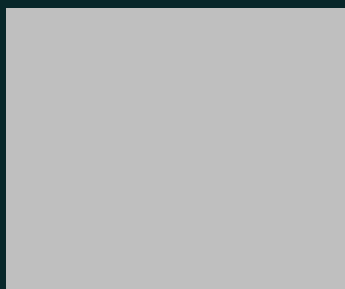
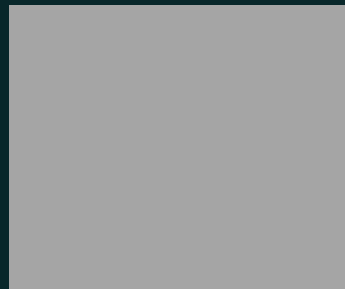
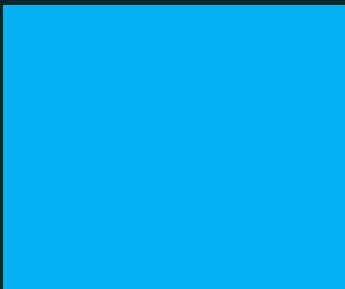


April 18<sup>th</sup> & 19<sup>th</sup>, 2011 ♦ Chicago

**Business**  
Planning & Analysis

# Sales *and* Operations Planning & Analysis **2011**



Integrated Business Planning

Sales Forecasting & Demand Planning ♦ Cost Analysis & Price Optimization

FP&A for Sales and Operations ♦ S&OP Performance Analysis

Data Management



# Program Agenda

## Monday, April 18<sup>th</sup>, Day One

8:00 am Registration, orientation and opening remarks

8:30 am Keynote:  
**Integrated Business Planning**  
*Improve organizational performance with cross functional enterprise planning*

9:30 am Keynote:  
**Competitive Advantage Through Analytics**  
*Harness analytics to promote better strategic planning and drive execution*

11:00 am **Sales and Operations Planning Framework**  
*A strategic approach to integrating demand and sales activities*

Noon Lunch & Networking Break

1:00 pm **Sales Forecasting and Integrated Demand Planning**  
*Scenario analysis, continuous and rolling forecasting for sales and operations planning*

2:15 pm **Supply Planning and Analysis**  
*Map the entire supply chain capacity to better understand S&O capabilities*

3:30 pm **FP&A for Sales and Operations**  
*Translate supply and demand variables into financial metrics*

4:30 pm **Technology Brief:** Leverage technology and integrate marketing analytics across the organization

## Tuesday, April 19<sup>th</sup>, Day Two

8:00 am Registration, orientation and opening remarks

8:30 am Keynote:  
**Advanced Analytics**  
*Decision making based on facts, data and analytical insight*

9:30 am Keynote:  
**Data Translation, Interpretation and Delivery**  
*Deliver meaningful information to drive better business decisions*

11:00 am **Sales and Operations Alignment**  
*Synchronize demand planning, supply chain, finance and execution to meet objectives*

Noon Lunch & Networking Break

1:00 pm **Supply Chain Network Optimization**  
*Leveraging S&OP to improve productivity and maximize results*

2:15 pm **S&OP Performance Analysis**  
*Utilize KPIs and performance drivers to improve sales and operations planning results*

3:30 pm **Sales and Operations Planning Panel**  
*Open discussion on current issues and best practices*

4:30 pm Adourn

# Sales and Operations Planning & Analysis 2011

**Sales and Operations Planning & Analysis 2011** is a comprehensive training and networking opportunity that is uniquely designed for business professionals working in operations, sales, budgeting & forecasting, product development, strategic planning and business intelligence. Presentations and case studies are delivered by expert industry practitioners, educators and methodologists to provide new insight and build upon existing skills. This format allows attendees to assess best practices from leading organizations and learn how to apply the challenging approaches through hands on learning.

**Sales and Operations Planning & Analysis 2011** is designed to give you effective tools for forecasting, measuring, monitoring and managing sales and operations processes. This forum provides best practices, case studies, hands on learning approaches and interactive dialogue sessions delivered by industry experts, practitioners and methodologists.

3 Attendee Group Rate

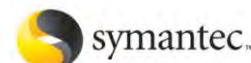
**\$ 3,995.<sup>00</sup>**



## Past Presenter Organizations Include



blue of california



Day One:

# Keynote Case Studies & Best Practices



8:30 am

## **Keynote: Integrated Business Planning**

*Improve organizational performance with cross functional enterprise planning*

- Use a functionally integrated approach for streamlined business planning
- Leverage technology and advanced processes for more accurate enterprise information
- Insure sales and operations plans are linked to strategic plan
- Evaluate plans and activities based on the true economic impact of each consideration
- Extend visibility to identify impacts of specific market events well into the future

9:30 am

## **Keynote: Competitive Advantage through Analytics**

*Harness analytics to promote better strategic planning and drive execution*

- Optimize distinct business capabilities to gain competitive advantage
- Effective analysis that allows senior management to make more informed decisions
- Decision support aligned to business needs and objectives
- Utilize analytics to better determine ROI
- Establish predictive capabilities through analytics for better forecasting

11:00 am

## **Sales & Operations Planning Framework**

*A strategic approach to integrating demand and sales activities*

- Develop a system to speed up commercialization of new offerings
- Make budgeting less complex and more accurate
- Enhance sales organization effectiveness
- Reduce operating costs and lower order fulfillment times
- Promote collaboration between all stakeholders



Day One:

# Best Practices & Strategy Sessions

1:00 pm

## Sales Forecasting and Integrated Demand Planning

*Scenario analysis, continuous and rolling forecasting for sales and operations planning*

- Link sales forecasting to supply chain activities
- Develop driver based models that incorporate key business drivers
- Utilize “what if” scenarios for exploring alternative decisions or actions to predict possible outcomes
- Capitalize on analytics to improve forecasting and planning
- Balance tops-down and bottoms-up planning to ensure the process adds value for all participants

2:15 pm

## Supply Planning and Analysis

*Map the entire supply chain capacity to better understand S&O capabilities*

- Use an “Outside – In” approach to continuously monitor and forecast needs
- Better identify internal capabilities and outsourcing needs
- Determine the constraints most relevant to each product offering
- Standardize metrics to evaluate overall supply chain capacity
- Analyze the supply chain for business continuity

3:30 pm

## FP&A for Sales and Operations

*Translate supply and demand variables into financial metrics*

- Make budgeting less complex and more accurate
- Generate analysis that allows senior management to make more informed decisions
- Provide decision support aligned to business objectives and market environments
- Relate S&O plan to revenue, margin and working capital requirements
- Use financial metrics to balance supply and demand

Day Two:

# Keynote Case Studies & Best Practices



## **Keynote: Advanced Analytics**

*Optimize performance through the implementation and integration of advanced analytics*

- Use advanced statistical and econometric methodologies to make better predictions
- Total cost minimization and net revenue maximization methodologies
- Develop models for better scenario planning for predictive sales and risk management
- Multivariate testing and advanced regression modeling
- Synthesize integrated analytical insights into tactical planning

9:30 am

## **Keynote: Data Translation, Interpretation and Quality Analysis**

*Develop meaningful interpretations and recommendations to drive business decisions*

- Developing cross-functional support to align people, process, data, metrics and technology
- Implement controls to ensure data flow and integrity
- Cascade strategies across functions and departments to ensure successful execution
- Identify and evaluate process improvement methodologies for data collection and delivery
- Consistently extract, analyze and collate data from a variety of sources

11:00 am

## **Sales and Operations Alignment**

*Synchronize demand planning, supply chain, finance and execution to meet objectives*

- Drive results through integration and performance management
- Develop cross functional alignment through effective communication
- Create accountability systems for internal stakeholders
- Initiate alignment between corporate strategy and operational execution
- Utilize a methodological approach measuring, management and executing strategies



Day Two:

# Best Practices & Strategy Sessions

1:00 pm

## Supply Chain Network Optimization

*Leveraging S&OP to improve productivity and maximize results*

- Optimize lean supply chain capabilities to gain competitive advantage
- Ensure business continuity through forecasting and planning methodologies
- Effective analysis that allows senior management to make more informed decisions
- Decision support aligned to business needs and objectives
- Better navigate business and supply chain volatility

2:15 pm

## S&OP Performance Analysis

*Utilize KPIs and performance drivers to improve sales and operations planning results*

- Incorporate the most effective sales & operations measures
- Determine what KPIs are essential to meet strategic objectives
- Assess the input and performance metrics used in the forecasting process
- Utilize a management system to monitor and drive performance
- Develop timely, engaging reports with thorough analysis of results

# A unique Networking Opportunity

Not only do attendees come to learn innovative skills and best practices in marketing planning, they also come to meet with peers from different industries across the nation. Keeping this in mind, attendees are given a chance to network with colleagues from across analytical functions.

*Network with colleagues and industry experts from different analytical functions*

Five business analytics tracks are being held simultaneously, focusing on S&OP, data management, marketing, financial and workforce planning and analysis. The combined networking event offers a great chance to learn from peers and discuss issues and initiatives that drive better performance.



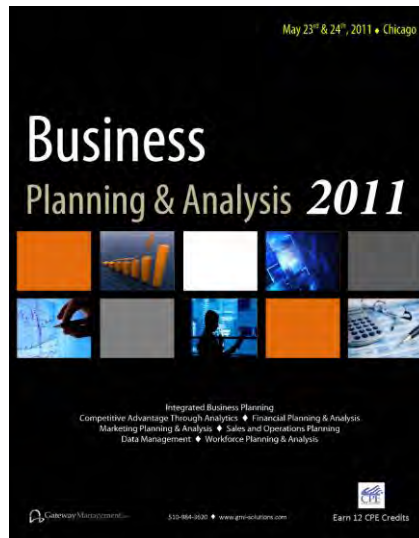
## Sales and Operations Planning & Analysis

Gateway Management is a recognized leader in providing premier training events on strategic planning through analytical insight. 2010 attendee companies include:

Chipotle Mexican Grill	Metaswitch
Express Scripts	Direct Energy
Sara Lee	Crowe Paradis Services
facebook	Kobie
Hamilton Beach Brands, Inc.	Lonza
Salt River Project	Zodiac Pool Systems
Toyota	Beekley
Research in Motion	FL Smidth
Kaiser Permanente	Copa Airlines
Qualcomm	Access Pass & Design
Roche	AHIMA
Juniper	Ametek
Wells Fargo	BitTorrent Inc.
Maxwell Technologies	Bryant Rubber
Arup	Colorado Technical University
YSU	Cross Country Home Services
Abraxas Energy Consulting	F5
Bonneville Environmental	Genomic Health
Infinity Pharmaceuticals	GreenRoad Technologies
Medicis	Jacksonville Aviation Authority
Belo	Life Technologies Corporation
Tempur Pedic	Lyris
eSource	Majestic Steel
Genentech	Maxygen, Inc.
Lithia	Milestone AV Technologies
Citrix	Redwood Trust
Palm	Transtector Systems, Inc.
Southwest Airlines	URS
PayPal	Wafergen Bio-Systems, Inc.
Ernst & Young	ZIN Technologies, Inc.
Symantec	Resource Planning Solutions
IAC	OnBase
Arrow Electronics	Security Benefit
Blue Shield of CA	Intcomex
Apple	Occam Networks
PG&E	Unified TelData Inc
Jones Hearing	JAKKS
UHC	Tibco
Rack Space	Radian
Cummins	3ds
Nike	Hardie's Fruit and Vegetable
NetApp	Merisant
Eon US	MRC
Cadence	Accuray Incorporated
Intuit	RDO Equipment Co.
Price Waterhouse Coopers	Bazaar Voice
Adobe Systems	Microsoft

# Sales and Operations Planning & Analysis 2011

is one component of a functionally integrated, 5-track event



FP&A 2011



Marketing Planning & Analysis 2011



Sales and Operations Planning & Analysis 2011



Workforce Planning & Analysis 2011



Data Management Planning & Analysis 2011

(Click an image to access full brochure)

This unique collaborative program provides attendees the opportunity to learn from industry-leading practitioners and methodologists. Each morning, attendees will gather for keynote presentations from strategic planners and business intelligence executives from top organizations. Following these keynote addresses, attendees will break out into separate areas to learn from experts discussing topics

Chicago

# Area, Venue & Travel Information



Room Rate  
**\$ 189.<sup>00</sup> / night**

Reservations: **(866) 781-2364**

*Mention the **Gateway Management Room Block** to the customer service agent to receive this exclusive reduced rate.*

Online Reservations:

## Area – Chicago

Located in **Chicago's Downtown**, our venue is located in the heart of the city's shopping, restaurant, accommodation and entertainment epicenter. Gateway Management can assist you with information regarding **the area's best restaurants, hotels and shows** to maximize your experience outside the Summit.

## Hotel and Accommodation Facilities

Gateway Management extensively reviews conference venues, choosing those that offer the best value to business travelers. We aggressively negotiate hotel rates at the venue location to offer maximum on-site convenience at the best price. Furthermore, our **venue's prime location offers dozens of choices of** off-site accommodations from boutique to internationally recognized brands.

## Travel

**Most guests will arrive via Chicago O'Hare International Airport or Chicago Midway International Airport.** The venue is located approximately 20 minutes by car or shuttle. Once downtown, amenities are accessible via a short walk, taxi or public transportation.

## Venue – "W" Chicago City Center

**Venue Address:**

**"W" Chicago City Center  
172 West Adams  
Chicago, IL 60603**



## Earn CPEs

**CPE Credits: 12**

Gateway Management is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN, 37219-2417. Web site: [www.nasba.org](http://www.nasba.org).

Program Level: Basic  
Delivery Method: Group-Live  
Prerequisites: None  
Advanced Preparation: None



Sales and Operations Planning & Analysis 2011, Chicago

# Registration & Contact Information

## Registration Form

Name

Title

Organization

Street Address

City/State/Zip

Telephone

Fax

Email

## Payment Information

Check/Purchase Order

Credit Card

Name on Card

Card Number

Expiration Date

CV2 (card verification number)

Billing Address

City/State/Zip

### ***Cancellation/Rescheduling Policy***

All cancellations that made four weeks or longer from the summit's start date will be provided a full refund or credit toward current or future Gateway Management programs. Any cancellations made within four weeks of the programs start date will be provided with credit toward current or future Gateway Management programs.

## Fees ♦ Registration

<input type="checkbox"/>	Early Registration	\$ 1,599.00
<input type="checkbox"/>	Standard Registration	\$ 1,799.00
<input type="checkbox"/>	3 Attendee Group Rate	\$ 3,995.00
<input type="checkbox"/>	Additional Attendee	\$ 1,299.00

For "Early Registration", register by January 28, 2011

## Call

510-768-7920

## Fax

510-380-7377

## Online

[www.gmi-solutions.com](http://www.gmi-solutions.com)

For group discounts, packages and local information please email Jeff Brown:

[jbrown@gmi-solutions.com](mailto:jbrown@gmi-solutions.com)