



Workshop Overview

This workshop will help those who need to produce forecasts that reduce reliance on luck and minimise the risk of making incorrect forecasts. Practical forecasting techniques and skills are outlined within the context of putting theory into practice. All key aspects of forecasting are covered from fundamentals and best and worst practice, to challenges and issues and appropriate tools and techniques. There's a real emphasis on application, with hands-on exercises and mini workshops.



Benefits

You'll benefit from a more professional approach to forecasting, including better collecting, analysing and interpreting of data and better utilisation of information technology. All this will increase your confidence in developing balanced and meaningful forecasts. You will leave with the ability to apply basic and state-of-the-art qualitative and quantitative tools and techniques to produce better forecasts.

Outcomes & Content

- ✓ Create short, medium, and long-term forecasts
- ✓ Assess the marketing environment
- ✓ Forecast design, delivery and evaluation
- ✓ Collect the right data in the right way
- ✓ Integrate qualitative and quantitative research
- ✓ Measure markets, share and growth
- ✓ Convert the data into relevant information
- ✓ Make realistic projections
- ✓ Implement, evaluate and control your forecasting
- ✓ Apply within both strategic and tactical elements



Who should attend ?

This workshop is designed for sales and marketing people who are proficient with spreadsheets and already have a reasonable understanding of the statistical side of marketing but want to develop their skills and confidence in more advanced quantitative aspects of market and or sales forecasting.

