



EyeOn master class demand management 2.0: role of the demand planner



Demand planners, forecasters, demand analysts, demand (planning) managers, S&OP managers, and supply chain managers. And for companies that have already set up a demand planning process and want to improve their forecast performance and effectiveness.



The training 'demand management 2.0: role of the demand planner' is facilitated by Sander de Groot.



€ 1195,- excl. VAT, training documentation and lunch included, dinner and lodging excluded.



You will receive a certificate afterwards.



For dates and locations see our EyeOn event calendar

In recent years, the conversation around demand planning primarily focuses on machine learning and advanced forecasting techniques. The industry often overlooks the pivotal role of the demand planner in orchestrating the demand planning process, despite the immense value they bring to the table. How can a demand planner add value to this ever-more technological world?

EyeOn offers a framework to leverage the full potential of a demand planner. We designed this 1-day masterclass to introduce a framework that guides demand planners in owning and driving an effective demand planning process. Participants will learn to leverage the framework to enhance their skills and capabilities.

The 1-day master class covers the fundamentals to excel as a demand planner:

- Balancing the interest of stakeholders
- Orchestrating the demand planning process
- Driving the building blocks
- Getting value out of data
- Drive the sign-off
- Exception based planning

VALUE OF THE DEMAND MANAGEMENT COURSE

Improving business performance is possible with a credible demand plan that earns trust throughout the company. All entities in the value chain operate triggered by the expected demand from the end customer. The quality of the demand estimation is influenced directly by the quality of the chain in terms of customer service levels, inventory levels, and cost levels. Research indicates that many companies can increase their net gross profit by at least ten percent by improving forecast accuracy and minimizing excess stock and shortages in inventory.

LEARNING GOALS

The goal is to develop knowledge and increase the effectiveness of the demand planning process with a focus on:

- Understand the elements that influence demand and value the benefits of a robust forecasting process.
- Define and execute improvements in your demand planning process.
- Circumvent potential obstacles and barriers to changing the process.
- Identify the best way to link the demand plan to crucial business commercial processes and obtain the correct input (from New Product Introductions & Marketing) for demand planning.
- Implement meaningful measurements for the demand planning process.
- Understand the elements to run an effective Demand Review with your business stakeholders.
- Evaluate skills and competencies needed in the demand planning process.

EYEON MASTER CLASSES

This master class is part of the EyeOn Academy for forecasting & planning professionals. The full training curriculum is available on [our website](#).

TOPICS

The masterclass setup accommodates discussion, idea-sharing among participants, and hands-on practice. Small assignments build to the overall objective of the masterclass. Participants can develop SMART actions to improve the performance and effectiveness of their companies' demand planning process.

Balance the interest of stakeholders

- Definitions of Forecast & demand plans
- Connection with stakeholders
- Defining time horizons & aggregations levels

Orchestrate the demand planning process

- Demand Planning as part of S&OP
- Synchronized demand planning process & building the forecast
- Align all stakeholders in the Demand Review

Drive the building blocks

- Understanding the building blocks of demand planning
- Leveraging statistics
- Design and implement a fit-for-use process
- Plan who knows the best
- A common understanding of the purpose of demand planning

Getting value out of data

- Measuring forecast performance
- Capitalize on the strengths of the planner
- The sequence of reviewing KPIs
- Make the connection between forecast performance and assumptions

Drive the sign-off

- Human behaviour in demand planning
- Tactics to overcome bias
- Assumptions, Risks & Opportunities
- Growth Target versus Growth Forecast

EXCEPTION BASED PLANNING

This course also offers a unique opportunity to meet and discuss with your demand planning peers from other companies in the industry. Before the masterclass, organizers ask participants to complete a short intake survey to understand their current maturity and challenges.

SIGN UP & MORE INFORMATION

If you want to attend this 1-day master class, please contact Anouk van den Eijnden (academy@eyeon.nl).

If you wish to receive more information, please contact Sander de Groot at sander.degroot@eyeon.nl.

Our promise

We apply proven innovations on forecasting and planning. We approach our clients' challenges in the most pragmatic way possible. Using our extensive knowledge, we deliver valuable results and turn challenges into opportunities. This is how we develop and implement fit-for-purpose improvements with sustainable impact.