BUSINESS FORECASTING PLANNING & ANALYSIS

San Francisco, CA  | February 25-26, 2015

- Financial Forecasting
- Demand Forecasting & Management
- Business Analytics & Predictive Capabilities
- Integrated Business Planning
- Sales & Operations Planning
- Product Management

Earn up to 13 CPE Credits

www.BFPA2015.com  •  510-768-7920
### Wednesday, February 25th

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<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>8:00 am</td>
<td>Registration &amp; Continental Breakfast</td>
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<tr>
<td>8:30 am</td>
<td><strong>Evidence-Based Decision Making</strong>&lt;br&gt;Transition data into meaningful strategic and tactical insights for analytics and forecasting excellence</td>
</tr>
<tr>
<td>9:45 am</td>
<td><strong>Beyond Big Data</strong>&lt;br&gt;Framework to enable analytics teams to drive business impact through Big Data</td>
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<td>11:00 am</td>
<td><strong>Finance: Transition Data into Impact</strong>&lt;br&gt;Harness financial data to promote better financial planning and drive financial execution</td>
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<td><strong>FP&amp;A: Strategic Advisors</strong>&lt;br&gt;Providing business partnership and influence to maximize profitability</td>
</tr>
<tr>
<td>2:15 pm</td>
<td><strong>Financial Modeling and Driver Based Planning</strong>&lt;br&gt;Link financial planning to operational drivers and key performance indicators</td>
</tr>
<tr>
<td>3:30 pm</td>
<td><strong>Advanced Methods of Financial Analysis</strong>&lt;br&gt;Leverage financial analysis processes to enhance strategic decision making in your organization</td>
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<tr>
<td>4:30 pm</td>
<td><strong>Networking Reception</strong></td>
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<td><strong>Business Information Management &amp; Delivery</strong>&lt;br&gt;Deliver consistent, standardized, high quality data that drives financial decision making</td>
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<td><strong>Build a High-Performance FP&amp;A Team</strong>&lt;br&gt;Define the vision and roadmap to implement high performing financial planning and analysis across the organization</td>
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<td><strong>Global FP&amp;A</strong>&lt;br&gt;Optimize global resource allocation through effective planning and execution</td>
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<td><strong>Advanced Analytics For All</strong>&lt;br&gt;Bringing simplicity, ubiquity, and actionability to analytics, without sacrificing statistical rigor, to empower all levels of the workforce</td>
</tr>
<tr>
<td>3:15 pm</td>
<td>Adjourn</td>
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Business Forecasting, Planning & Analysis 2015 is a two-day, three-track, learning, networking summit focused on business forecasting through superior analytic and predictive capabilities. This comprehensive program explores a breadth of organizational forecasting challenges in the areas of finance, market, economic, supply, demand and sales. Attendees are given an unrivaled opportunity to learn from case studies, hands-on workshops, and best-practice sessions, presented by some of the most innovative practitioners, thought leaders and methodologists working in forecasting today.

The attendee profile at last year’s Business Forecasting 2013 represents a breadth of functional backgrounds, who rely on forecasting to meet business needs.

Accounting Manager
Business Analyst
Business Solutions Manager
CEO
CFO
EVP Finance
Client Experience Team
Competitive Intelligence Director
Controller
COO
Demand Manager
Director, Financial Planning
Director, Business Analysis & Planning
Director, Global Strategy & Operations
Director of Business Intelligence
Director of Enterprise Business Planning & Demand Management
Director of FP&A
Director of Marketing
Director of Materials
Director of Product Management
Director, Forecasting & Revenue Analytics
Director, Market Analysis
Director, New Product Business Analytics
Division Supply Chain Manager
EVP - Finance
Executive Director
Financial Analyst
General Manager
Global Demand Manager
Global Supply Chain Manager
Head of Global Supply Planning
Head of S&OP Demand/Planning
Manager, Forecasting
Manager, Financial Planning & Analysis
Manager, Global Distribution Strategy & Planning
Manager of Strategic Marketing
Manager, Market Intelligence
Manager, Predictive Modeling
Market Intelligence Analyst
New Product Business Analytics
President & CEO
Sales Operations Manager
Senior Competitive Intelligence Manager
Senior Director of Marketing and Market Intelligence
Senior Director, Web Platform & Analytics
Senior Finance Manager
Senior Financial Analyst - FP&A
Senior Manager, Market Intelligence
Senior Operations Manager
Sr. Director, Sales Operations & Business Intelligence
Sr. Manager - Demand Planning & Analytics
Sr. Project Manager
Vice President of Finance & Treasury
VP, Business Development
VP, Sales Operations
VP, Strategic Initiatives
VP, Supply Chain
VP, Group Mgr Finance & Analytics
VP, Controller

Business Forecasting, Planning & Analysis 2015 is comprised of three unique tracks focusing on Financial Planning & Analysis, Business Forecasting, Sales and Operations Planning, Demand Planning and more. This unique program provides the most comprehensive forecasting curriculum on the market today. This is a vendor/software-neutral event, instead focusing on frameworks, best practices and organizational strategy.

Attendees from a wide range of industry and functional backgrounds make it a goal to attend Business Forecasting, Planning & Analysis 2015. This broad makeup provides exceptional Networking Opportunities to enhance attendees’ experience at the event, as well as build lasting relationships for continued learning well into the future.
8:30 am
Evidence-Based Decision Making
*Transition data into meaningful strategic and tactical insights for analytics and forecasting excellence*

- Utilize the wealth of historical organizational data to make informed decisions
- Optimize the quantity and quality of useful information
- Implement evolving techniques to help drive effective strategy planning and execution
- Leverage technology for improved accuracy, deeper business knowledge and real time decision making

9:45 am
Beyond Big Data
*Framework to enable analytics to drive financial impact through Big Data*

- Transition from data reporting to advanced analytics
- Understanding patterns in large data sets to spot trends
- Optimize analytics results by including the breadth of organizational data inputs in the analytics process
- Develop a Big Data organizational framework which includes governance and strategic considerations

11:00 am – Option A
Finance: Transition Data into Impact
*Harness financial data to promote better financial planning and drive financial execution*

- Effective analysis that allows senior management to make more informed decisions
- Decision support aligned to business needs and objectives
- Leverage knowledge of key financial measures to optimize performance
- Evaluate contribution margins, operating margins and cash flows for improved ROI

11:00 am – Option B
Predictive Analytics for Growth
*Leverage data make better decision with deeper insights and predictive analytics*

- Develop a better line-of-site to customer needs
- Gain better insight through the use of predictive analytics and advanced modeling techniques
- Leverage big data and analytical tools to predict customer trends, acquisition and retention
- Customer retention and product analysis metrics to optimize sales and marketing performance
### Break-Out Sessions

**Best Practices, Case Studies and Strategy Sessions**

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<tr>
<th>Time</th>
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| 1:00pm| **FP&A: Strategic Advisors**  
Providing business partnership and influence to maximize profitability |  
- Develop a framework that drives financial intelligence across the organization through strategic partnerships  
- Add strategic value as a consultative financial business partner  
- How to use internal and external acumen to influence decision making through financial analysis  
- Finance rotation programs to provide strategic financial perspective and professional growth |
| 2:15pm| **Collaborative Business Forecasting**  
Establish integrated business planning through synchronized forecasting processes |  
- Develop, implement, and manage collaborative forecasts  
- Establish collaborative planning and forecasting partnerships  
- Make transparent, interrelated and aligned business assumptions  
- Capitalize on collective knowledge & decision making, while reducing redundancy  
- Utilize tools and technology to implement advance forecasting practices |
| 1:00pm| **The Art and Science of Good Forecasting**  
Combining math and analysis with good instincts and sound judgment |  
- Bridge the gap between data analysis and effective forecasting  
- Predictive tools to better understand anomalies that disrupt accurate forecasting  
- Effectively manage organizational knowledge for better strategic planning  
- Identify and leverage creative thinking to support the forecasting process |
| 2:15pm| **S&OP Implementation & Framework**  
Align sales and operations functions to ensure customer needs are met |  
- Determine what KPIs are essential to meet objectives and operational excellence  
- Enhance sales and operations planning through forecasting, reporting and analysis  
- Assess the input and performance metrics used in the forecasting process for S&OP  
- Leverage technology and advanced processes for more accurate enterprise information |
| 3:30pm| **Advanced Methods of Financial Analysis**  
Leverage financial analysis processes to enhance strategic decision making in your organization |  
- Effective analysis that allows senior management to make more informed decisions  
- Decision support aligned to business needs and objectives  
- Leverage knowledge of key financial measures to optimize performance  
- Evaluate contribution margins, operating margins and cash flows for improved ROI |
| 3:30pm| **Real-Time Forecasting**  
Utilize real-time data measurement, data integration, analytics and data visualization to drive decision making |  
- Gain insight into customer behaviors in real time through Big Data analytics  
- Optimize marketing spend by allocating resources real-time for more effective engagement  
- Use “Just-In-Time” decision making to enhance customer interaction in real-time  
- Generate more moments of interaction via media properties, brands and each other |
| 1:00pm| **Scenario Planning and Strategic Decision Analysis**  
Knowledge management techniques for determining and evaluating both expected and unexpected events |  
- Use systems thinking to develop scenarios that forecast business scenarios that effect operational efficiency and continuity  
- Develop a system of rank-and-order to evaluate the likelihood of outcomes  
- Employ scenario planning to break traditional organizational “world views” |

**Day One – Wednesday, February 25th**
8:30 am

**The Intelligent Enterprise**

*Utilize decision management to move from Business Intelligence to Predictive Analytics*

- Leverage business intelligence and predictive analytics to make better decisions
- Maximize decision management for applying predictive analytics in operations
- Turn uncertainty about the future into usable probability
- Incorporate a system of aligning decision management with strategic execution

9:45 am

**Business Information Management & Delivery**

*Deliver consistent, standardized, high quality data that drives financial decision making*

- Implement systems that foster self-service analysis and insight (24/7)
- Improve visibility of real drivers of business performance
- Develop a scalable platform for growth based on latest technology
- Incorporate a wide scope of information from a single source
**Day Two – Tuesday, February 26th**

Break-Out Sessions

Best Practices, Case Studies and Strategy Sessions

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| 11:00am | **Build a High-Performance FP&A Team** | *Define the vision and roadmap to implement high performing financial planning and analysis across the organization*  
- Develop an effective financial data management system that promotes stewardship and governance  
- Streamline financial data to make advanced analytics available to a broader audience throughout the organization  
- Create a framework that aligns reporting and analytics to organizational objectives  
- Organize FP&A teams to ensure efficiency in the analytics and reporting processes  |
| 11:00am | **Measuring Forecasting Performance** | *Support better decision making with forecasting measures, metrics and KPIs*  
- Determine KPIs that are essential to evaluating and meeting strategic objectives  
- Assess the input and performance metrics used in the forecasting process  
- Reduce forecasting error through constant feedback and agile reporting  |
| 11:00am | **Data Driven Supply Chain Optimization** | *Improving operational efficiency through supply chain analytics*  
- Utilizing supply chain data to optimize the execution  
- Move from transaction related supply chain information to advanced information driving stakeholder behavior  
- Strengthen relationships across other functional teams to leverage their specific knowledge to perform more meaningful product and trend analysis  |
| 1:00pm | **Global FP&A** | *Optimize global resource allocation through effective planning and execution*  
- Maximize the liaison role between finance and global decision makers  
- Incorporate financial planning and analysis throughout the global organization  
- Define and translate financial data to drive consistency across all financial information  
- Provide access to information for global stakeholders to improve decision making  |
| 1:00pm | **Financial Forecasting Accuracy and Evaluation** | *Maximize forecast accuracy measures, metrics and KPIs to improve predictive capabilities*  
- Utilize operational drivers to better predict financial forecasts  
- Implement best quantitative and qualitative practices into forecasting systems  
- Develop a management system that drives the forecasting process  |
| 1:00pm | **Demand-Driven Price Optimization** | *Lifecycle growth and pricing strategies throughout the product lifecycle*  
- Utilize pricing power throughout the product lifecycle  
- Identify key demand points and make price adjustments that align with market and customer variables  
- Develop a holistic view of supply, demand, sales, delivery and customer needs  
- Control demand through price adjustments to align with business and product goals  |
| 2:15pm | **Advanced Analytics For All** | *Bringing simplicity, ubiquity, and actionability to analytics, without sacrificing statistical rigor, to empower all levels of the workforce*  
- Utilize analytics that support the most critical dimensions of your company’s strategy  
- Framework for defining strategic goals then aligning analytics effectively and appropriately to help meet those goals  
- Identify the obstacles to developing an analytics roadmap throughout organizational functions  
- Understand the value of leadership buy-in and analytics champions  
- Transform marketing and growth strategy from “intuition-drive to analytics-driven”  |
Networking Event

Organizations that attended 2013 events include:

Accuray • Actelion Pharmaceuticals
Adobe Systems • Affymetrix • AGCO • Alere
Allstate • American Superconductor • Amway
Amica Mutual • AppliedMicro Circuits
Appro • Array BioPharma • Audi • Atmel
AutoTrader.com • Bank of the West • BASF
Beekley • Blessing Health • Bose Corporation
Briggs International • Cadence • Carlson
Cedar Sinai • Celanese Corporation
Centura Health • Cepheid • Charles Schwab
Chik-Fil-A • Chipotle • Chiquita
Cisco • Citrix • CNN • Comcast • ConAgra
Copa Airlines • Cox • Dean Foods • Diebold
Dolby • Dominoes • Electronic Arts • eBay
EJ Gallo • Emerson • England Logistics
Eon US • Ericsson • ESPN • Exelon Corporation
Expedia • F5 • Facebook • FedEx
Ferring Pharma • Fifth Third Bank • FL Smidth
Flour • Foot Locker • FW Murphy • Gap Inc.
Genentech • Gilead • Grant Thornton LLP
JCI • JDS Uniphase • JP Morgan
Juniper • Genworth • Hamilton Beach Brands, Inc.
Hardies • Harvard Clinical Research Institute
IHG • IMclone • Infinity Pharmaceuticals
Ingram Micro • Intuit • Jabil Circuit
JCI • JDS Uniphase • Johnson Matthey
JP Morgan • Juniper • Keurig
Kaiser Permanente • KLA-Tencore
Lam Research • Lancer Corp • Land O’ Lakes
Levi’s • Lexis Nexis • Liberty Mutual Group
Life Technologies • McDean
Maxwell Technologies • Maxygen, Inc.
Macy’s.com • Mercedes-Benz USA • MGM Resorts
Micron Technology • Microsoft Corporation
Mutual of Omaha • Nestle • NetApp
Nike • Nissan • Omnicell, Inc.
Papa Murphy’s Intl • PayPal
Popeyes® Louisiana Kitchen • Procter & Gamble
RCI • Rent-A-Center • Research In Motion
Roche • SanDisk • Sara Lee • Scottrade
Sephora • Styker • Symantec • Tibco
URS • USAA • Visa Inc • Vonage
WellPoint, Inc. • Wells Fargo • Turner Sports
Sony Playstation • Sigma-Aldrich • Qwest
HighMark Inc • InComm • Netsuite
Parker Hannifin • SunTrust Bank • UTi
Blue Cross • Gen-Probe • Lockheed Martin
Ventura Foods • Syncapse • Assurant Solutions
Abbott Laboratories • Certipart • Camden
JDSU • Robert Half International • PamLab
Harley Davidson • Safeway • Onvia
Bally Tech • Planview • Manheim

Not only do attendees come to learn innovative skills and best practices in forecasting, analytics and demand management, 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 an array of backgrounds and disciplines.

Network with colleagues and thought leaders from a breadth of industries and functional disciplines

This event includes a number of valuable networking opportunities over the course of two days, including breakfast and lunch, multiple networking breaks and a networking reception.

510-768-7920 www.BFPA2015.com

For group rates or detailed speaker information contact Jason Evans: jevans@altamont-group.com
Area – San Francisco International Airport
Located near San Francisco International Airport, our venue provides excellent access to Bay Area transportation as well as all the city has to offer. Altamont Group has on-the-ground knowledge of the area’s best restaurants, hotels and shows to maximize your experience outside the Summit.

Hotel and Accommodation Facilities
Our venue’s excellent location offers easy access to the entire San Francisco Bay Area. We have scouted locations throughout the region and find that the Westin San Francisco Airport offers excellent accommodations, an unrivaled meeting environment and tremendous value.

Travel
This event is best accessed by-way-of San Francisco International Airport. A hotel shuttle leaves every 20 minutes from SFO, directly to the event location. Oakland International Airport offers another convenient traveling option for our non-local guests and can be accessed by BART trains or taxi cabs.

Venue – Westin San Francisco International Airport
The Westin San Francisco Airport
1 Old Bayshore Highway
Millbrae, CA 94030

Room Rate
$209

Reservations: 1-650-692-3500

Mention the Altamont Group/Gateway Management room block to the customer service agent

Online Hotel Reservations:
https://www.starwoodmeeting.com/Book/AGINC

Earn CPEs
CPE Credits: 13

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## Attendee Information

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<tr>
<th>Attendee Name</th>
<th>Title</th>
<th>Organization</th>
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## Payment Information

- [ ] Check/Purchase Order
- [ ] Credit Card

Name on Card  
Card Number  
Expiration Date  
CV2 (card verification number)  
Billing Address  
City/State/Zip

**Pay By Check:**
Checks should be made payable to Gateway Management. The mailing address for checks and tax forms is:

Gateway Management  
2625 Alcatraz Avenue, #341, Berkeley, CA 94705

**Cancellation/Rescheduling Policy:**
All cancellations made four weeks or longer from the summit’s start date will be provided a full refund or credit toward current or future Altamont Group programs. Any cancellations made within four weeks of the programs start date will be provided with credit toward current or future Altamont Group programs.

## Registration & Contact Information

### Business Forecasting Planning & Analysis 2015

**Early Registration**  
Includes Monday & Tuesday event plus networking reception  
$1,599.00

**Standard Registration**  
Includes Monday & Tuesday event plus networking reception  
$1,799.00

**Additional Attendee**  
Includes Monday & Tuesday event plus networking reception  
$1,299.00

**3 Attendee Rate**  
Includes Monday & Tuesday event plus networking reception  
$3,999.00

For “Early Registration”, register by December 31, 2014

**Call**  
510-768-7920

**Fax**  
510-380-7377

**Online**  
www.BFPA2015.com

For group discounts, packages and local information please email Jason Evans: jevans@altamont-group.com

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