MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

DEMAND MANAGEMENT & ADVANCED FORECASTING TECHNIQUES

"Driving Supply Chain Efficiency Through Accurate Forecasting and Strategic Demand Planning"

Schedule

Date	Venue	Fees (Face-to-Face)
21 – 25 Jun 2026	Cairo, Egypt	USD 3495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

In today's volatile market environment, inaccurate demand forecasts can lead to stockouts, excess inventory, missed sales, and lost opportunities. Demand management and advanced forecasting are critical capabilities for companies seeking to align supply with actual market needs and optimize resources.

This course equips supply chain, planning, and operations professionals with proven tools and techniques to forecast demand, manage variability, and balance supply chain responsiveness. Participants will explore both qualitative and quantitative methods—including time series models, causal analysis, machine learning applications, and collaborative forecasting—within a structured, hands-on learning format.

Objectives

By the end of this course, participants will be able to:

- Understand the end-to-end demand management process and its role in the supply chain
- Apply advanced forecasting models for different demand patterns
- Segment products and customers for differentiated planning
- Integrate demand signals across sales, marketing, and operations
- Analyze forecast error and continuously improve accuracy
- Align inventory and production with demand to enhance service levels

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Why Attend

- Strengthen your ability to predict market needs and reduce uncertainty
- Master statistical forecasting techniques and forecasting software tools
- Enable collaborative forecasting with commercial and operational teams
- Minimize obsolescence and inventory costs while maximizing fill rates
- Gain hands-on experience through real-life simulation and modeling

Target Audience

This program is designed for:

- Demand Planners and Forecasting Analysts
- Supply Chain, Procurement, and Inventory Managers
- Operations and Production Planning Professionals
- Commercial, Sales, and S&OP Teams
- Anyone involved in aligning supply with customer demand

Individual Benefits

Key competencies that will be developed include:

- Forecast modeling and data interpretation
- Demand sensing and planning cycle design
- Error measurement and forecast performance tracking
- Scenario analysis for promotion and event planning
- Statistical and AI-based forecasting tool usage

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved service levels and customer satisfaction
- Reduced inventory holding costs and stockouts
- Streamlined planning processes and reduced lead times
- Greater visibility and alignment across departments
- Better response to market trends and seasonality

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings – Demand planning frameworks and forecasting strategies
- Case Studies – Industry-specific forecasting challenges and best practices
- Workshops – Forecast modeling, segmentation, and S&OP exercises
- Peer Exchange – Real-world demand planning obstacles and lessons learned
- Tools – Forecast error calculators, segmentation matrices, planning templates

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Course Outline

Training Hours: 7:30 AM – 3:30 PM Daily Format: 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Foundations of Demand Management

- Module 1: Introduction to Demand Planning (07:30 – 09:30) • Scope, objectives, and key success factors
- Module 2: Role of Forecasting in the Supply Chain (09:45 – 11:15) • Impacts on procurement, production, and distribution
- Module 3: Demand Segmentation and Variability (11:30 – 01:00) • ABC/XYZ analysis, product lifecycle, volatility
- Module 4: Workshop – Conduct Product Segmentation (02:00 – 03:30) • Segment portfolio based on demand characteristics

Day 2: Forecasting Methods – Qualitative and Quantitative

- Module 5: Qualitative Forecasting Techniques (07:30 – 09:30) • Expert panels, Delphi, sales force input
- Module 6: Time Series Forecasting Models (09:45 – 11:15) • Moving averages, exponential smoothing, seasonality
- Module 7: Causal and Regression-Based Forecasting (11:30 – 01:00) • Influencers like price, promotions, economic indicators
- Module 8: Workshop – Build a Multi-Model Forecast (02:00 – 03:30) • Apply time series and causal forecasting on sample data

Day 3: Tools, Systems, and Forecast Accuracy

- Module 9: Forecasting Software and AI Tools (07:30 – 09:30) • Demand planning tools, AI/ML integration
- Module 10: Forecast Error Measurement and Bias (09:45 – 11:15) • MAPE, MAD, tracking signal, forecast value added
- Module 11: Improving Forecast Accuracy (11:30 – 01:00) • Root cause analysis, lag correction, forecast overrides
- Module 12: Workshop – Analyze and Correct Forecast Errors (02:00 – 03:30) • Error tracking using Excel or forecasting software

Day 4: Collaborative and Responsive Planning

- Module 13: Sales and Operations Planning (S&OP) Alignment (07:30 – 09:30) • Collaborative inputs and consensus forecasting
- Module 14: Promotions, Events, and Seasonality Planning (09:45 – 11:15) • Demand shaping and override management
- Module 15: Demand Sensing and Real-Time Signals (11:30 – 01:00) • Near-term adjustments using POS and external data
- Module 16: Workshop – Build an S&OP Demand Consensus Model (02:00 – 03:30) • Group activity aligning forecasts across functions

Day 5: Strategic Integration and Continuous Improvement

- Module 17: Strategic Forecasting for Long-Term Planning (07:30 – 09:30) • Capacity planning, CAPEX, portfolio decisions
- Module 18: Integrating Demand Planning with Inventory Strategy (09:45 – 11:15) • Safety stock, reorder points, demand variability
- Module 19: Case Study – Demand Planning Transformation (11:30 – 01:00) • Lessons from successful implementations
- Module 20: Final Workshop – Present a Forecasting Improvement Plan (02:00 – 03:30) • Participants develop a forecast enhancement strategy

Certification

Participants will receive a Certificate of Completion in Demand Management & Advanced Forecasting Techniques, validating their ability to lead demand planning and forecasting initiatives that enhance responsiveness, reduce uncertainty, and improve supply chain performance.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

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