

OR Society - Forecasting Special Interest Group - Half Day Event

Forecasting with Promotions

Current practice and future prospects

Date: 14th October, 2pm-6pm
Fee: free of charge
Address: City University, Main Building, Northampton Suite C
Northampton Square, London EC1V 0HB, UK

This afternoon event will cover different aspects of the challenges in promotional forecasting & evaluation for supply chain management, which badly affects retailers and manufacturers alike. The two keynote presenters, Gareth Brentall (MD of Promax Europe Ltd) and Barry Grange (CEO of Retail Express), both with many years of practical experience in the area, will describe their own distinctive approaches to the challenges in promotional forecasting. The event will kick off with Prof. Robert Fildes, director of the Lancaster Centre for Forecasting, with an overview of current practices and research in promotional forecasting. The event will also offer you ample opportunity to network amongst practitioners, vendors and academics.

Attendance at this event is FREE but places are limited, so you must register by email. To register - or to receive future invitations - please email Sven Crone at s.crone@lancaster.ac.uk.

13:45 - 14:00 Registration

14:00 - 15:00

Current research in Forecasting Promotions - Judgment v Statistics?

Prof. Robert Fildes, Distinguished Professor, Lancaster Centre for Forecasting

15:00 - 16:00

Promotional Forecasting

Barry Grange, CEO of Retail Express

16:00 - 16:30 Tea & Coffee break

16:30 - 17:30

What's a good Promotion?

Gareth Brentall, MD Promax Europe Ltd.

17:30 - 18:00 Open discussion & Closing remarks

Abstracts of the talks, speaker biographies, and directions to this and future events are available online at: www.lums.lancs.ac.uk/research/centres/Forecasting/SIG_supply_chain/

About the SIG: The forecasting special interest group aims to increase the understanding and practical use of forecasting amongst interested members of the society. The meeting is sponsored by the Operational Research Society and organised by the Lancaster Centre for Forecasting (www.lums.lancs.ac.uk/forecasting). To receive future invitations and updates please email Sven Crone at s.crone@lancaster.ac.uk.

