

the marketors



www.themarketors.com

ABOUT US

The Marketors are a global network of thought leaders, trainers and subject matter experts spearheading excellence across the marketing profession.

Our vision is to revolutionise the way in which marketing training is delivered, received and used, in order to create actionable insights, personal development and drive business growth.

We aim to raise marketing capability and empower individuals and businesses to improve their performance, return on investments and economic growth.



100

Countries



50

languages



250

Trainers



180

Courses





RAISING CAPABILITIES

Working with The Marketors gives you exposure to the best-practice techniques that have been tried and tested across some of the world's largest brands. All of the training we design and deliver is shaped by insights, has a practical focus, and has the aim of raising capabilities and creating a positive and transformational impact.

We build world-class performance through our customised and bespoke solutions which are driven entirely by business needs. Our global reach, extensive knowledge and vast experience ensures that no matter what the business issue, we can be relied upon to improve your marketing, communications and sales capabilities.



Global Reach

Flexible and diverse trainer pool



People Transformation

Behavioural change experts



Business Impact

Propelling people's performance

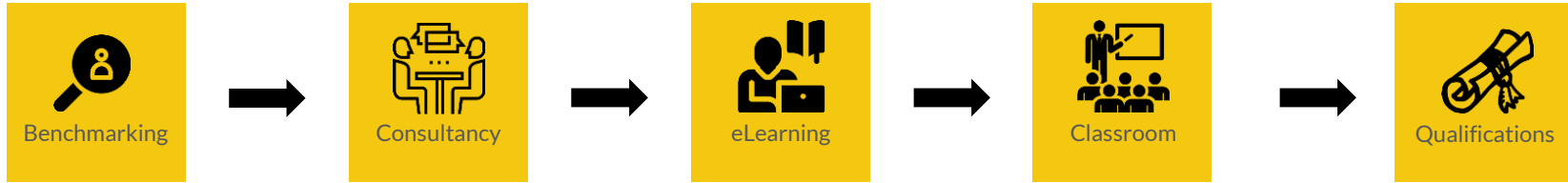


Bespoke Solutions

Made to measure learning.

OUR APPROACH

We work with organisations all over the world to help them raise their capability in sales and marketing to support and drive their business strategy. Positive and transformational impact is at the heart of our offerings and our approach is consultative, solution oriented and focused upon measurable results for the individual and organisation. We act as your learning partner by bringing together some of the world's leading companies, marketing experts, consultants and trainers.



SOSTAC®

Smart
Insights

The Marketing &
Leadership Academy
Aspire to Inspire

Circus Street™

Learn the best methods and processes to improve forecasting



Workshop Overview

With any forecasting method it is often true that finding the best method for dealing with seasonality is a major factor in maximising forecast accuracy. The identification and forward projection of persistent trends in demand is always important, particularly for medium term forecasting. And for companies that carry out frequent promotions, dealing with those promotions in the forecasting system often paramount.



Benefits

This two day workshop is practical and non-academic, different approaches to sales forecasting are explored, including subjective methods, causal analysis and time series forecasting. Effective methods for dealing with the crucial matters of seasonality, promotions and new products are discussed. As well as the basics of forecasting it also covers forecast accuracy measurement, the use of EPOS data and stock policy including the calculation of safety stock for fast moving and slow moving items.

Outcomes & Content

- ✓ The role of demand forecasting
- ✓ Alternative approaches
- ✓ Casual Analysis & Time series projection
- ✓ Seasonal analysis. Patterns and indices
- ✓ Critical business factors
- ✓ Curve fitting & projecting sales trends
- ✓ Moving Averages & Exponential smoothing
- ✓ Promotions, & new products or services
- ✓ Inventory Policies
- ✓ Demand Management



Who should attend?

This workshop is suitable for those who need to improve their planning and forecasting ability. It is mostly applicable to those in decision making roles across Purchasing, Marketing and Sales and key staff from other functions seeking to gain and appreciation of the role and processes of the demand planning and forecasting.



Meet the trainer



Catherine Milner

A Chartered Engineer and Chartered Fellow of CILT, Catherine is also a trainer, consultant and author who has so far co-written two books on inventory management, published in 2015 & 2019 She has chaired at many conferences and is a sought-after speaker on logistics, supply chain, inventory, ERP/MRP, forecasting and demand planning and operations management.



Experience

Catherine has strong interpersonal skills and is comfortable dealing at all business levels. She has excellent communication skills, both verbal and written, with considerable experience and track record in consultancy and academia where she is passionate about providing and supporting the best learning environment. Catherine has worked for many leading brands and organisations across a variety of industries including Pharma, Energy, Education and Engineering.

Areas of Expertise

- ✓ Supply chain management
- ✓ Strategy
- ✓ Business Process Analysis
- ✓ Inventory Management
- ✓ Inventory Optimisation
- ✓ Demand Forecasting
- ✓ Planning/ S&OP
- ✓ Training Development
- ✓ Coaching
- ✓ Project Management



Market Sector Focus

- FMCG
- Energy
- Education
- Pharma
- Engineering



Meet the trainer



Steve Manion

Steve Manion is a consultant in Operations and Resource Management. He is a fellow of both The American Production and Inventory Management Society (APICS) and of The Chartered Institute of Logistics and Transport in the UK (CILT). He has led courses in Production and inventory control in Australia, Europe, the Middle East, North America and China. He is principle trainer for CPIM and CLTD courses in his own company.



Experience

Steve is innovative and always searching for best practice in world class production and inventory management . Steve has a vast amount of experience as a practitioner, consultant and trainer in forecasting, demand Management, Shop Floor Control, Master Scheduling, and Supply chain Management . Steve is a Fellow from both APICS in the USA and The Institute of Operations Management in the UK. His Specialties include: Production Planning and Inventory Management, Supply chain Management Effective Training, Community relations.

Areas of Expertise

- ✓ Supply Chain management
- ✓ Logistics Management
- ✓ Inventory Management
- ✓ Procurement
- ✓ Production Planning
- ✓ Demand Forecasting
- ✓ Tendering
- ✓ Supplier Selection
- ✓ Scheduling & Planning
- ✓ Transport & Logistics



Market Sector Focus

- FMCG
- Logistics
- Education
- Transportation
- Defence





WHY WORK WITH US?

- We work with organisations all over the world to help them raise their capability in marketing to support and drive their business strategy.
 - We act as your learning partner by bringing together some of the worlds leading marketing experts, consultants and trainers.
 - We draw on the their expertise to build transformational learning programmes to propel every area of your business, meeting the needs of your employees and achieving the businesses strategic aims.
 - Positive and transformational Impact is at the heart of our offerings and our approach is consultative, solution orientated and focussed upon measurable results for the individual and organisation.
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CONTACT US



info@themarketers.com

+44 (0) 203 004 9638

100 Clements Rd, London SE16 4DG

Stay Connected

@themarketers 

@themarketers 

/themarketers 