informatech




PROCUREMENT AND SUPPLY CHAIN MANAGEMENT | COURSE

# Demand Planning and Demand Management

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# Course content

## Why Attend

### Course Introduction

Demand planning and sales forecasting are critical components of any organization, focusing on determining the demand for products or services.

Effective demand planning ensures that products are available on time without overstocking.

It involves managing various aspects such as resources, inventory, and human resources to align with anticipated demand.

Efficient demand management is crucial for maintaining cost-effectiveness, cost control, and lean operations within the organization.

## Course Objectives

By the end of this training course delegates will be able to:

• Examine the Most Appropriate Method for Planning Demand

• Understand the Role of Inventory in the Organisation

• Apply Best Methods to Manage Demand

• Understand the Differences Between Supply Chain and Demand Chain

• Appreciate the Importance of Delighting the Customer

### Who should Attend?

This training course is suitable for a wide range of professionals, but will greatly benefit:

• Purchasing, Procurement, Inventory, Sales and Project Personnel

• All others who are involved in the Planning, Evaluation, Preparation and Management of Demands that Cover the Acquisition of Materials, Parts, Equipment, and Services, and Who Are in Organizations Whose Leadership Want High Levels of Excellence in Those Involved in These Activities

## Course outline



# Course content

## Course outline

### Amongst a wide range of valuable topics, the following will be prioritised:

- Demand in the Supply Chain Where the Supply Chain is Examined
- Understanding the Needs and Expectations of the Customer
- Appreciating the Need for Inventory and Methods of Effectively Reducing It
- Understanding the Techniques of How to Plan Demand
- Appreciating the Principles of Forecasting Demand
- Knowing How to Calculate Lead Time and its Importance
- Understanding the Principles of Inventory Management
- Appreciating the Principles of Managing Demand
- Measuring the Effectiveness of the System
- Implementing the Principles into the Organisation



# Seminar dates

## Available seminar dates

Live dates and pricing for Demand Planning and Demand Management generated from the course details page.

| Date | Location | Format | Fee |
|---|---|---|---|
| 9 - 13 November 2026 | Frankfurt - Germany | Classroom | **€2,600.-** |
| 14 - 18 December 2026 | Barcelona - Spain | Classroom | **€3,080.-** |
| 18 - 22 January 2027 | London - U.K | Classroom | **€3,360.-** |
| 15 - 19 February 2027 | Istanbul - Turkey | Classroom | **€2,280.-** |
| 15 - 19 March 2027 | Vienna - Austria | Classroom | **€3,400.-** |
| 19 - 23 April 2027 | Barcelona - Spain | Classroom | **€3,080.-** |
| 17 - 21 May 2027 | Paris - France | Classroom | **€3,600.-** |
| 21 - 25 June 2027 | Frankfurt - Germany | Classroom | **€2,600.-** |
| 19 - 23 July 2027 | Barcelona - Spain | Classroom | **€3,080.-** |
| 16 - 20 August 2027 | London - U.K | Classroom | **€3,360.-** |
| 20 - 24 September 2027 | Istanbul - Turkey | Classroom | **€2,280.-** |
| 18 - 22 October 2027 | Cape Town - South Africa | Classroom | **€3,400.-** |
| 15 - 19 November 2027 | Barcelona - Spain | Classroom | **€3,080.-** |
| 20 - 24 December 2027 | Paris - France | Classroom | **€3,600.-** |

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|---|---|
| **Live online option** | Online delivery is available at €1,850.-. |