



Implement Cutting-Edge  
Tools, Adaptive Planning  
and Rolling Forecasts  
to Drive Profits

April 19–21, 2010  
San Diego, CA



# Budgeting and Forecasting 2010

## Restructure Your Forecasting for Improved Reporting

Integrate  
Analytical  
Tools for  
Accurate  
Budgeting  
and  
Forecasting

Utilize Balanced Scorecard Techniques for Improved Budget Management  
Implement a more accurate and streamlined approach to budgeting using a  
Balanced Scorecard framework

Create Accurate Forecasts from Imprecise Data  
Overcome data generation errors and maintain forecast accuracy

Develop an Effective Budgeting Approach with Rolling Forecasts  
Make budgeting a continuous process that provides accurate results

Structure Your Forecasts to Reduce Risk and Improve Organizational Stability  
Address risk, speculation and future objectives with a structured forecast

In Association with:



Earn up to 15 CPE Credits

[www.ASMIweb.com/Forecast](http://www.ASMIweb.com/Forecast)

# April 19, 2010

8:30

Conference Registration & Continental Breakfast

9:00

## **Keynote Address: Budgeting & Forecasting: The Key to Establishing a Solid Foundation for Superior Financial Performance**

Budgeting and forecasting tools have evolved into valuable resources that can be used to affect performance and the bottom-line. Building these tools takes resources and a willingness to change. During this Keynote Address, you will:

- ▶ Learn how to identify and measure the factors that drive the return on investment on your budgeting and forecasting system
- ▶ Identify techniques and approaches to improving the efficiency and quality of budgets and forecasts
- ▶ Develop a road map for embedding budgeting and forecasting into a strategic performance management system

**Dr. Peter Turney**

President and Chief Executive Officer, Cost Technology

10:00

Break & Refreshments

10:15

## **Create, Implement and Manage Balanced Scorecard-Based Budgets**

- ▶ Develop a unique scorecard for your organization to assess budgeting practices
- ▶ Employ a balanced scorecard approach throughout the company for increased transparency and budget accuracy
- ▶ Maintain an up-to-date scorecard to navigate through varying economic conditions within the business

**Bob Paladino**

ASMI Senior Fellow; President, Bob Paladino and Associates

11:15

## **Monitor Budgets Through Balanced Scorecard Performance**

- ▶ Learn how to understand Balanced Scorecard performance indicators to evaluate budgeting outcomes
- ▶ Identify areas in which budget restructuring would result in better budgeting practices
- ▶ Grasp a better understanding of organizational strengths and weaknesses that effect the budget

**Bob Paladino**

ASMI Senior Fellow; President, Bob Paladino and Associates

12:15

Lunch Break

# April 19, 2010

1:00

## Integrate Analytics for Strategic Planning and Budgeting

- ▶ Bring together disparate data and analytical tools for more precise budgeting
- ▶ Examine how model-based insights can help shape your budgets and forecasts
- ▶ Integrate analytical tools for strategic analysis, decision making and performance measurement

**Jean Nitchals**

ASMI Senior Fellow; Performance Management Consultant, STAR Collaborative

2:00

Break & Refreshments

2:15

## Develop Effective Cash Flow Forecasting Practices

- ▶ Achieve organizational alignment and collaboration to create better action plans and execution
- ▶ Identify incentives and compensation for stakeholders
- ▶ Learn forecasting techniques for measurement and accountability

**Cyrus Emadi**

CFO/Controller, Customatrix

3:15

## Move Beyond Excel: A Web-Based Approach to Budgeting, Variance Reporting, Forecasting, and Analysis

- ▶ Utilize a web-deployed process to improve budget formulation
- ▶ Understand the fundamentals of what budget formulation should do
- ▶ Improve the speed and utility of your forecasting process

**Andrew Harker EdD.**

Director of Budget Management, Stanford University; Principal, Ralph Harker and Associates

4:00

## Sponsor Session: Application Requirements for Rolling Forecasts

The challenges for implementing rolling forecasts often boil down to how well your planning software handles three critical processes: Scenario analysis, Driver-based planning, and Integrating Actuals. Based on customer case studies, this fast paced presentation will explore how robust functionality in Scenario analysis and Driver-based planning areas will help you implement a true rolling forecast process.

- ▶ Learn the key challenges to implementing a rolling forecast and moving to continuous planning.
- ▶ Hear customer case studies, along with current forecasting theory and best practices, to highlight two critical requirements for effective rolling forecasts:
- ▶ Scenario analysis for establishing "what if" scenarios and exploring alternative decisions or actions in real time to understand possible outcomes.
- ▶ Driver-based planning where financial forecasts are driven by operational assumptions about the business.

**Ben Lamorte, VP Business Development, Alight Planning**

4:00

Day One Adjourns

# April 20, 2010

8:30  
Continental Breakfast

9:00

## Keynote Address: Understand the Relationship Between Management Reporting and Forecast Planning

Performance reporting goes hand-in-hand with decision making, providing an assessment of current practices. The combination of reporting and forecasting offers a more accurate picture of future business performance. During this Keynote Address, you will:

- ▶ Identify key metrics for monitoring the effectiveness and evaluation of demand planning and forecasting processes
- ▶ Interpret and use metrics to improve process performance, as well as determine the cost of error
- ▶ Define the human, business and demand factors that contribute to accuracy and error

**Stacey Craig**  
Division CFO – Tucson, D.R. Horton

10:00  
Break & Refreshments

10:15

## Set Budget Priorities for Resource Allocation

- ▶ Reassess capital structures to identify areas to allocate resources
- ▶ Examine how resource allocation should be managed
- ▶ Discuss implications of better resource allocation on organizational performance

**Anand Sanwall**  
Vice President, Investment Optimization & Strategic Business Analysis, American Express

11:15

## Building a Forecast Process for Accuracy

- ▶ Increase forward flexibility to keep pace with the rapidly-changing economic landscape
- ▶ Improve cycle time resulting in lower costs, improved productivity and enriched quality
- ▶ Use financial resources in a more effective manner

**Ellen Bonnell**  
CEO, Trend Savants

## who should attend

- ▶ CFOs
- ▶ VPs of Finance
- ▶ Controllers
- ▶ Directors of Finance
- ▶ Forecasting Analysts
- ▶ Financial Analysts
- ▶ Budgeting Directors
- ...and anyone involved with budgeting and forecasting!

# April 20, 2010

12:15  
Lunch Break

1:15  
**How To Get Good Forecasts From Bad Data™**

- Learn how to create accurate forecasts with less-than-perfect data
- Understand common challenges such as data collection problems and data storage issues
- Develop strategies to reduce the likelihood of bad data being generated

**Ellen Bonnell**  
CEO, Trend Savants

2:15  
Break & Refreshments

2:30  
**Transition from Traditional to Rolling Forecasts**

- Discover the different methods that can be used with rolling forecasts
- Showcase rolling forecasts as a useful tool for further fueling goals and performance
- Find ways to perform a company-wide initiative on the new budgeting process

**Mitch Max**  
CEO, Virtual Profit Solutions

4:00  
Conference Adjourns

## top five reasons to attend

- 1** Overcome forecasting roadblocks and challenges
- 2** Apply Balanced Scorecard techniques to your budgeting process
- 3** Incorporate budgeting best practices to improve accuracy
- 4** Streamline your forecasting methods to enhance quality
- 5** Implement forecasting techniques to assess risk

# April 21, 2010

Post-Conference Workshops are practical, supplementary application sessions that incorporate and review tools, techniques and methods presented during the event. Participants will obtain a further understanding of how to use newly acquire tools and cutting-edge strategies to improve strategic planning and financial management performance. Through group exercises and scenario-based learning, you'll walk away with the expertise and resources needed for immediate and practical application. Enrollment space is limited, so register today to reserve your place.

8:30  
Workshop Registration & Continental Breakfast

9:00  
**Workshop: Model and Forecast Key Business Drivers**

Being able to forecast financial information over time will help your organization identify previously unseen trends and predict fluctuations. With the right tools, key business drivers such as market conditions, performance measurements, customer demographics and marketing activities can be tracked to help uncover these trends and to recognize what to look for. Developing measurements and metrics for various business factors can be incorporated into your forecasting models for improving results. In this dynamic, hands-on workshop, you will gain information on how to:

- ▶ Identify the key business drivers that link to financial measures
- ▶ Define and test linkages of drivers to measures of financial and business performance
- ▶ Layer forecast elements and scenarios for effective modeling
- ▶ Track forecast submissions to improve accuracy over time
- ▶ Align forecasts, plans and actual results in an actionable framework

**Mitch Max**  
CEO, Virtual Profit Solutions

12:00  
Workshop Adjourns

“Very high level detail which is good for an executive level audience.”

– DIRECTOR OF HUMAN RESOURCES, EMERGENCY MEDICAL SERVICES CORPORATION/AMR

# In-House Training

One of the more popular vehicles for accessing the Institute's educational offerings is the delivery of on-site trainings and management facilitations. Bringing a training or facilitation in-house gives you the opportunity to customize a program that addresses your exact challenges and provides a more personal learning experience, while virtually eliminating travel expenses. Whether you require training for a small group or for an organization-wide initiative, the advanced learning methods employed by the Institute will create an intimate training atmosphere that maximizes knowledge transfer to enhance the talent within your organization.

## CUSTOMIZATION

We realize that not all obstacles can be overcome by applying an "off-the-shelf" solution. While many training providers will offer you some variation of their standard training, the Institute's subject matter experts will work with you and your team to examine your programs and determine your exact areas of need. The identification of real life examples will create a learning atmosphere that resonates with participants while at the same time providing immediate return on your training investment. Using interactive exercises that employ actual projects or scenarios from your organization, instructors can address specific challenges and align the curriculum of each session to your objectives. While the majority of on-site trainings are focused on smaller groups, the Institute also has the ability to accommodate organization-wide training initiatives. Utilizing multiple instructors, the Institute has the capacity to deliver courses to groups of up to 300 participants per day.

## AREAS OF EXPERTISE

On-site delivery of single courses, certification programs and entire packages of specialized courses are available in the following areas:

- Strategic Planning
- Performance Measurement
- Project Management
- Lean Six Sigma
- Workforce Management
- Budgeting and Forecasting
- Contracting
- Performance Reporting
- Program Evaluation
- Administrative Management
- Change Management
- Balanced Scorecard

For more information about in-house training options available to you, please contact **Jennifer Mueller** at 202-739-9619 or email her at [Jennifer.Mueller@ASMLweb.com](mailto:Jennifer.Mueller@ASMLweb.com)

“Wonderful discussion and information, applicable data.”

– BRENDA SANFORD - DIRECTOR OF FINANCE, EMERGENCY MEDICAL SERVICES CORPORATION/AMR

# Logistics & Registration

## VENUE AND HOTEL:

**Budgeting and Forecasting 2010** will be held at the Westin San Diego. A continental breakfast, lunch and refreshments will be provided each day of the event. A complimentary shuttle to and from the airport is available, as well.

### Conference Address:

Westin San Diego  
400 West Broadway  
San Diego, CA 92101  
phone: 619-239-4500

A limited number of rooms have been reserved at the Westin San Diego at the prevailing per diem rate of \$149 until March 19, 2010. Please call the hotel directly and reference code "Budgeting and Forecasting" when making reservations to get the discounted rate.

## TUITION & GROUP DISCOUNTS:

The tuition rate for attending **Budgeting and Forecasting 2010** is as follows:

Offerings	*Early Bird Rate	Regular Rate
Conference	*\$1699	\$1799
Post Conference Workshop	\$199	\$199

\*For the Early Bird Rate, Register by February 8, 2010

\* For more information on Group Discounts for Budgeting and Forecasting 2010, please contact **Paul Rogers** at 858-737-4122 or email him at Paul.Rogers@ASMIWeb.com

## CPE CREDITS:



Delivery Method: Group-live  
Program Level: Basic  
Prerequisites: None  
Advanced Preparation: None  
**CPE Credits: 15 Credits**

The American Strategic Management Institute (ASMI) is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Nashville, TN 37219-2417. Website: www.nasba.org.

### Quality Assurance

ASMI strives to provide you with the most productive and effective educational experience possible. If after completing the course you feel there is some way we can improve, please write your comments on the evaluation form provided upon your arrival. Should you feel dissatisfied with your learning experience and wish to request a credit or refund, please submit it in writing no later than 10 business days after the end of the training to: ASMI: Corporate Headquarters; 805 15th Street NW, 3rd Floor; Washington, D.C. 20005

Note: As speakers are confirmed six months before the event, some speaker changes or topic changes may occur in the program. ASMI is not responsible for speaker changes, but will work to ensure a comparable speaker is located to participate in the program.

If for any reason ASMI decides to cancel this conference, ASMI accepts no responsibility for covering airfare, hotel or other costs incurred by registrants, including delegates, sponsors and guests.

### Discounts

- All 'Early Bird' Discounts must require payment at time of registration and before the cut-off date in order to receive any discount.
- Any discounts offered whether by ASMI (including team discounts) must also require payment at the time of registration.
- All discount offers cannot be combined with any other offer.
- Discounts cannot be applied retroactively

Payment must be secured prior to the conference. If payment is not received by the conference start date, a method of payment must be presented at the time of registration in order to guarantee your participation at the event.

“Really good information that will be applicable.”

– DAWN TRIGO - LEAD FINANCIAL ANALYST, CITRIX ONLINE

# Logistics & Registration

to register ►



Call  
877-992-9522



Fax this Form to  
866-234-0680



Visit  
[www.ASMIweb.com/Forecast](http://www.ASMIweb.com/Forecast)

## Registration Form

- Yes! Register me for **Budgeting and Forecasting 2010**
- Yes! Register me for the Post-Conference Workshops: Model and Forecast Key Business Drivers
- Please call me. I am interested in a special Group Discount for my team

### Delegate Information

Name		Title	
Organization		Dept.	
Address			
City	State	Zip	
Telephone	Fax	Email	

### Payment Information:

- Check     Purchase Order / Training Form     Credit Card



Credit Card Number	Expiration Date	Verification no.
Name on Card	Billing Zip	

Please make checks payable to: ASMI

**CANCELLATION POLICY:** ASMI will provide a full refund less a \$399 administration fee for cancellations requested four weeks prior to the event start date unless cancellation occurs within two weeks prior to the event start date. If a cancellation is requested less than two weeks prior to the event start date, no refund will be issued. Registrants who fail to attend and do not cancel prior to the event will be charged the entire registration fee. All cancellations must be requested through the cancellation link found in your attendance confirmation email. Please note that cancellation is not final until you receive a cancellation confirmation email.

- I have read and accepted the Cancellation Policy above.

### ACKNOWLEDGED AND AGREED

By: \_\_\_\_\_ Date: \_\_\_\_\_

Priority Code: B306-WEB

## ASMI's vision

In this challenging economic landscape, organizations must develop and execute innovative strategies to survive and thrive. Performance and process improvement methodologies give managers the tools they need to run leaner, more efficient businesses. The mission of the American Strategic Management Institute (ASMI) is to connect business leaders with best-in-class practices and training to address management challenges and improve results. ASMI has grown into one of the nation's most innovative training providers, combining market research and industry insight to deliver experiences and tools to inspire leaders and grow businesses. Through virtual sessions, national summits, training programs and consulting services, ASMI brings together leaders to share insights, ideas and actions to transform organizations.

### Areas of Focus:

- ▶ **Performance Management:** Using business analytics to drive strategy
- ▶ **Process Improvement:** Leaning processes for efficiency and quality improvement
- ▶ **Financial Management:** Budgeting and forecasting for better decision-making
- ▶ **Project Management:** Managing projects to deliver results on time, within scope and in budget
- ▶ **Leadership Development:** Building leadership skills to manage in times of change and conflict

### Services:



**Virtual Training Briefings** 90-minute training sessions for the latest tools and techniques to deliver results.



**National Summits** National events allowing business leaders to share best practices and strategies for success.



**Training Programs** Methodology-based training modules in management competencies, offered publicly or custom-designed for your organization



**Consulting Services** Field experts who can bring bold change to your workforce, planning processes.



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