

# Forecasting Workshop

A one day workshop to help delegates think more strategically, use sales plans, and to understand the underlying trends affecting their part of the business.

## **Suitable for:**

Advertisement managers and their deputies to help them and the team forecast more accurately.

## **Programme:**

- Strategy and forecasts
- Preparing and reviewing the strategy
- Assessing your strategic thinking
- Budget and forecast structure
- The importance of realistic forecasting
- Recognising trends – using graphs
- Understanding the market
- Sources of information
- External and internal issues
- Producing sales plans
- How to involve the teams
- Incorporating other revenue streams
- Working with the Publishers
- Presenting information to senior management
- Group discussion and action planning

## **Duration:**

**One day**