

BOSTON – 16th-17th October

The Fundamentals of Forecasting Training Course

A face-to-face pharmaceutical forecasting training course that advances your forecasting knowledge and capability. Learning alongside like-minded individuals from other organisations for 2 days at a central location.

Course Benefits:

- In-depth knowledge of pharma forecasting in an informal session, where attendee participation and interaction is encouraged.
- Insight into various aspects of pharma forecasting to allow you to better understand and create forecasts.
- Hands on case studies and exercises.
- Access to theHub to continue your learning.
- Access to the FC+ pharmaceutical forecasting software in advance, during and post course completion.

Topics Covered:

- Forecasting Methodologies
- Market Definition and Forecasting Approaches
- Trending and Eventing
- Data generation, management and understanding data reliability
- Supporting forecasts with Market Research
- Communicating forecasts
- Scenario based/probability based and econometric forecasting

Who is the course aimed at?

Our forecasting training workshops cater for pharma and bio-tech companies and individuals who are involved at any stage in the forecasting process – from those who create a forecast, those that carry out the MR that feeds into a forecast, and those that use the final forecast.
Forecasting, Marketing, Commercial, Market Research

Cost:

\$2,950 (\$2,500 Earlybird)

“Well Structured training, relevant tools and case study. All of the steps were relevant, case study to test the model - it gives you more confidence finally its easy!” (Franchise Lead, Oncology, AZ)

“Really good training, and I loved how engaged everyone was through the two days.”

(Market Research Lead)

“The workshop was very engaging, exciting topic, resonated with a lot of what I knew but validated and built on it. Excellent, clear presentation.”

(Business Intelligence Manager, Gilead)

Improvement scores

