

Conferences



Michael Shea To Keynote At ISM's General Meeting

Wed, May 16, 2012 / Des Plaines, Illinois

Presentation Description:

How well does your organization do at demand management, and in particular demand forecasting? The answer to this question is central to supply chain and business success. Proficiency in demand management is absolutely critical in developing the right relationships with suppliers, producing the right amount of product at the right time, and forging a mutually beneficial and profitable relationship with customers.

Griffin Strategic Advisors recently conducted a survey among supply chain professionals to determine the challenges and success they have experienced with demand management activities. Our survey focused on these key areas of inquiry: (1) most important demand-management challenges facing companies; (2) demand management integration with other related business systems; (3) best practices in demand management; and (4) key issues around demand forecast accuracy.