Forecasting in Practice Track, Featured Speaker
Date: Wednesday June 24, 9:45-11:00

Improving Forecast Quality in Practice: Survey and Panel Discussion

Robert Fildes
Director, Lancaster Forecasting Centre

Panelists: Scott Armstrong, Stephan Kolassa, Fotios Petropoulos, Eric Stellwagen

Abstract: This session examines the results of an important new survey on the key elements for improving the quality of the forecasting function. Much academic research has focussed on statistical or economic models; however organizations seldom use these more complicated models even where there is evidence they provide benefits. A lot more is involved here than software and statistical methodology, important though they are; it’s also about removing organizational impediments, developing appropriate performance benchmarks and motivational incentives, and improving data reliability and flow within the organization. And how helpful is a well-thought through S&OP process?

Bio: Robert Fildes is Director of the Lancaster Centre for Forecasting and is a past President of the International Institute of Forecasters. He has carried out extensive studies of organizational forecasting practices and the design of forecasting support systems.