



PROCUREMENT AND SUPPLY CHAIN MANAGEMENT

Demand Planning and Demand Management

Professional training programme



SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

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— Workshop Overview

Demand planning and sales forecasting are critical components of any organization, focusing on determining the demand for products or services. Effective demand planning ensures that products are available on time without overstocking. It involves managing various aspects such as resources, inventory, and human resources to align with anticipated demand. Efficient demand management is crucial for maintaining cost-effectiveness, cost control, and lean operations within the organization.

Why Attend

This course uses instructor-led sessions, guided discussion, and practical exercises focused on amongst a wide range of valuable topics, the following will be prioritised:.

Who Should Attend

Purchasing, Procurement, Inventory, Sales and Project Personnel
All others who are involved in the Planning, Evaluation, Preparation and Management of Demands that Cover the Acquisition of Materials, Parts, Equipment, and Services, and Who Are in Organizations Whose Leadership Want High

— Learning Objectives

- Examine the Most Appropriate Method for Planning Demand
- Understand the Role of Inventory in the Organisation
- Apply Best Methods to Manage Demand
- Understand the Differences Between Supply Chain and Demand Chain
- Appreciate the Importance of Delighting the Customer

— Course Outline

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Amongst a wide range of valuable topics, the following will be prioritised:

- Demand in the Supply Chain Where the Supply Chain is Examined
- Understanding the Needs and Expectations of the Customer
- Appreciating the Need for Inventory and Methods of Effectively Reducing It
- Understanding the Techniques of How to Plan Demand
- Appreciating the Principles of Forecasting Demand
- Knowing How to Calculate Lead Time and its Importance
- Understanding the Principles of Inventory Management
- Appreciating the Principles of Managing Demand
- Measuring the Effectiveness of the System
- Implementing the Principles into the Organisation

— Upcoming Classroom Dates

DATE	LOCATION	FEE
12 - 16 October 2026	Paris - France	€2,250
9 - 13 November 2026	Frankfurt - Germany	€1,625
14 - 18 December 2026	Barcelona - Spain	€1,925
18 - 22 January 2027	London - United Kingdom	€2,100
15 - 19 February 2027	Istanbul - Türkiye	€1,425
15 - 19 March 2027	Vienna - Austria	€2,125
19 - 23 April 2027	Barcelona - Spain	€1,925
17 - 21 May 2027	Paris - France	€2,250

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.