

Advanced Forecasting Corp.'s Semiconductor Forecast Seminar

Includes Mid-Year Update to Forecasts

Date: Monday, July 11, 2005, (Semicon West)
Time: 1:00pm – 4:00pm
Location: W Hotel San Francisco (181 3rd St. (at Howard St.), San Francisco, CA 94103)

Description

This popular seminar trains participants to identify and predict the peaks and valleys of the silicon cycle as well as of their own specific products/product lines. The course covers simple techniques that reveal the true pattern of your company's sales, facilitating forecasting them. It relies on quick analyses available on any computer, avoiding esoteric techniques that are difficult to explain and interpret. The seminar promotes forecasting using leading indicators that were found to work well in the semiconductor and in its related equipment and materials markets.

Forecasts of IC demand, Wafer Processing Equipment sales, Test and Assembly Equipment sales, and Semiconductor Materials and Equipment-Components for 2005 are presented and analyzed.

Topics

The three-hour seminar includes two sections:

Section 1 - Practical forecasting and analysis skills to implement immediately in your company

- Implementing a forecast into your decision-making process: from the corporate level to the product line level
- Identifying and predicting the peaks and valleys of the silicon business cycle and their impact on the semiconductor equipment and materials industries
- Identifying and predicting the peaks and valleys of your products/divisions
- Evaluating the merits of any forecast before investing too much in it
- Understanding the advantages and disadvantages of a qualitative model vs. a quantitative model

The first section is a refined concentrated version of the forecasting workshop taught for 17 years for SEMI and at individual companies, including: IBM, Texas Instruments, Philips, and ESI, and is based on Advanced Forecasting's extensive experience analyzing actual sales data of numerous real-life products in the semiconductor and related industries. The seminar is a hands-on tutorial that can be implemented immediately by attendees. In addition, the lecturers interject recommendations based on their experience of forecasting market segments and company products as well as from their observations on management's planning decisions in this volatile industry.

Attendees will receive a CD including the presentation materials and a Microsoft Excel Workbook that will assist participants in analyzing their own data for internal decision-making and determining a forecast's applicability as it corresponds to that data.

Section 2 - Discussion of forecasts of IC demand, Wafers, Semiconductor Equipment, and Semiconductor Materials

Advanced Forecasting is known for calling the major Turning-Points of the Silicon Cycle in advance and without retroactive modification. It has been able to do this for 19 years due to its proprietary quantitative forecasting model. Based on this model, we will present some of our forecasts. We will also conduct a Question & Answer session following the presentation of the forecasts.

Who Should Attend

Managers and decision-makers in the following areas: business/strategy planning, marketing and sales, production planning, operations, materials acquisition, investment, and financial planning.

Advanced Forecasting Corp.'s Instructors: Dr. Moshe Handelsman and Rosa Luis

Dr. Handelsman, founder of Advanced Forecasting, has been conducting, teaching market research and forecasting for more than two decades. A quantitative forecasting model that he developed in 1986 has accurately predicted the peaks and troughs of the Silicon Cycle, including the 2001 recession, the strength and timing of the 2003 upturn, and most recently the slowdown in the second half of 2004. In addition, Dr. Handelsman focuses on data analysis techniques that identify the pattern of historical sales data and uses them to increase the accuracy of forecasting future demand. Dr. Handelsman holds an Industrial Engineering, an M.B.A., and a Ph.D. (Market Research and Econometrics from Purdue University).

Rosa Luis is the director of marketing and sales for Advanced Forecasting. She conducts analyses of clients' data, writes the monthly industry analysis, co-instructs forecasting workshops, and presents at conferences such as NEDA, ESCA, and AVEM. Prior to joining Advanced Forecasting, Rosa was an industry analyst tracking the storage market. Rosa holds a bachelor of science degree in business administration with a concentration in marketing from San Jose State University. She is currently pursuing an M.B.A. from Santa Clara University.

Registration*

AF Corp's Client (1 st representative):	\$0
AF Corp's Client (Each additional representative):	\$75
Non-Client - Early-bird registration by June 15:	\$190
Non-Client - After June 15 or Onsite:	\$225

To register for the event, please download the [registration document](#), complete, and email to seminar@adv-forecast.com or fax to (408) 253-1453.

**Registration Includes: A CD that includes a copy of the workshop slides and a Microsoft Excel Workbook that will assist participants in analyzing their own data for internal decision-making and determining a forecast's applicability to that data.*