



*Conference:  
Sales and Operations Planning ? Integrating the  
Business*

*7 - 11 September 2025*

*Dubai (UAE)*

*Residence Inn by Marriott Sheikh Zayed Road, Dubai*

## Conference: Sales and Operations Planning ? Integrating the Business

Conference code: CO8241 From: 7 - 11 September 2025 Venue: Dubai (UAE) - Residence Inn by Marriott Sheikh Zayed Road, Dubai Conference Fees: 4900 € Euro

### Introduction

This conference emphasizes improving business performance through effective planning and control at the top management level, focusing on the Sales & Operations Planning S&OP process. It ensures that strategic plans across all business functions—product management, sales, marketing, operations, finance, and more—are aligned to meet organizational objectives. Participants will gain insights into enhancing customer service, achieving budget consistency, reducing inventory, fostering unified goals, and strengthening communication throughout the organization. The workshop highlights S&OP as a critical tool for achieving cohesive and strategic business alignment.

### Objectives

- To ensure that participants understand what Sales & Operations Planning is
- To explain the objectives of the process and the benefits that can be achieved
- To describe the 5 phases of the monthly S&OP process, and to ensure that participants can recognize the appropriate people to be involved in each phase
- To ensure that top management realize S&OP is their process; they are responsible for making it work for them
- To realize that it is the preparation performed by people below the top-level that allows the process to work effectively and efficiently
- To prepare people to go back to their companies, ready to implement S&OP
- To plan for those implementations to be a success in achieving improved business performance

### Process

The conference will explain the inputs to, the logic of, and the outputs from the S&OP process. Traditional slide presentations will be utilized. Exercises will be used to show how the logic of the spreadsheets works. There will be role plays to make people think about how they would react to specific circumstances. We encourage discussion at all times to ensure practical issues from individual organizations are exposed, discussed, and perhaps resolved. We will gradually develop the main critical issues that create an environment in which S&OP will succeed.

### Benefits

- S&OP will help you develop better, more realistic medium to long term plans
- Allowing you to better plan your acquisition of resources, across your planning horizon

- Thus you will have better plans that will be executed closer to plan, which will improve customer service and increase profitability. Plans will be genuinely achievable, and customer demand will not just be a wish list
- Top management will have a clear, recognized monthly process with which to plan and control the business
- Top management will be better integrated to create and maintain one plan for the business, driving towards becoming a "one number company"
- You will have more control over your inventory, lead times and order book levels
- You will achieve your financial numbers more consistently

## Results

- Individuals will recognize their roles within the S&OP process.
- People will be able to better carry out their roles within the S&OP process.
- They will be able to support each other in the development of realistic plans.
- They will realize that people must be integrated across the business to achieve success.
- Awareness of the need to reconcile each of the plans will become obvious.
- People will be able to see the need to develop the big picture, and allow top management to review it each and every month in a structured process.

## Outlines

### Day 1: Introduction to Sales & Operations Planning

- Why do organizations need S&OP?
- Where does it fit in the hierarchy of ERP and Supply Chain systems?
- What are the benefits that can be achieved?
- Who does what?
- An introduction to the 5 step Sales & Operations Planning process
- Step 1 of the process
- Managing the product or service portfolio
- New product introduction, phasing out old products

### Day 2: The Demand Planning Phase

- What is the overall objective of demand planning?
- The essential difference between forecasting and demand planning
- The inputs to the demand planning process
- The logic of demand planning
- The outputs from demand planning - the data required to be passed on
- A demand planning exercise
- Demand planning & demand management
- The demand planning meeting

#### Day 3: The Supply & Resource Planning Phase

- What is the overall objective of supply and resource planning?
- The inputs to the supply planning process
- The logic of supply planning
- The outputs from supply planning - the data required to be passed on
- The inputs to resource planning
- The logic of resource planning
- The outputs from resource planning - the data to be passed on
- A supply and resource planning exercise
- The supply & resource planning meeting

#### Day 4: The Integration and Reconciliation Phase

- What must be integrated?
- What must be reconciled?
- Who must be involved?
- What is the agenda for the pre-S&OP meeting?
- The importance of the financial numbers
- Identifying gaps between the budget and the S&OP numbers, and discuss potential action plans to close the gaps

- Planning the agenda for the executive S&OP meeting
- Publishing the information for senior management

#### Day 5: The Executive Sales & Operations Planning Meeting

- Who must be involved? Who runs the meeting?
- The agenda for the S&OP meeting
- The review of each family to consider the balance of demand and supply
- The review of the overall financial numbers
- Decisions to be taken, the minutes of the meeting
- Identifying what can be improved in the next cycle
- Beyond plant level S&OP
- Software advances to support the process

## Registration form on the Conference: Sales and Operations Planning ? Integrating the Business

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