

FINANCIAL PLANNING AND FORECASTING

Description

This seminar will provide participants a framework for preparing financial projections. It will cover important variables considered in financial planning and forecasting which start with establishing the long-term goals of an organization. The macroeconomic variables that may be sensitive to the operation of a company and basic structures used for industry analysis will likewise be discussed. The seminar will provide a brief review of financial analysis which will focus on trend analysis. These topics will be critical in setting reasonable assumptions that will be useful in financial forecasting.

This seminar will also include financial modelling which can assist planners in preparing financial forecasts.

Objectives

At the end of the seminar, the participants are expected to:

1. Identify the macroeconomic variables that are sensitive to the operations of the companies they work for.
2. Apply the models for industry analysis in the respective sectors their companies come from.
3. Identify possible strategic goals for the companies they work for given their appreciation of strategic planning, macroeconomics and industry analysis.
4. Formulate reasonable assumptions that can be used in financial forecasting.
5. Prepare financial projections manually and through the use of financial models.

Who Should Attend?

- Managers from different levels;
- Entrepreneurs;
- Credit and equity analysts;



- Investors;
- Finance educators; and
- Regulators

Schedule of Activities (3 days)

Day	Topics
Oct 3 (Saturday) 9:00am to 4:00pm	Strategic Planning Macroeconomics Industry Analysis
Oct 10 (Saturday) 9:00am to 4:00pm	Financial Forecasting <ul style="list-style-type: none"> - Financial Statement Method - Factors Considered in Forecasting Sales <ol style="list-style-type: none"> 1. External Factors 2. Internal Factors Trend Analysis and Financial Ratios
Oct 17 (Saturday) 9:00am to 4:00pm	Financial Forecasting and Financial Modelling Case

Methodology

The seminar will be conducted through the following approaches: lecture, exercises, workshop for financial modelling and case discussion.

Resource Persons

The seminar will be conducted by professors from the Cesar E.A. Virata School of Business, UP Diliman.

Venue

Online via Zoom



Fees

The seminar fee is Ten Thousand Pesos (PHP10,000) per participant. Early bird discounts will be given to those who will register and pay on or before September 19, 2020. Group discounts (3 per group) will also be given.

