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# Modelling Promotional Plans with IBM Cognos TM1 Free Interactive Workshop – 13 December

**In many organisations, promotional activity significantly impacts the bottom line. Many consumer markets, with a variety of products and services including supermarket goods, airlines tickets and credit cards are characterised by a constant need to persuade consumers into deals which, but for the tempting offer, they would not otherwise make.**

**This event looks at how TM1 can help with planning, analysing and evaluating promotions by driving commitment and accuracy to initial plans and through fostering learnings from what happens in reality to the promotion.**

**One Great George Street, SW1P 3AA, Tuesday December 13<sup>th</sup>, 10:00 – 13:00, with lunch to follow**

**Background** Promotional offers can be made in a great many ways for a whole assortment of different products – 2 for 1, 20% extra free, 2 for £2 for example. Predicting the effects of the whole promotional process quickly becomes very challenging, especially when this is coupled with a constant stream of actual performance data and a need to react quickly to current events both in the market and wider. Getting promotional spend wrong has the potential to cannibalise solid margin on established products or see customers desert for competitor offerings. Promotional planning is typically performed by individuals specialising on the task and they are left to creatively put together the business case in the manner they think best fits the market niche or segment. This non-uniform approach clouds the subsequent analysis of whether the case made was ultimately born out in reality. There is often a lack of clarity about what actually went into the business case and at what point in time, with important detail left buried in continually evolving and ever complex spreadsheets.

**Content** This workshop looks to

- Discuss the general and specific challenges with promotional planning
- Illustrate how multi-dimension models can provide both the rigour and transparency over promotion planning whilst still being very flexible and user friendly in catering for the idiosyncrasies that are associated with so many real situations
- Demonstrate a number of models targeted at specific examples and situations to explain how a flexible application like IBM Cognos TM1 is well suited to the task of promotional planning

**Is it for you?** Are you responsible for promotional planning or involved in monitoring promotional expenditure to ensure value for money or that appropriate financial disciplines are applied. Are you struggling with the complexity and resource intensiveness of promotional planning? Do you wish your process was much more rapid and transparent? If so this workshop may be for you.

**Format** The workshop is in an informal round table setting. There will be presentations and demonstrations from our specialists who will also facilitate discussion and answer questions. It will be held at the **Thorogood Ealing offices** on **Tuesday 13 December**, running from 10:00 – 13:00, with lunch to follow. Register now at [www.thorogood.com/seminars/UK+Events](http://www.thorogood.com/seminars/UK+Events) or contact Libby (details below).

Libby Kemp ✉ [libby.kemp@thorogood.com](mailto:libby.kemp@thorogood.com) 0208 231 0810  
Thorogood Associates Ltd  
Building E, Ealing Film Studios, Ealing Green, London, W5 5EP  
T +44 (0)20 8231 0800 F +44 (0)20 8840 2420  
[www.thorogood.com](http://www.thorogood.com)