MERCURY

Integrating Budgeting, Forecasting, and Business Planning Conference

26 – 30 September 2027
Amman (Jordan)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
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Integrating Budgeting, Forecasting, and Business Planning Conference

Ref: 8051_261281 **Date:** 26 – 30 September 2027 **Location:** Amman (Jordan) **Fees:** 3300 Euro

Introduction:

This comprehensive business budgeting course covers the full spectrum of integrating budgeting, forecasting, and business planning. Attendees in the budgeting, forecasting, and business planning course will gain proficiency in establishing high-quality standards within their planning, budgeting, performance measurement and reporting structures.

The budgeting, forecasting, and business planning seminar delves into new techniques, demonstrates how they can enhance traditional financial planning instruments, and introduces novel methods for gauging and communicating performance alongside creating value for shareholders. Subjects such as capital budgeting, budgeting for various costs, including manufacturing, setting profit targets, cash flow budgeting, and forecasting, will be thoroughly explored.

The Vital Role of Budgeting and Forecasting in Business:

Understanding the purpose of budgeting and forecasting is crucial for aligning business goals with financial planning. This budgeting, forecasting, and business planning course will highlight the importance of budgeting and forecasting in strategic planning and provide insights into budgeting and forecasting best practices.

Using Budgeting and Forecasting Tools:

A deep dive into the basics of budgeting and forecasting tools is a critical component of the agenda. Participants in this budgeting, forecasting, and business planning conference will learn about different tools available for budgeting and forecasting, enhancing their ability to apply technology to financial planning processes.

Participants will examine budgeting and forecasting best practices that can be applied to their business contexts. The budgeting, forecasting, and business planning conference will dive into the definition of budgeting and forecasting and scrutinize these practices through case studies and practical exercises.

For those seeking formal recognition of their skills, this budgeting, forecasting, and business planning seminar provides insights into obtaining budgeting and forecasting certification. By understanding budgeting and forecasting definitions, professionals can leverage this knowledge to achieve certifications in their fields.

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Targeted Groups:

- Financial Planners.
- Cost Analysts.
- Professional Advisers.
- Account Personnel.
- Business Consultants.
- Professionals are seeking a deeper understanding of integrated planning and budgeting techniques.
- Accountants tasked with budget preparation and management reporting.

Conference Objectives:

Upon completion of this budgeting and forecasting conference, participants will be poised to:

- Construct an interlinked planning, budgeting, and reporting procedure.
- Enhance their financial competencies essential for informed decision-making.
- Gain a more precise comprehension of cost behaviors.
- Provide decision-makers with more accurate, time-efficient information.
- Decode standard costing and budgeting terminology used within businesses.
- Strengthen their management acumen.
- Advance their grasp of forecasting and budgeting methodologies.
- Address the challenges of overheads and how Activity-Based Analysis can assist in decision-making and formulating pricing strategies.
- Drive organizational change by implementing these concepts.
- Eradicate non-value-adding activities and reduce costs within their organization.
- Comprehend and anticipate cost behavior and trends.
- Assure their organization's business planning, budgeting, and management reporting processes are robust and fitting.

Targeted Competencies:

After this budgeting and forecasting course, target competencies will be poised to:

- Distinguish problem identification from problem-solving.
- Learn about objective and rigorous analysis of plans and outcomes.
- Recognize the controlling aspects of budgeting.
- Recognize human factors in budget setting.

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Conference Content:

Unit 1: Budgets and Strategy in Today's International Environment:

- Know the organizational planning framework.
- Understand the product/information/decision support cycle.
- Understand strategic, tactical, and operational forecasts.
- Learn about the strategic approach to business planning.
- Overview of diverse strategic and tactical business planning methods.
- The global business milieu.

Unit 2: The Business Plan and Budget Development:

- Craft the business plan.
- Pinpoint key value drivers.
- Meeting objectives.
- Zero-base budgeting.
- Activity-based budgeting.
- Progressive budgets.
- Developing the Cash Budget.

Unit 3: Analyzing the Applicability of Historical Data Using Excel:

- Challenges of forecasting.
- Employ historical data for future projections.
- Forecasting.
- Sales volume.
- Construct Time Series Models with histograms, moving averages, exponential smoothing, and regression analysis.
- Leverage Regression Analysis for prediction and estimation.
- Master exponential smoothing as a data analysis tool.

Unit 4: Using Activity-Based Budgeting and Cost Analysis Techniques:

- Know cost behavior and break-even analysis.
- Activity-based costing.
- Budget for processes, not departments.
- Identifying Key Cost Drivers.
- Identifying Key Activities.
- Constructing the Activity-Based Budget.

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Unit 5: Capital Budgeting and Project Appraisal:

- The variety of capital projects.
- Learn the process of evaluating capital projects.
- Understand the temporal impact on the value of money.
- Use WACC and ROIC as benchmarks.
- Calculating initial and ongoing capital project cash flows.
- Developing the Hurdle Rate for Capital Ventures.
- Assess capital projects using NPV, IRR, ARR, and Payback models.