



Continuing Education Hours Documentation Form

To: Bo Shen, Fanghui xie, Pengcheng Jin, Nan Li, xiaofei yan, Ningning Zhang, yifeng gao, Xiaoying Zhang, xiaofeng.qiu, Hong Pei, Yin jifeng, jidong lu, He yinping, LIU XIAOLU, yan Ming, Guoliang Tang, Wen Mi, Yi Zhang

From: SCOM

Course Taken:

The Link: <http://event.31huiyi.com/1859364623>

Means: online

Lecture Name: Production and marketing collaborative planning based on algorithm

Date & Time: May 7, 8 PM to 9:30 PM

Professional Development Points: 1.5

Contents Introduction :

How to follow a personalized business logic and process, based on the data and algorithm to construct a high elasticity, strong toughness, loose coupling and the iterative collaborative decision-making model, production and sales of precision and quick support for the future planning and simulation of various scenarios, real-time response to the change of internal and external environment, is the enterprise is the urgent demand.

1. Challenges faced by the traditional production and marketing synergy model in the new environment
2. Key underlying logic of production and marketing collaborative decision making
3. Exploration and case sharing of production and marketing collaborative modeling

Instructor Introduction

Ivy Zhao

The only authorized training lecturer of CDMP demand prediction planner certification training in China;

TFC Dutch certified black belt coach;

Co-author of "The three lines of defence: supply chain demand forecasting, inventory planning and supply chain execution "

Employer/Presenter's signature: 