

## VICS CPFR<sup>®</sup> Certification Program Agenda

The overall objective of the VICS CPFR<sup>®</sup> Core Certification Program is to provide a strong grounding in the foundational elements of Collaboration and CPFR. VICS plays a pivotal role in the certification process as the global knowledge expert on CPFR. This program has been developed to address current industry needs with respect to collaboration and will result in a sustainable and significant competitive advantage for all participants.

### Day 1

Time	Topic
8:00 – 8:30	Breakfast
8:30 – 10:00	<p><b>Opening Remarks and Introduction to CPFR</b></p> <ul style="list-style-type: none"> <li>• Introduction and overview of CPFR and Mini Workshop <ul style="list-style-type: none"> <li>○ What separates the Best from the Rest?</li> <li>○ CPFR Quick start – The 4 Step Model</li> <li>○ The Importance of a CPFR Vision and Mission</li> <li>○ Dealing with Challenges and Change: The Fish Bowl Syndrome</li> </ul> </li> <li>• The CPFR Model – Collaborative Hotspots <ul style="list-style-type: none"> <li>○ Collaborative Planning</li> <li>○ Collaborative Forecasting</li> <li>○ Collaborative Replenishment</li> <li>○ From Pilot to Profit: Measuring What Matters</li> <li>○ Using measures to connect people with CPFR strategy and objective</li> </ul> </li> </ul>
10:00 – 10:15	Break
10:15 – 10:45	<p><b>CPFR Mini Workshop</b> Demand Forecasting</p>
10:45 – 12:00	<p><b>The VICS CPFR Model</b> Importance of Technology Creating Balance between Process, People and Technology</p>
12:00 – 1:00	Lunch
1:00 – 1:30	<p><b>CPFR Mini Workshop</b> Technology and Process – Impact and Opportunities</p>

## Day 1 (continued)

Time	Topic
1:30 – 3:00	<p><b>Change Management</b></p> <p>The first and foremost barrier to the implementation of collaborative business practices is resistance to change. This barrier exists within departments, divisions, companies, trading partners and practically every business entity. Therefore, it is important to recognize these barriers and how to transform an organization, i.e., getting an organization to change. Everyone has the responsibility to act as a change agent within his or her company, and this program, led by an expert in change management, will provide well developed and tested suggestions that will lead to success.</p> <ul style="list-style-type: none"> <li>• <b>Change Management</b> – Creating a Culture of Collaboration <ul style="list-style-type: none"> <li>○ CPFR is empowered by change</li> <li>○ Impact of Change – People Process and Technology</li> </ul> </li> </ul> <p>Your Keep, Stop and Start Action Plan for Change</p>
3:00 – 3:15	Break
3:15 – 4:00	<p><b>CPFR Mini Workshop</b></p> <p>“Shift” Happens - Overcoming Barriers</p>

## Day 2

Morning Workshop Schedule	
Time	Topic
8:00 – 8:30	Breakfast
8:30– 10:00	<p><b>CPFR Readiness</b></p> <p>The VICS CPFR Committee, through research and numerous case studies, has shown that collaboration is critical to any organization. The ability to collaborate efficiently and effectively with a trading partner, either upstream or downstream is directly correlated to the ability to collaborate internally. Capability assessment and situation analyses are important tools to use at the onset to ensure a successful collaboration program. VICS’ self assessment and trading partner assessment has a proven international track record in helping companies take the first step.</p> <ul style="list-style-type: none"> <li>• <b>CPFR Readiness</b> – Measure what Matters – CPFR Readiness scorecards <ul style="list-style-type: none"> <li>○ Internal CPFR assessment</li> <li>○ External CPFR assessment</li> </ul> </li> <li>• Assess your Collaboration Assessment Readiness (CAR) IQ</li> </ul>
10:00 – 10:15	Break

**Day 2** (continued)

<b>Time</b>	<b>Topic</b>
10:15 – 12:00	<b>CPFR Mini Workshop - CPFR Readiness Scorecards</b>
	<b>The Balanced Scorecard Approach for CPFR</b>
12:00 – 1:00	Lunch
<b>Afternoon Workshop Schedule</b>	
<b>Time</b>	<b>Topic</b>
1:00 – 2:00	<p><b>On-Boarding</b></p> <p>Linking CPFR to your strategy through people process and technology. Building on the experience of collaboration partners and recent studies of collaboration programs, the on-boarding guideline will highlight the importance of formalization as an essential part of successful collaboration execution. Training on and alignment around explicit rules, metrics and procedures is a key part of instilling formalization in successful CPFR programs.</p> <ul style="list-style-type: none"> <li>• <b>CPFR On-Boarding</b> – Roles and Responsibility Matrix <ul style="list-style-type: none"> <li>○ CPFR – Critical Success Factors</li> <li>○ Getting your trading partners engaged and on board</li> </ul> </li> <li>• Lessons learned from S&amp;OP</li> </ul>
2:00 – 2:15	<b>CPFR West Marine Case Study and Mini Workshop</b>
2:15 – 2:30	Break
2:30 – 4:30	<p>From Pilot to Profit – CPFR Models and Mini Workshop</p> <ul style="list-style-type: none"> <li>• Retail</li> <li>• DC</li> <li>• Head office</li> </ul>

### Day 3

Time	Topic
8:30 – 12:00	<p><b>Data Synchronization:</b> Best Practices and Protocols for Collaborative Commerce</p> <ul style="list-style-type: none"> <li>• Getting The Numbers Right               <ul style="list-style-type: none"> <li>○ Ensuring all data is accurate helps people make better decisions through collaboration</li> <li>○ CPFR demands trust with each other and in your data</li> </ul> </li> </ul> <p><b>CPFR ROI</b> - The benefits of a collaborative program will be felt across the organization in terms of efficiency and productivity. Measuring those benefits is an important part of securing executive support for a collaborative program. This session is designed to provide a strong business case for collaboration, to include a CPFR ROI Calculator, which demonstrates and highlights financial benefits. The ROI Calculator calculates the anticipated and realized benefits for suppliers and retailers. This session also provides participants with an effective tool to determine how their performance and best practices compare to other companies in their industry</p> <p><b>CPFR Benefits Calculator – Maximize your CPFR - ROI Mini Workshop</b> Interactive Session on the CPFR ROI Calculator</p>
10:15 – 10:30	Break
12:00 – 1:00	Lunch
1:00 – 3:00	Examination

***Don't wait to be great - Collaborate!™***

Agenda Subject to Change  
Dress Code – Business Casual