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Oliver Wight to Host Seminar for Business Leaders on Their Role in Managing Customer Demand

Leading business transformation consultants, Oliver Wight are hosting an exclusive event for senior executives on 'the role of business leaders in anticipating and creating changes in customer needs and wants'. The event, part of the Oliver Wight Thought Leadership seminar series, will be held at the Radisson Blu Edwardian, London Heathrow on 10th November 2015.

The one-day event will demonstrate the ways in which executives can anticipate and proactively manage change in customer demand to confidently make informed decisions and investments. The Oliver Wight thought-leaders will address the key skills needed in order for businesses to succeed for the future and then sustain it over a desired period of time.

"Recent research suggests that one of the biggest challenges leaders face today is achieving visibility of business health over the long-term horizon" explains Oliver Wight associate Stewart Kelly. "To do this, demand management has to be an essential business component, owned by sales and marketing and used as a fundamental driver for growth"

Executives will learn how to recognise and anticipate future consumer needs based on market insights, whilst creating effective, segmented and targeted sales and marketing campaigns. Plus an insight into strategic modelling and optimising sales and marketing plans will show how to shape the marketing mix to create, influence and manage customer demand going on to establish a healthy business for the long-term.

Through interactive sessions and with a focus on a return on investment, the event will explore the latest concepts in segmentation, analytics modelling and optimisation and collaboration.

The seminar is free of charge and begins at 09:00am concluding at 4:00pm.

For further details and to find out what other business leaders thought of recent Oliver Wight Thought Leadership seminars click here: [\(link to the videos to be included here\)](#). To register, please visit our website or contact Zoe Davis on zoe.davis@oliverwight-eame.com or +44 (0)1452 397200.

About Oliver Wight

At Oliver Wight, we believe sustainable business improvement can only be delivered by your own people; so, unlike other consultancy firms, we transfer our knowledge to you. Pioneers of Sales and Operations Planning and originators of the fundamentals behind supply chain planning, Oliver Wight professionals are the acknowledged industry thought leaders for Integrated Business Planning (IBP).

Integrated Business Planning allows your senior executives to plan and manage the entire organisation over a 24-month horizon, while Oliver Wight's extended Supply Chain Planning and Optimization ensures your supply chain is designed and structured to deliver best-in-class customer service with minimal costs. Using the Oliver Wight Maturity Model to pursue our globally recognised Class A standard for best practice will determine a tailored improvement journey for you to develop your organisation's processes, and reach and sustain excellent business performance. With a track record of more than 40 years of helping some of the world's

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