



# Supply Chain Management Programme

## Auckland, New Zealand

### 23 – 26 March 2010

### Programme Overview

	<b>Tuesday</b> <i>23 March 2010</i>	<b>Wednesday</b> <i>24 March 2010</i>	<b>Thursday</b> <i>25 March 2010</i>	<b>Friday</b> <i>26 March 2010</i>
Session I	Supply Chain Management	Demand Management	Conducting Assessments of the SCM Processes	Lean Thinking and Supply Chain Management
Session II	Measuring the Profitability of Customers and Suppliers	Order Fulfilment	Implementing and Sustaining the Supply Chain Management Processes	Developing and Implementing Partnerships in the Supply Chain
Session III	Customer Relationship Management	Manufacturing Flow Management	Developing Supply Chain Metrics	Supply Chain Management: The Next Steps
Session IV	Supplier Relationship Management	Product Development and Commercialization	Supply Chain Mapping	Panel Discussion and Seminar Wrap-up
Session V	Customer Service Management	Returns Management	Group Case Work – Kiwi Foods	Tea and Depart
Session IV		Group Case Work – CMS Enterprises	Group Dinner	

## Programme Schedule

### Tuesday, 23 March

9:00 am – 9:30 am	Registration and Welcome
9:30 am – 10:45 am	<b>Supply Chain Management</b> Doug Lambert
11:00 am – 12:30 pm	<b>Measuring the Profitability of Customers and Suppliers</b> Doug Lambert
12:30 pm – 1:30 pm	Lunch – Level 3 OGG Bldg.
1:30 pm – 2:45 pm	<b>Customer Relationship Management</b> Doug Lambert
3:00 pm – 4:00 pm	<b>Supplier Relationship Management</b> Doug Lambert
4:15 pm – 5:15 pm	<b>Customer Service Management</b> Alan Stenger

### Wednesday, 24 March

9:00 am – 10:00 am	<b>Demand Management</b> Alan Stenger
10:00 am – 11:00 am	<b>Order Fulfillment</b> Alan Stenger
11:15 am – 12: 15 pm	<b>Manufacturing Flow Management</b> Alan Stenger
12:15pm – 1:15 pm	Lunch – Level 3 OGG Bldg.
1:15 pm – 2:15 pm	<b>Product Development and Commercialization</b> Alan Stenger
2:30 pm – 3:30 pm	<b>Returns Management</b> Doug Lambert
3:30 pm – 5:00 pm	<b>Group Case Work</b> Doug Lambert and Alan Stenger

## Programme Schedule, continued

### Thursday, 25 March

9:00 am – 10:00 am	<b>Conducting Assessments of the Supply Chain Management Processes</b> Alan Stenger
10:00 am – 11:00 am	<b>Implementing &amp; Sustaining the Supply Chain Management Processes</b> Doug Lambert
11:15 am – 12:30 pm	<b>Developing Supply Chain Metrics</b> Doug Lambert
12:30 pm – 1:30 pm	Lunch – Level 3 OGG Bldg.
1:30 pm – 2:30 pm	<b>Supply Chain Mapping</b> Doug Lambert
2:45 pm – 5:30 pm	<b>Group Case Work</b> Doug Lambert, Alan Stenger
6:00 pm – 8:00 pm	<b>Group Dinner</b> – Location TBD

### Friday, 26 March

9:00 am – 10:15 am	<b>Lean Thinking and Supply Chain Management</b> Alan Stenger
10:30am – 12:00 noon	<b>Developing and Implementing Partnerships in the Supply Chain</b> Doug Lambert
12:00 noon - 1:00 pm	Lunch – Level 3 OGG Bldg.
1:00 pm - 2:00 pm	<b>Supply Chain Management: The Next Steps</b> Doug Lambert and Alan Stenger
2:00 pm – 3:00 pm	<b>Panel Discussion and Seminar Wrap-Up</b> Doug Lambert and Alan Stenger
3:00 pm – 3:30 pm	<b>Tea and Depart</b>

## **Program Faculty**

**ALAN J. STENGER** is Professor of Supply Chain Management in the Smeal College of Business Administration, The Pennsylvania State University in University Park, Pennsylvania. From August 2006 to June 2008 he served as Ports of Auckland Visiting Professor of Logistics and Supply Chain Management in the Business School, The University of Auckland. With over 40 years of experience in supply chain, logistics and transportation, Dr. Stenger has engaged in a wide range of research, executive development, and consulting activities in the United States, China, Europe, Southeast Asia, and South and Central America. He received his Ph.D. from the University of Minnesota, and his MBA and BS degrees at the University of Michigan.

**DOUGLAS M. LAMBERT** is the Raymond E. Mason Chair in Transportation and Logistics and Director of The Global Supply Chain Forum at The Ohio State University. Dr. Lambert has served as a faculty member for over 500 executive development programs in North and South America, Europe, Asia, Australia and New Zealand. He is the author or co-author of eight books including Supply Chain Management: Processes, Partnerships, Performance now in its third edition and more than 100 articles. His article on building partnerships, “We’re in This Together”, was published in the Harvard Business Review. In 1986, Dr. Lambert received the CLM Distinguished Service Award for his contributions to logistics management. He holds an honours BA and MBA from the University of Western Ontario and a Ph.D. from The Ohio State University.

**29/01/2010**