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The FD & the FC... bearing the pressure in difficult times

Learn how leading company executives are overcoming
the challenges of operating during the recession



...clear thinking



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The ICAEW Financial Controllers Conference 2009

20 October, London

Succeeding in challenging markets and beyond...

SMEs from every sector will agree that refining their strategic focus can improve their profitability, on a sustainable basis. Companies must recognise both the dangers and the potential opportunities for their business during this prolonged period of economic uncertainty. **The Financial Controller is key** to this process, implementing the strategy defined and planned by the board on the ground. The crucial role of the Financial Controller is changing. **Are you up to the challenge?**

This conference is sponsored by:



Pure Search are an executive search firm operating above mainstream recruiters and focusing on finance, tax, treasury and legal hires.

Programme	
09:30 – 09:35	Welcome by Chair
	John Wright, <i>National Chairman, Federation of Small Businesses</i>
09:35 – 10:20	Winning – in challenging markets and beyond
	Richard Punt, <i>Partner, Deloitte</i>
10:20 – 11:05	The quest for cash: perspectives on improved management of working capital during the credit crunch
	David Santoro, <i>Executive Partner, IBM Global Business Services UK</i>
11:05 – 11:20	Refreshments
11:20 – 12:05	You can't save your way to sales
	Pam Vick, <i>MD, Caspia Consultancy</i>
12:05 – 12:50	Commercial funding options open to businesses
	Keith Nowland, <i>Regional Sales Director – Asset Finance, London, Barclays Asset and Sales Finance</i>
12:50 – 13:50	Lunch
13:50 – 14:20	Executive search 2009: how the economic climate has impacted strategic hiring
	Chris Nelson, <i>Managing Director, Pure Search</i> Waheed Akbar, <i>Head of Practice, Senior Finance & Treasury, Pure Search</i>
14:20 – 15:00	Insolvency indicators
	David Kerr, <i>Chief Executive, Insolvency Practitioners Association</i>
15:00 – 15:15	Refreshments
15:15 – 15:50	Where on the Financial Controller's agenda is the issue of bribery & corruption?
	Sterl Greenhalgh, <i>Head of Corporate Fraud Investigations, Grant Thornton</i>
15:50 – 16:25	Managing redundancies professionally
	Steve Thompson-Martyn, <i>Business Development Director, CMC Career Management</i>
16:25	Round up and close

The FD & bearing the pressure

These one day, interactive conferences will bring delegates and thinking in the field. Delegates will hear from their peers on **current and future challenges** facing the finance function and **high performance strategies** in the future.

Why should you attend?

- To have the opportunity to explore your unique role with other financial controllers
- To obtain a clearer insight into the FC's & FD's responsibilities and how to manage them
- For an examination of corporate financial strategies in the current economic climate
- For personal development in a leadership role at strategic level
- This course offers you an opportunity to explore your unique role with other financial controllers

Price

Full price: £399 + VAT

ICAEW Finance & Management Faculty members' price: £249 + VAT

Accounting bodies member price: £349 + VAT

*Book before 14th September and SAVE an additional £50!



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the FC... re in difficult times

up to date on the latest trends, technical information
ers, finance directors and managing directors on the
n and what skills they will need to **drive and deliver**

controllers/finance directors

to fulfil them effectively

omic climate and how these support broader corporate aims

ther finance directors

Price

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Would you like to become a member of ICAEW Finance & Management Faculty... for FREE?

CCH will cover your membership fee until the
end of 2009* when you book your place at one
of these conferences.

*Free membership is only available at point of booking –
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ICAEW Finance Directors Conference 2009

14 October, London

When being good with numbers is no longer
good enough

Meeting the expectations of the board and audit committee in
the current economic climate has significantly stretched the role
of the Finance Director. Faced with a long lasting recession, **how can
Finance Directors overcome the challenges of conflicting demands?**

It is no longer enough to be a number cruncher. Finance Directors
need to be accomplished in business development strategy and
sustainability. In addition to their historic duties, they need to lead
on **Mergers & Acquisitions** activity and provide indicators to the
board for **forecasting business performance**. In essence, the finance
function is now a business partner within the organisation.

This conference
is sponsored by:



Hays Senior Finance is the UK's leading senior
finance recruitment consultancy, specialising in
sourcing qualified accountants up to CFO level.

Programme

09:30 – 09:35	Welcome by Chair
	Teresa Thorrington-Allen, <i>National Director, Hays Senior Finance</i>
09:35 – 10:20	The challenges facing the SME sector
	Clive Lewis, <i>ICAEW, Head of SME Issues</i>
10:20 – 11:05	"Money's too tight to mention"
	Paul Venables, <i>Group Finance Director, Hays plc</i>
11:05 – 11:20	Refreshments
11:20 – 12:05	The FD as a risk manager
	Joe Myers, <i>Head of Commercial Credit, Experian Business Information</i>
12:05 – 12:50	Outsourcing – reaping the rewards, avoiding the pitfalls during the recession
	Martyn Hart, <i>Chairman, National Outsourcing Association</i>
12:50 – 13:50	Lunch
13:50 – 14:20	Directors' conflicts of interest – the practical impact of the Companies Act 2006
	Danielle Harris, <i>Professional Support Lawyer, MacLay, Murray & Spens LLP</i>
14:20 – 15:00	Commercial funding options open to businesses
	Martin Cooper, <i>Director and Head of Large & Major Corporates at Lloyds TSB Commercial Finance</i>
15:00 – 15:15	Refreshments
15:15 – 15:50	Mergers, acquisitions and strategic alliances – is now the best time to invest in distressed businesses?
	Ken Williamson, <i>UK Head of Mergers and Acquisitions, Ernst & Young</i> Colin Dempster, <i>Partner, Ernst & Young</i>
15:50 – 16:25	Positioning the finance function for the economic upturn and beyond
	Rodger Hill, <i>Head of Financial Management Advisory, KPMG UK</i>
16:25	Round up and close
	Teresa Thorrington-Allen, <i>National Director, Hays Finance</i>

place today!

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*This offer applies when two representatives from the same organisation book their places together

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