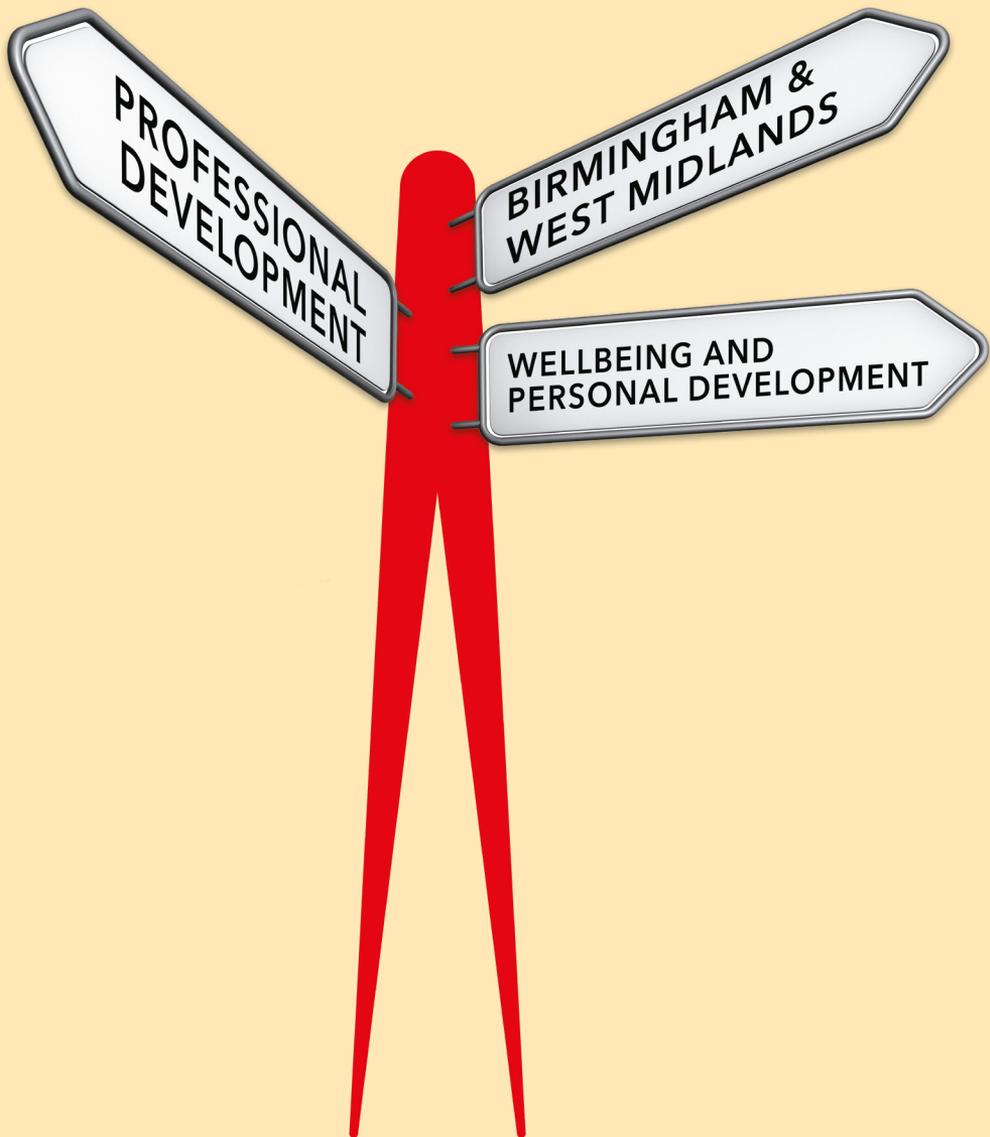




ICAEW
BIRMINGHAM &
WEST MIDLANDS



2019 Essentials CPD

CUTTING-EDGE CPD DELIVERED
IN PARTNERSHIP WITH ICAEW

icaew.com/bircpd

‘The speaker, as always, was extremely knowledgeable and shared a lot of interesting examples to support the technical content.

They have a magical way of keeping everyone fully attentive and enjoying the course.’

2018 DELEGATE FEEDBACK

Introduction

I am delighted to welcome you to the ICAEW Birmingham & West Midlands Continuing Professional Development (CPD) Programme. We are committed to delivering CPD that will support local members at all career stages.

ICAEW Birmingham & West Midlands represents over 6,500 members of ICAEW living and working in Birmingham and the West Midlands. It connects members with their representatives within ICAEW and with each other. It promotes the interests of members, providing services to them and enabling them to better serve the community and the public interest.

Our new CPD programme will provide you with the technical expertise to keep you ahead, maintaining your reputation for quality work and reinforcing your commitment to professional and ethical standards. We aim to deliver:

- high-quality, topical content, designed by leading subject-matter experts to fulfil your core CPD requirements;
- engaging seminars with interactive Q&A sessions;
- essential technical know-how across a wide variety of subjects, enabling you to be more effective in your role;
- opportunities to network with like-minded individuals in your area;
- control over your personal development and wellbeing, and the ability to support your teams with our series of CABA workshops; and
- greater value for our members with bulk booking options.

Providing our own CPD, with the support of ICAEW, gives us the agility to react to local demand and changing needs coupled with the quality and reliability you expect.

Our new CPD programme is designed to help you maximise your own potential and help your team to fulfil theirs. I hope you take full advantage of the seminars and workshops on offer.



Clive Bawden

President 2018-2019, ICAEW Birmingham & West Midlands

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Pricing

PROFESSIONAL DEVELOPMENT SEMINARS:

1 seminar	£100 + VAT
2-5 seminars	£75 + VAT
6-9 seminars	£65 + VAT
10-19 seminars	£60 + VAT
20+ seminars	please contact the Events Information Team for the best price

WELLBEING AND PROFESSIONAL DEVELOPMENT WORKSHOPS:

Free of charge

CAN'T FIND THE TOPIC YOU ARE LOOKING FOR?

Our nationwide Essentials CPD programme means you can have access to high quality training anywhere in the UK. For a full list of locations and dates as well as other topics you can attend, visit [icaew.com/essentialscpd](https://www.icaew.com/essentialscpd)

TO BOOK OR FOR MORE INFORMATION, CLICK A TITLE OR DATE TO BE DIRECTED TO THE SPECIFIC SEMINAR OR WORKSHOP PAGE.

EMAIL: events@icaew.com

PHONE: +44 (0)1908 248 159

Accounting

Key speakers

JEAN-MARÉ FRANKLIN ACA

Jean-Maré is a chartered accountant specialising in IFRS financial reporting. Having started her career in a Big Four audit firm, she moved into advisory before working in the financial reporting team of a large international retailer. She has over 10 years' experience of helping clients across a range of sectors, including SMEs and FTSE listed businesses, in an auditing, advisory and an in-house capacity. Having recently written technical financial reporting guides and delivered training to a FTSE 100 finance function, Jean-Maré uses her enthusiasm and experience to deliver practical insights and updates.

PETER HERBERT FCA

Peter is a chartered accountant. He has a professional practice background and has 20 years' training experience, specialising in financial reporting, auditing and company law, as well as commercial awareness and business skills. Peter is a founding director of Insight Training. He has a small practice, providing advice to mid-tier and small accountancy practices on aspects of accounting, auditing and practice regulation.

VIVEK MEHAN FCA

Vivek is a chartered accountant with nearly 20 years of experience in professional training and development. He has worked with a wide range of organisations both in practice and business (ranging from large FTSE 100 multinationals to owner managed companies). He also has extensive experience of working in the public sector. Vivek has particular expertise in financial reporting including UK GAAP, US GAAP and IFRS as well finance for non finance training.

Vivek is a lead financial reporting trainer for the ICAEW Academy of Professional Development.

JOHN SELWOOD ACA

John is a chartered accountant and independent training consultant, who lectures for major accountancy practices, professional bodies, training companies and publishers. He speaks on financial reporting, auditing, money laundering and company law.

John is a member of ICAEW's Audit and Assurance Faculty's Practitioner Services Committee and has been involved with presenting and writing the material for the Audit and Assurance and Financial Reporting Faculties Roadshows for a number of years. He also regularly writes for Audit & Beyond and is the author of Core Auditing Standards for Practitioners.

Accounting

Accounting/financial reporting update (autumn)

TARGET AUDIENCE: PRACTICE/BUSINESS

DURATION: 3 HOURS

LOCATION AND DATE:

Birmingham Holiday Inn Conference Centre,
23 Sep

Formerly part of the Financial Reporting Essentials Roadshow, this seminar will use feedback from the QAD and ICAEW Technical Enquiry Service to identify areas where accountants need to improve the quality of financial statements both for entities, large or small.

In particular, the seminar will look at early adopters of the revised FRS 102 to identify problem areas and examples of good practice.

KEY OUTCOMES

This is essentially a topical seminar, and current events will dictate the exact detail of what is covered. It is expected that the seminar will help delegates to understand better:

- How changes in the presentation and disclosure requirements of FRS 102 and FRS 105 are applied in practice
- How to get transition right and avoid getting it wrong
- The unforeseen issues that always arise from a fundamental review of a standard

SUITABLE FOR

All accountants preparing accounts using UK GAAP.

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Audit and assurance

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Audit and assurance

Audit and assurance update (spring)

TARGET AUDIENCE: PRACTICE

DURATION: 3 HOURS

LOCATION AND DATE:

Birmingham Holiday Inn Conference Centre,
13 Jun

This seminar will take a fresh look at scepticism, independence and audit evidence using ICAEW's new film, *Without Question*. When the faculty used the previous film, *False Assurance*, on their roadshow it received excellent feedback from delegates, some saying that it was the most useful audit course they had ever been on. So far the consensus is that *Without Question* is even better!

KEY OUTCOMES

- Learn about the risk assessment process and how you can better understand the entity
- Learn how to deal with divergent objectives of shareholders and management
- Learn techniques to assess the quality of audit evidence
- Understand the impact of auditor long association
- Understand how to audit overseas operations
- A brief update on topical audit developments including the latest on ISAs and ethical standards

SUITABLE FOR

Any auditor from any entity, including smaller, owner-managed companies.

Audit and assurance update (autumn)

TARGET AUDIENCE: PRACTICE

DURATION: 3 HOURS

LOCATION AND DATE:

Birmingham Holiday Inn Conference Centre,
23 Sep

Formerly part of the Audit Essentials Roadshow, this seminar will provide a round up of all the latest news in auditing for the busy audit practitioner using practical examples and case studies. The seminar will help auditors get to grips with the latest changes and what is hot in auditing.

This is a topical event and the precise content will reflect that.

KEY OUTCOMES

- Understand new and revised ISAs, FRC and ICAEW guidance
- Understand changes to legislation, regulation and auditor ethics
- Gain awareness of the latest issues that are hot in auditing

SUITABLE FOR

Any auditor from any entity, including smaller, owner-managed companies.

‘The speaker had good examples and encouraged audience participation.’

‘The speaker was very engaging, interesting to listen to and exceptionally knowledgeable.’

‘Very comprehensive programme offered’

2018 DELEGATE FEEDBACK

Practice management

The practice of today – opportunity and risk

TARGET AUDIENCE: PRACTICE

DURATION: 3 HOURS

LOCATION AND DATE:

See [icaew.com/bircpd](https://www.icaew.com/bircpd) for dates

This seminar will give an overview of the market drivers shaping the practices of today and will explore the impact technological trends are having on practices, focusing on the opportunities they present to firms as well as the risks of not seizing those opportunities.

Using case studies of practices that have made the leap, this seminar will look at how to meet clients' expectations of having access to real-time information and the transition to becoming a trusted adviser.

KEY OUTCOMES

- Understand the market drivers impacting today's practice landscape
- Understand the opportunities for firms
- Recognise that doing nothing is not an option
- Receive a toolkit that helps you transition your practice towards a sustainable future

SUITABLE FOR

Those working in practice or advisory services.

CAN'T FIND THE TOPIC YOU ARE LOOKING FOR?

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Business management

Key speakers

AMANDA CARLYLE BSc, MSc, ACMA, ABNLP

Amanda is a CIMA qualified accountant with 24 years of experience in leading finance teams and delivering finance training. She has worked with some of the UK's leading professional training organisations, providing training to a wide range of organisations in both the public and private sectors.

Amanda has shared her expertise in finance leadership, change management and bringing the numbers to life with thousands of delegates from a variety of industries and is now a lead finance trainer for the ICAEW Academy of Professional Development.

CLIVE HOOK

Clive is a qualified Level 2 practitioner in MBTI as well as SDI, DiSC and Firo-B with over 35 years experience in the learning and development industry.

Clive specialises in corporate culture and has worked for a number of world-renowned organisations.

Clive is the author of the book, "Six Questions for Leading achievers" and has published various articles on leadership, negotiation, influence and teamwork.

JEREMY LEWIS MSc, FCA

Jeremy is a chartered accountant, freelance organisation development consultant, coach and facilitator.

Jeremy specialises in leadership development and collaborative strategic partnering, and has worked with top team and individual executives across the public, private and third sectors for over 10 years.

Before establishing his own practice, Jeremy worked as an internal and external consultant with KPMG, Capita, Mercer and Lloyds Banking Group.

VIVEK MEHAN FCA

Vivek is a chartered accountant with nearly 20 years of experience in professional training and development. He has worked with a wide range of organisations both in practice and business (ranging from large FTSE 100 multinationals to owner-managed companies).

He also has extensive experience of working in the public sector. Vivek has particular expertise in financial reporting including UK GAAP, US GAAP and IFRS as well finance for non-finance training.

Vivek is a lead financial reporting trainer for the ICAEW Academy of Professional Development.

Business management

Techniques to bring financial information to life

TARGET AUDIENCE: BUSINESS

DURATION: 3 HOURS

LOCATION AND DATE:

Birmingham Holiday Inn Conference Centre,
10 Apr

Increasingly, finance departments are measured by their ability to deliver the key messages rather than demonstrate how they can routinely create large volumes of data.

Management Information (MI) is a key way of demonstrating how finance can make a difference and be a catalyst for change.

This seminar will show you effective ways to maximise your impact by simplifying MI, using MI to influence, and creating opportunities to maximise engagement. You will be introduced to techniques to prepare and deliver financial information in reports, meetings and presentations.

KEY OUTCOMES

- Understand the challenge of engaging business partners and clients in MI
- Identify information requirements and value-add
- Begin to transform your thinking so you can deliver key messages more powerfully

SUITABLE FOR

Finance professionals of all levels working in business.

Translating technical know-how into effective business partnering

TARGET AUDIENCE: BUSINESS

DURATION: 3 HOURS

LOCATION AND DATE:

Birmingham Holiday Inn Conference Centre,
10 Apr

In finance, we need to align ourselves to what the business has to achieve. There are growing expectations and demands on finance, at a time when we are under pressure, to show cost leadership and be more efficient. There's a common movement throughout the finance profession to move from a 'bean counting, information providing, transaction processing role' to a 'professional advisory and facilitating role' where finance staff are seen as joint problem solvers. This seminar explores what's needed to realise effective business partnering relationships.

KEY OUTCOMES

- Understand close collaborative partnering and what good looks like
- Understand how customers define value
- Learn authentic partnering
- Learn how to create opportunities to gather customer feedback
- Learn how to jointly set expectations and test how they have been met

SUITABLE FOR

Finance professionals working in business and finance professionals who want to gain a deeper understanding of stakeholders.

Business management

Change management for finance

TARGET AUDIENCE: BUSINESS

DURATION: 3 HOURS

LOCATION AND DATE:

National Motorcycle Museum Solihull, 16 Oct

Organisational and information strategies are rarely successfully implemented. Implementation requires the integration of strategy, processes and people - yet linkages between organisational change and strategy are at best unclear and at worst non-existent. This seminar provides a structured series of techniques to ensure key stakeholders understand why the change is happening, accept the new reality and commit to the 'call for action'.

KEY OUTCOMES

- Understand the change process and the context for change
- Develop techniques to integrate strategy, processes and people
- Understand the impact of change on people
- Understand how to deal with resistance
- Understand how to manage the delivery of business benefits to justify the change

SUITABLE FOR

Experienced finance professionals who are planning or leading change in a finance operational context and finance professionals working in business.

Motivating and energising teams

TARGET AUDIENCE: BUSINESS

DURATION: 3 HOURS

LOCATION AND DATE:

National Motorcycle Museum Solihull, 16 Oct

Managers and aspiring managers will be able to review how to empower and motivate their team to improve team performance and deliver better results. This seminar is designed to enable you to facilitate team meetings, energise team behaviours and create synergies to achieve team goals.

KEY OUTCOMES

- Learn specific techniques to enhance motivation and improve team performance
- Understand why teams are different
- Discuss Myers Briggs evaluation of team workings and styles
- Learn how to acknowledge and work with differences
- Learn how to build synergy, cohesion and understanding across the team

SUITABLE FOR

Any finance professional working in business or practice.

Wellbeing and personal development

Introduction



CABA is the charity providing lifelong support to past and present ICAEW members and their families. CABA's aim is to enable individuals in the chartered accountant community to promote their own wellbeing – physically, emotionally, financially and professionally. Since they were founded in 1886 the services they provide have grown significantly to meet the changing needs of living in a modern digital age. And although CABA works closely with ICAEW, it is an independent organisation and they do not share information with ICAEW about the people they work with. All the services that CABA provide – including these training courses – are free.

All CABA trainers are experts in their specialism and courses are delivered by experienced, qualified trainers. Many trainers have a background in professional services and some are qualified accountants, so they understand the environment accountants work in and appreciate the pressures you face day to day.

The courses are practical, providing evidence-based tools, techniques and strategies that you can take away to use in your personal and professional life. In addition, the courses are an opportunity to network with others who are facing similar issues or situations and share ideas and resources.

You will learn the skills that fall outside of technical training – like being able to respond confidently to change and how to deal with pressure; skills that can determine your success and put you a step ahead of the competition.

Testimonials

'The course provided great practical tips that can be applied with immediate effect in my day-to-day role, thank you.'

'I don't think I'm overstating things when I say that the CABA courses I attended had a profound effect on me. Not only did they change my attitude to my work, they genuinely made me feel better about my life too.'

'Techniques to help me be more positive and resist my negative thoughts. Really practical help and supporting evidence.'

Wellbeing and personal development

Career mapping: Taking charge of your career

TARGET AUDIENCE: PRACTICE/BUSINESS

DURATION: 90 MINUTES

LOCATION AND DATE:

See [icaew.com/bircpd](https://www.icaew.com/bircpd) for date

Research has identified four key competencies which make up career adaptability; Concern for the future, Control, Curiosity and Confidence. Each of us has different strengths and our own unique blend of these four attributes. By developing your career adaptability, you can learn to use each competency effectively, so that you can have the career and future you want. This workshop will help you understand your strengths in these four areas and identify how you can develop them to have the career you want to have.

KEY OUTCOMES

- Set goals for the career you want to have
- Identify strategies to help you take control of your career
- Be alert to different and emerging opportunities
- Increase your confidence in your ability to achieve
- Deal with external distractions and procrastination

SUITABLE FOR

Anyone looking to develop and enhance their career and possibly seeking new opportunities.

Do more in a day than you do in a week

TARGET AUDIENCE: PRACTICE/BUSINESS

DURATION: 90 MINUTES

LOCATION AND DATE:

See [icaew.com/bircpd](https://www.icaew.com/bircpd) for date

Being effective is a crucial aspect of our wellbeing. It gives us a sense of achievement, autonomy, certainty, purpose and control, and this, in turn, leaves us more fulfilled and motivated to do more.

This workshop is a chance for you to step back and review what you do (goals and priorities), how you do them (strategies), and your relationship to them. We will explore some of the latest thinking and practical productivity hacks, leaving you with the capacity to clear the mind, define what's important to you and get in flow.

KEY OUTCOMES

- Clarify priorities
- Increase effectiveness
- Learn some new productivity hacks
- Have more effective meetings
- Deal with external distractions and procrastination

SUITABLE FOR

Anyone who would like to be more effective at work.

Venue details

HOLIDAY INN BIRMINGHAM - CONFERENCE CENTRE

Holiday Inn Birmingham M6, Jct.7
Chapel Lane
Great Barr
West Midlands
B43 7BG

Closest train station:
Birmingham New Street railway station

NATIONAL MOTORCYCLE MUSEUM SOLIHULL

National Motorcycle Museum Solihull
Coventry Road
Bickenhill
Solihull
B92 0EJ

Closest train station:
Birmingham International railway station

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There are over 1.7m chartered accountants and students around the world – talented, ethical and committed professionals who use their expertise to ensure we have a successful and sustainable future.

Over 150,000 of these are ICAEW Chartered Accountants. We train, develop and support each one of them so that they have the knowledge and values to help build local and global economies that are sustainable, accountable and fair.

We've been at the heart of the accountancy profession since we were founded in 1880 to ensure trust in business. We share our knowledge and insight with governments, regulators and business leaders worldwide as we believe accountancy is a force for positive economic change across the world.

www.charteredaccountantsworldwide.com
www.globalaccountingalliance.com

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