

ICAEW



# FINANCE DIRECTORS' CONFERENCE

16 MAY 2012, CHARTERED ACCOUNTANTS' HALL, LONDON



BUSINESS WITH CONFIDENCE

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# THE MANY HATS OF THE FINANCE DIRECTOR

More open business cultures, a faster pace of change and new technologies have highlighted the importance of the many different hats a finance leader has to wear. This conference will explore the many roles of the FD including those of the:

- **strategist** – analysing performance and finding paths to growth
- **catalyst** – helping others manage costs and deliver change
- **operator** – streamlining processes and financial management
- **guardian** – managing and mitigating risk.

## KEY SPEAKERS



**Trevor Williams, Chief Economist, Lloyds TSB, Wholesale Banking & Markets** will share insight on how FDs can navigate through turbulent markets, focusing on the **risk of sovereign default in Europe** and what it will mean for the UK and continued global financial markets' volatility.



**Andrew Lewis, FD, Avon Rubber and winner of Young FD of the Year at the FDs' Excellence Awards 2011** will discuss the importance of taking a strategic view of business operations and marrying that to the broader objectives of the FD.



**Jim Buckle, COO, LoveFilm** explains how making the switch to COO has changed his view of the CFO role. Jim will also give insight on how **LoveFilm** is managing to maintain its growth strategy in a rapidly changing environment – for a business whose model will almost certainly be redundant in five years.



**Alan Trotter, FD, Alliance Trust and member of The Hundred Group**, explains why managing external stakeholder relationships are a vital skill for the FD.



**Siva Shankar, FD, Segro** discusses his take on the finance function and how it needs to be focused on enabling and driving change.



**Narin Garesh**  
Crown  
Worldwide



**Philip Pirie**  
FTEN Mentor  
& Executive  
Coach



**Simon Whale**  
Luther  
Pendragon

### HOW DOES THE FD CREATE A SHARED SENSE OF PURPOSE AND HELP COLLEAGUES BUY INTO IT?

The panel will discuss their experience of restructures, cost reduction initiatives and managing cultural issues post-merger.



**Ian Tyler**  
Balfour Beatty



**James Cheesewright**  
Eurostar



**Anders Rasmussen**  
McKinsey  
& Co

### WHAT MAKES A GREAT CFO?

Listen as our panellists discuss the key facets of the CFO role – sharing their own experiences and providing perspective on what it takes to become a great leader in the world of finance.



**Arif Kamal**  
GL Hearn



**Matthew Eatough**  
Proxmia



**Smo Das**  
Change Driver

### WHAT INNOVATIVE APPROACHES TO REDUCING COSTS ARE LARGE COMPANIES TAKING IN 2012?

Hear our panel debate the pros and cons of new approaches to cutting costs while maintaining growth. These include infrastructure sharing, outsourcing customer services and trimming product portfolios.

## REASONS TO ATTEND

- Gain insight to make the best decisions for your financial and business strategy.
- Pick up tips on managing the rising demands of internal and external stakeholders.
- Hear war stories from leading FDs including:
  - Andrew Lewis who was drafted in to turn round Avon Rubber's £4.3m loss in 2008;
  - Jim Buckle, COO at LoveFilm explains how his team shapes its strategic thinking in a rapidly changing environment; and
  - James Cheesewright, CFO, Eurostar gives his perspective on what defines a great finance chief in a panel debate.
- Discover tried and tested methods to develop and manage a successful risk culture.
- Join leadership coach Robert Griffiths who will discuss the importance of building a strong and motivated team to support you!
- Learn about outsourcing your finance function from industry specialists Sutherland.
- Avoid the pitfalls of the risks facing businesses such as how to focus and maintain peripheral vision.
- An invaluable forum to connect and network with your peers!

**P.S. Get free 2012 subscription to our Finance and Management Faculty when you book!**

# CONFERENCE PROGRAMME

For latest details visit [icaew.com/hats](https://icaew.com/hats)

## MORNING PROGRAMME

- 08:15      **BREAKFAST BRIEFING: LEADERSHIP AND PROFESSIONAL DEVELOPMENT**  
Jonathan Gibbons, ICAEW
- 09:15      **CHAIR'S WELCOME AND INTRODUCTION**  
Richard Young, Strategic Editor of ICAEW faculty magazines
- 09:20      **KEYNOTE ADDRESS: HOW FDS CAN NAVIGATE THROUGH TURBULENT MARKETS**  
Trevor Williams, Chief Economist, Lloyds TSB
- 09:50      **PANEL: WHAT INNOVATIVE APPROACHES TO REDUCING COSTS ARE LARGE COMPANIES TAKING IN 2012?**  
Arif Kamal, FD, GL Hearn; Smo Das, MD, Change Driver; Matthew Eatough, CEO, Proxima
- 10:25      **FINANCIAL STRATEGIES FOR DRIVING GROWTH BOTH AT HOME AND ABROAD**  
Jim Buckle, COO, LoveFilm
- 10:45      **CASE STUDY: CREDIT WHERE IT'S DUE – GETTING BACK TO GROWTH**  
David Thompson, CEO, Close Invoice Finance
- 11:00      **NETWORKING BREAK**
- 11:20      **CASE STUDY: CHANGE MANAGEMENT**  
Siva Shankar, Corporate Finance Director, Segro
- 11:40      **CASE STUDY: BUSINESS TURNAROUND**  
Andrew Lewis, FD, Avon Rubber
- 11:55      **PRACTICALITIES OF OUTSOURCING YOUR FINANCE AND ACCOUNTING DEPARTMENT**  
Simon Spiers, Lead Solution Architect, Sutherland Global Services
- 12:25      **WHAT ARE THE NEW RISKS FACING BUSINESSES IN A GLOBALISED WORLD?**  
Bridget Rosewell, Volterra Consulting
- 12:40      **RISK MANAGEMENT: ANTICIPATING AND AVOIDING A BLACK SWAN EVENT**  
Eddie McLaughlin, MD of Strategic Risk Group, Marsh Risk Consulting EMEA
- 13:00      **LUNCH AND NETWORKING**

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“The FD’s unique challenge is to maintain financial discipline at the same time as wearing a range of other hats. Leadership, operational influence and inspiration – skills learned through experience and from peers – are just as important today.”

Richard Young, Strategic Editor of ICAEW faculty magazines

## AFTERNOON PROGRAMME

- 14:00      **WORKSHOP 1: BUILDING A STRONG AND MOTIVATED FINANCE TEAM**  
Robert Griffiths, Leadership Coach
- WORKSHOP 2: DEVELOPING A SUCCESSFUL ENTERPRISE RISK CULTURE**  
Eddie McLaughlin, EMEA Leader for Enterprise Risk Services and Douglas Ure,  
UK Leader for Enterprise Risk Services, Marsh Risk Consulting
- 15:00      **CASE STUDY: DRIVING BUSINESS SAVINGS**  
Concur
- 15:15      **NETWORKING BREAK**
- 15:35      **OVERVIEW OF THE RECRUITMENT MARKET**
- 15:45      **PANEL: MANAGING INTERNAL RELATIONS**  
Narin Gares, FD, Crown Worldwide; Philip Pirie, FTEN Mentor and Executive Coach;  
Simon Whale, MD, Luther Pendragon
- 16:15      **MANAGING EXTERNAL RELATIONS**  
Alan Trotter, FD, Alliance Trust Plc and member of Hundred Group Investor Relations  
and Markets Committee
- 16:35      **PANEL: WHAT MAKES A GREAT CFO?**  
Ian Tyler, CEO, Balfour Beatty; James Cheesewright, CFO, Eurostar; Anders  
Rasmussen, Partner, McKinsey & Co.
- 17:20      **CHAIR’S CLOSING REMARKS**  
Richard Young, Strategic Editor of ICAEW faculty magazines
- 17:30–18:30      **DRINKS RECEPTION**
- 18:30–22:30      **DINNER AT ONE MOORGATE PLACE RESTAURANT**  
Hosted by **Mark Spofforth, ICAEW Deputy-President**, with after dinner speaker  
**Matthew Parris, award-winning journalist**.

Matthew Parris is one of the UK’s most highly respected journalists. Matthew was elected MP for West Derbyshire in the 1979 General Election. He gave up his seat in 1986 for a media career and was presenter of LWT’s political interview programme, ‘Weekend World’.

Supported by:



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## DATE AND LOCATION

16 May 2012  
Chartered Accountants' Hall  
Moorgate Place  
London EC2R 6EA  
UK

## COSTS

Package	Member	Non-member
Conference	£245 + VAT	£450 + VAT
Conference with dinner	£295 + VAT	£525 + VAT

## HOW TO BOOK

The easiest way to book is online  
[icaew.com/hats](http://icaew.com/hats)  
or call +44 (0)1908 248 159  
(Mon–Fri 09:00–17:00, Wed from 09:30)

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16 May, London

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**NO. PEOPLE****TOTAL COST**

ICAEW Member

£294.00

ICAEW Member with Dinner

£354.00

Non-member

£540.00

Non-member with Dinner

£630.00

**Grand Total****PAYMENT METHODS** Please tick one box☐ I enclose a cheque for £

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**CHANGES TO THE PROGRAMME** We reserve the right to make changes without prior notice.

ICAEW is a professional membership organisation, supporting over 138,000 chartered accountants around the world. Through our technical knowledge, skills and expertise, we provide insight and leadership to the global accountancy and finance profession.

Our members provide financial knowledge and guidance based on the highest professional, technical and ethical standards. We develop and support individuals, organisations and communities to help them achieve long-term, sustainable economic value.

**Because of us, people can do business with confidence.**

ICAEW

Chartered Accountants' Hall  
Moorgate Place London  
EC2R 6EA UK

T +44 (0)1908 248 250  
F +44 (0)1908 248 260  
E [fr@icaew.com](mailto:fr@icaew.com)



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